

TECHNICAL SPECS

MASTHEAD DELUXE VIDEO

OVERALL INSTRUCTION

The Materials have to be sent by mail to the address operation@mediamond.it – with in copy the address of the referential account. At least **3 working days before the online**. It is strongly recommended to specify the following details in the message: Advertiser name, campaign/product name and online date.

REFERENCES

Overall

Mail: operation@mediamond.it

Web: <http://www.mediamond.it/it/Creativita>

NOTES

All the files which you can download from our website, could be modified due to Internet updates or editorial variations. Verify your doubts by contacting Mediamond OPERATION or by sending the source files (FLA, PSD) and the creativity relative fonts for compelling interventions or suggestions.

The FLASH Templates which you can download online are saved in the following versions: CS4, CS5 and CS5.5 in Action Script 2.0 and can be exported in every version.

The units of measurements are expressed as follows:

Size:	Pixel	(PX)
Formats:	Kilobyte	(KB)
Video formats:	Kilobit per second	(KBP/S)

Link: <http://www.mediamond.it/it/Creativita>



MASTHEAD DELUXE VIDEO

Size:	970X500 + 720X240 (mobile, only on responsive sites) They must be provided both.
Formats:	HTML5 300 Kb + JPG/GIF 160 Kb + JPG 80 Kb (720X240) Video MP4 600 Kbps Audio+Video or SWF 160 Kb + JPG/GIF 160 Kb + JPG 80 Kb (720x240) Video MP4/FLV 600 Kbps Audio+Video Or Javascript Redirect No Iframe
Optional elements:	URL / Click Command, Tracking Pixel Unique tracking. We cannot assign separate tracks

Specs details – Redirect

JS REDIRECT	No Iframe Redirect, avoid to build DIV with ZINDEX higher than the editorial pages.
--------------------	---

Specs details – HTML5

JPEG/GIF	Fulfil size and weight (it will be used only for browsers that do not support HTML5)
-----------------	--

HTML5	Is highly recommended to enter an image as a "poster" in the "video" tag (must be the same size of the video, not the size of the creativity). This image will be displayed while the buffering of the video or in case of problems (in these cases, if not present, it will show a black area). E.g.: <code><video width="X" height="Y" autoplay controls autobuffer muted poster="img.jpg"/></code> The backup image indicated up must be provided equally.
--------------	--

Materials should be provided in a single zip file with relative paths (not absolute – note 1).

Only one html file must be provided

Total weight images 300KB

Video MP4 H.264 600Kbps Audio+Video

Destination url will open in a new window with **target “_blank”**

Don't insert direct url into html but **http://landingpage.ad.dotandad.com**

AJAX calls are not allowed

Only one external CSS file is allowed





Only one JS file is allowed

Only one external JSON file is allowed

Banner will link to a single landing page

Direct url will be provided separately.

Materials will be delivered in an iframe FIF compatible

HTML5 tools tested

Google Web Designer

Adobe Flash Canvas

Adobe Edge

Flash Material converted by Swiffy (note 2), checked by the agency will work with your video that should point to a file in the same directory as the export file.

Our tests were limited to basic conversions. These tools are not always able to successfully convert swf files or to create html5 creativity fully functional (e.g. for video formats). You may have to manually intervene in the code.

NOTES

(1) Suppose that creativity is composed of an image (image.jpg) and an html file that points to the image. The customer will have to send these files into a single .zip file contains both, in the html the picture will not have the absolute path.

example:

C://Cartella/File/Immagini/image.jpg but relative, ex. image.jpg

(2) In cases where the agency provides a creative in HTML5 generated by the conversion of a Flash file expanding by the tool Swiffy, inserting iframe FIF in the root of the publisher's site it is necessary for the proper functioning of the banner.

VIDEO

Provide a video in MP4 with bitrate max 600 kbps.

The last frame of the video must NOT be "black".

The file of the video can be sent together with the HTML5 or be deposited on a Server.

Specs details – FLASH

JPEG/GIF

Fulfil size and weight (it will be used only for those users who not dispose of the Adobe Flash plug-in).





FLASH SWF

Insert the play/volume/pause/reload buttons in the highest level of the timeline.

Insert, in the level below, an object Button of the desired size for the click area (draw only in the 4th frame of the object) and associate the following Action Script 2.0 (do not insert the destination link):

```
on(release) {getURL(_root.clickTag,"_blank");}
```

The **Video player** has to be made with AS e not created with the additional elements which already exist in the Flash library.

The video source must not be local but absolute or with “_root.flvname” variable. For example:

YES: *istance_player.play(_root.flvname);*

YES: *contentPath(_root.flvname);*

YES: *istance_player.play("http:...mp4");*

NO: *istance_player.play("video.mp4");*

The video area has to be equal to or be proportioned to the source video, the video must start audio OFF and can be activated only by the action of the user (click or mouse over).

VIDEO

Provide a video in FLV or MP4 with max 600 kbps.

The last frame of the video must NOT be “black”.

The file of the video can be sent together with the SWF or be deposited on a Server.

Link: <http://www.mediamond.it/it/Creativita/MASTHEAD-VIDEO>

