

TECHNICAL SPECS DEM

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.mediiamond.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.mediiamond.it/it/Creativita>



DEM

| AME | SKUOLA | MEDIASET | NOSTROFIGLIO | BOL |

Size:	560xN
Formats:	Object HTML file Images Url
Optional elements:	Tracking Pixel Account Preview

Specs details

OBJECT

Max suggested length: 50 chars spaces included

NO special chars (eg. €, <, >, #), these could not be visualised correctly by some e-mail clients.

HTML

The whole message content has to be inserted in a table of fixed width (specifying the width of the width attribute in the tag <table>).

Maximum width: 560 pixel.

For every cell it is necessary to insert the related width (eg. <td width="121">).

It is not granted that background colours different from white, will be kept by every e-mail client.

We dissuade to insert images as cell or table backgrounds.

We dissuade to insert texts in white (some e-mail clients do not allow the visualisation of coloured backgrounds and the Text could so result invisible).

It is allowed to insert maximum 10 links. Every link has to open a new window (target="_blank").

NO CSS styles have to be declared in the head or be external. Only inline CSS styles are allowed, but NOT to define the position of an element (eg. alignment of an image or a table, padding, float, etc...).

NO special chars (eg. €, <, >, #), these could not be visualised correctly by some e-mail clients.

No use of the <DIV> tag for the absolute positioning.

NO mapping

NO anchoring

NO ActiveX and Javascript controls

No form

No redirect

No background images in the tables or in the lines/coloumns

IMAGES

(recalled from the html with relative paths).

Maximum weight allowed for all the images = 100 Kb.

The format has to be jpg or gif. It is not guaranteed that animated gifs will be visualised correctly by every e-mail client.

NO flash

NO video

URL

Destination url (preferably already inserted in the html code)

ACCOUNT PREVIEW

E-mails of the contacts which have to receive and approve the Preview of the DEM before the effective sending. It is important to receive the list of the addresses contextually with the material (and not later), to guarantee this passage.

PRACTICAL SUGGESTIONS

An e-mail HTML has to be "easier and cleaner" than a website: webmails and e-mail programs have problems in the management of certain elements (style sheets, javascript, flash), which a browser runs without any difficulty.

We dissuade to use programs which are not suited (eg. MS Word) for the creation of a DEM. This because the graphical aspect, as initially thought, could vary consistently when the DEM is received by the users.

We advise to avoid inserting only images in the HTML: this would increase the possibility that the message will arrive as SPAM. So we advise to use Text instead of pictures. Very big images should be divided in two or more parts and then composed with the use of a table.

NOTES

The materials have to be delivered at the address operation@mediamond.it, 5 working days before the booked date. In case of delay in the delivery, the DEM will be sent in the days immediately following the defined day. The sender of the message will always be specified by the publisher and therefore NOT adjustable.

Link: <http://www.mediiamond.it/it/Creativita/DEM>

