

TECHNICAL SPECS RICH MEDIA MOBILE

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)



RICH MEDIA MOBILE

M-SITE TGCOM | M-SITE PANORAMA AUTO | M-SITE SPORTMEDIASET | M-SITE DONNAMODERNA|

3D SWIPE AD

Size: Banner: 600x600 px

Formats: 2-8 JPEG/PNG/GIF Banner max 65 Kb

Optional elements: Impressions (1 tag)
Clicks (1 tag: target URL)

TAKE OVER

Size: Banner: 600x600 px

Formats: 1 JPEG/PNG/GIF Banner max 65 Kb

Optional elements: Impressions (1 tag)
Clicks (1 tag: target URL)

ABOUT

3D SWIPE AD

2-8 images that the user can scroll between by swiping their finger over the ad. Each image can link to any URL of your choice. A swipe symbol is added automatically that fades out by the first swipe

TAKE OVER

For bigger impact advertising, the take-over provides a cost effective way to show your marketing message and brand, with direct engagement in the ad. Clicking the ad opens a URL of your choice.

We recommend a call to action, such as "Click to visit..." or something similar.

Note: Close button is added automatically.

Link di riferimento: <http://www.mediamond.it/creativita/rich-media-mobile/>

