

# **TECHNICAL SPECIFICATIONS**

## **DIGITAL ADVERTISING FORMATS**



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## INDEX

<b>1. INTRODUCTION.....</b>	<b>3</b>
<b>2. WEB FORMATS .....</b>	<b>6</b>
2.1 ABBINATA – COMBINED BANNERS .....	6
2.2 BIG RECTANGLE .....	7
2.3 DOMINATION.....	8
2.4 HALF PAGE .....	9
2.5 INTRO FULL SCREEN.....	10
2.6 LEADERBOARD .....	11
2.7 MASTHEAD.....	11
2.8 PREROLL .....	12
2.9 SKIN STANDARD.....	13
2.10 SUPERBANNER.....	14
2.11 TABOOLA.....	15
2.12 TABOOLA VIDEO .....	15
<b>3. MOBILE FORMATS.....</b>	<b>16</b>
3.1 APP IL METEO – FLOOR (iPHONE,IPAD,ANDROID) .....	16
3.2 APP IL METEO – INTERSTITIAL (iPHONE,IPAD,ANDROID) .....	16
3.3 APP ILMETEO – CUSTOM BACKGROUND (APP iPHONE, ANDROID).....	17
<b>4. E-MAIL MARKETING .....</b>	<b>18</b>
4.1 DEM (DIRECT MAIL MARKETING) .....	18
4.2 SMS.....	19



## 1. INTRODUCTION

The purpose of the document is to define the guidelines for the production of advertising materials for media campaigns, Internet (web, tablet app, smartphone app, e-mail marketing). These guidelines allow to find the weight, size and characteristics of the different types of creativity. Every size, both simple and complex, it is accompanied by a data sheet that shows all the features to keep in mind when sending materials. The list of formats is in alphabetical order.

### General Informations:

- Where it is not expressly stated sending materials means at least 3 working days before the publishing date.
- For all the creatives must be provided the target URL, ie the Internet address to which the browser should be redirected when you click on the image. In general, the URL must match with a site page; it is not admitted pointing directly to the download file, executable or not, and is not allowed pointing type "mailto" for sending email to click on the banner .
- For each format described is indicated if it's allowed the delivery with full redirect or if it's allowed the inclusion of tracking pixel and click command.
- Where it is not expressly stated we accept a maximum of 4 subjects in rotation for creatives weekly campaigns and a maximum of 2 subjects for daily and weekend campaigns.
- Type of redirects accepted: standard img tag - javascript tag - iframe tag
- Any request that is outside this document should be examined by the technical and mktg Manzoni with a notice, in order to conduct a comprehensive assessment through a process of certification with appropriate functional test.

### Rich Media and Providers

We define rich media creatives that, to meet specific communication needs and impact are carried out outside the limits of the standard creatives. If the weight is very high, creative must be made using a light component that is downloaded during the loading process of the host site and the page and that invokes the effective creative only after loading (polite banners). They are always delivery made via a certified provider redirect.

Within the document, for some rich media may be present indications, references and templates related to a specific provider. This is not necessarily a constraint to having to rely on the provider indicated. The choice of the provider of rich media remains at the discretion of the client/media agency

**IF REDIRECT HAS BEEN MANAGED BY MANZONI IT MUST BE CONSIDERED ALSO RICH MEDIA COST**



## HTML5

The provision of formats in HTML5 is guaranteed if handled with redirect. It is however also accepted formats directly provided in HTML5, but **they must be tested to certify the correct delivery**. Are present on the market the most varied Tools that allow the generation of html5 files; but these files should be checked on AdServer Manzoni.

The basic specifications for HTML5 formats directly provided are:

- ✓ Any SCRIPT or STYLE must be contained directly in the HTML page and should not be included as a separate file.
- ✓ The images must be no more than 6 and should not be contained in folders but must be at the same level as the HTML page that uses them.
- ✓ The images allowed are type PNG, GIF, JPG. Not allowed file type SVG
- ✓ The maximum weight of HTML and images should not exceed 150 Kb.
- ✓ Remember that HTML5 does not work on versions older than Internet Explorer 8 and the versions 9 and 10 is not fully functional. It should be always provided a backup image.

### Banner Dimension guidelines

Set creative dimensions in your HTML file with the size meta tag. It's the best way to be sure your creative renders at the right dimensions.

```
<meta name="ad.size" content="width=[x],height=[y]">
```

Example for 300x250 in html5.

```
<meta name="ad.size" content="width=300,height=250">
```

### Linee guida per l'inserimento del clickTag

Make sure your creative uses the click tag variable as the click destination. In header html page you must declare your clickTag with destination url.

```
<script type="text/javascript">  
var clickTag = "http://www.sitodidestinazione.com";  
</script>
```

Your creative must use the click tag variable as the click-through URL. For Example:

```
<a href="javascript:window.open(window.clickTag)">  
  
</a>
```



## FLASH

Flash swf format is deprecated. It is not allowed.

