

TECHNICAL SPECS MOBILE

METEO PACK

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.mediadmond.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.mediadmond.it/it/Creativita>

MOBILE METEO PACK

| APP ANDROID METEO | APP IPHONE METEO |

Verify which pack has been purchased, before producing the materials.

Mobile Meteo Pack: **only banner**

Mobile Meteo Pack Splash: **banner + splash page**

Mobile Meteo Pack Video PreApp: **banner + spot**

Mobile Meteo Pack Banner Video: **banner + spot**

Size:

Banner:	300x250
Splash Page:	640x1096 + 640x920 (read below)
Spot:	400x225

Formats:

4 JPEG/GIF (Banner)	25 Kb
2 JPEG (Splash page)	150 Kb + 130 Kb
1 VIDEO (Spot)	300 Kbps – max 15"

Optional elements:

Iframe URL / Click Command, Tracking Pixel

Specs details

JPEG/GIF

Fulfil size and weight. For the SPLASH PAGES you should insert in the right top corner (area almost 150x50) the text "CHIUDI" (the app automatically manages this area). See downloadable PDF on this page.

Max 2 Frames for GIF banners.

We advise to position the main contents in the first 920 pixel from the top; on the other hand, in the last 176 pixel, you should insert non substantial contents for what concerns the communication or blend it to a background colour.

VIDEO

Fulfil size and weight. Considering the limit of 300 Kbps, the weights are divided approximately as follows:

15": 0,8 Mb

The file must have these characteristics:

Seconds	Max 15
Encoding	H.264 / MPEG4
Scanning	PROGRESSIVE
Extension	MP4
Bitrate	300kbps (552 AUDIO + 48 VIDEO)
Audio	AAC, 44100Hz

Link: <http://www.mediamond.it/it/Creativita/MOBILE-METEO-PACK>

