



MEDIAMOND

TECHNICAL SPECS ADVERTORIAL

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.mediapond.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.mediapond.it/it/Creativita>

ADVERTORIAL

| DONNAMODERNA |

The main image can be in horizontal or vertical format, in case it will be vertical: 330x380 pixel, in case it will be horizontal: 395x295 pixel.

Title:	max. 45 chars spaces included
Abstract:	max. 300 chars spaces included
Article text:	max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
Gallery:	Up to maximum 8 images all either vertical or horizontal, numbered from 01 to 0n (the numbering counts for the layout of the images): For galleries with all vertical images: 700x800 For galleries with all horizontal images: 800x66
Gallery Incipit:	(Caption for the main image for the cover): max 200 chars
Captions:	The captions to be associated with the images, have to be numbered from 01 to 0n as the pictures: maximum 500 chars spaces included for every image, without URL.

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| GRAZIA |

Main image (reshaping will be done by Mediamond)

Title:	max. 45 chars spaces included
Abstract:	max. 300 chars spaces included
Article text:	max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
Gallery:	Up to maximum 8 images all horizontal, in size 1260x840 numbered from 01 to 0n (the numbering counts for the layout of the images)
Captions:	The captions to be associated with the images, have to be numbered from 01 to 0n as the pictures: maximum 150 chars spaces included for every image, without URL.

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| PANORAMA |

Main image 697x394 pixel

- Title:** max. 45 chars spaces included
- Abstract:** max. 300 chars spaces included
- Article text:** max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
- Gallery:** Up to maximum 6 images all horizontal, in high definition, reshaping will be done by Mediamond, numbered from 01 to 06 (the numbering counts for the layout of the images)
- Captions:** The captions to be associated with the images, have to be numbered from 01 to 06 as the pictures: maximum 500 chars spaces included for every image, without URL.

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| FOCUS JUNIOR | STARBENE |

Main image (reshaping will be done by Mediamond)

- Title:** max. 30 chars spaces included
- Abstract:** max. 300 chars spaces included
- Article text:** max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
- Gallery:** Up to maximum 8 images all horizontal, in size 1260x840 numbered from 01 to 0n (the numbering counts for the layout of the images)





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| TGCOM | SPORTMEDIASET | VIDEOMEDIASET | MEDIASET | AMICI | UOMINIEDONNE | LEIENE | GRANDEFRATELLO | INTERNI MAGAZINE | 16 MM |

Main image (reshaping will be done by Mediamond)

- Title:** max. 45 chars spaces included
- Abstract:** max. 300 chars spaces included
- Article text:** max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
- Gallery:** Up to maximum 8 images all horizontal (6 inside the slide-show and 1 for the cover), in high resolution, reshaping will be done by Mediamond, numbered from 01 to 0n (the numbering counts for the layout of the images).
- Captions:** The captions to be associated with the images, have to be numbered from 01 to 0n as the pictures: maximum 150 chars spaces included for every image, without URL.
- Video:** If wanted, the slide-show can be replaced by a video. Maximum length 3 minutes.

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| ICON |

- Title:** max. 30 chars spaces included
- Abstract:** max. 300 chars spaces included
- Article text:** max. 2.200 chars spaces included, with URL to the client's site in the post note ("Per saperne di più.." "Per maggiori informazioni..")
- Gallery:** Up to maximum 8 images in the size 900x600, with captions of maximum 200 chars spaces included.

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



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| FAMIGLIA CRISTIANA |

Titolo:	max. 45 chars spaces included
Abstract:	180 chars spaces included
Article text:	no limitations. In the sent materials you will have to point out bold parts, links, sections and paragraphs
Images:	72 dpi, long length max 1000 pixel
Tag:	Indicate the tags to be associated to the article (max 5)
SEO indications:	Title, Description, Keywords
Gallery:	Title: max. 45 chars spaces included Abstract: max. 180 chars spaces included Caption for every picture: 180 chars spaces included (point out if there is a copyright) Images: 72 dpi, long length max 1000 pixel Tags: Indicate the tags to be associated to the article (max 5)