## HTTPS

Given the rise of sites to https licensed to Manzoni, all materials in redirect, full redirect or only tracking pixels, must be supplied in https. This is recommended but not mandatory for the click command. This also applies to the vast preroll. If you will be provided a non-https redirect script should be excluded from delivery the sites licensed to Manzoni that support this protocol.



## 2. WEB FORMATS

### 2.1 ABBINATA – COMBINED BANNERS

ABBINATA – Desktop
<ul style="list-style-type: none"> <li>• Skin</li> <li>• Big Rectangle</li> </ul>

#### TECHNICAL SPECIFICATIONS

Big Rectangle	<b>300x250 pixel</b> – weight 30 KB HTML5, GIF ANIMATED or STATIC, JPG, PNG	
Clickable	Yes – provide target URL for each format	
Redirect https	Full Javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Skin Standard	Dimensions	<b>1400x600 pixel</b> or <b>1920x1080 pixel</b>
	Accepted Formats	GIF STATIC / JPG
	Max weight	200 KB
	Clickable	Yes – provide target URL
	Redirect https	Yes only Pixel Tracking and ClickCommand
	Descriptive header <b>75</b> pixels for 1400x600, <b>115</b> pixels for 1920x1080, <b>1000/1020</b> pixels size editorial central, focus advertising message within the <b>140</b> pixels to the sides fade out to a single color-coded to provide in <b>hexadecimal</b>	
Additional Notes	Subject rotation is not admitted	
Delivery creatives	3 working days before the publishing date	



## 2.2 BIG RECTANGLE

### TECHNICAL SPECIFICATIONS

Dimensions	300x250 pixel	
Accepted formats	HTML5, GIF ANIMATED or STATIC, JPG	
Max Weight	30 KB	
Animation	Yes	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Backup image	Yes – provide Static GIF or JPG	
Redirect https	Full Javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Additional Notes	<ul style="list-style-type: none"><li>• <b>F</b> version (if required) is delivered with frequency cap</li><li>• <b>G</b> version (if required) is delivered in geotarget (region or state)</li></ul>	
Delivery creatives	3 working days before the publishing date	



## 2.3 DOMINATION

Desktop
<ul style="list-style-type: none"> <li>• Skin Standard</li> <li>• Strip (or SuperStrip)</li> <li>• Big Rectangle</li> <li>• Big Rectangle 2° Scroll</li> <li>• Medium Rectangle</li> </ul>

### TECHNICAL SPECIFICATIONS

Strip	<b>990x30 px</b> – 17 KB - HTML5, GIF ANIMATED OR STATIC, JPG –	
Big Rectangle	<b>300x250 px</b> – 30 KB - HTML5, GIF ANIMATED OR STATIC, JPG –	
Big Rectangle 2° scroll	<b>300x250 px</b> – 30 KB - HTML5, GIF ANIMATED OR STATIC, JPG –	
Medium Rectangle	<b>300x100 px</b> – 22 KB - PNG, HTML5, GIF ANIMATED OR STATIC, JPG –	
Leaderboard	<b>728x90</b> – 30 KB - PNG, HTML5, GIF ANIMATED OR STATIC, JPG	
Clickable	Yes – provide target URL for each format	
Redirect https	Full javascript or iframe	Yes for each format
	Pixel Tracking and ClickCommand	Yes for each format
Skin Standard	Dimensions	<b>1400x600</b> pixel or <b>1920x1080</b> pixel
	Accepted Formats	GIF STATIC / JPG
	Max weight	200 KB
	Clickable	Yes – provide target URL
	Redirect https	Yes only Pixel Tracking and ClickCommand
	Descriptive header <b>75</b> pixels for 1400x600, <b>115</b> pixels for 1920x1080, <b>1000/1020</b> pixels size editorial central, focus advertising message within the <b>140</b> pixels to the sides fade out to a single color-coded to provide in <b>hexadecimal</b>	
Additional Notes	It's allowed subjects in rotation only if the rotation is managed by the redirect	
Delivery creatives	5 Working days before the publishing date	





## 2.4 HALF PAGE

### TECHNICAL SPECIFICATIONS

Dimensions	300x600 pixel	
Accepted Formats	HTML5, GIF ANIMATED OR STATIC, JPG	
Max Weight	50 KB	
Animation	Yes	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Backup Image	Yes – provide Static GIF or JPG	
Redirect https	Full javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Additional Notes	Abmitted more than 2 subject if this rotation is provided with only one “redirect”.	
Delivery creatives	3 Working days before the publishing date	



## 2.5 INTRO FULL SCREEN

### TECHNICAL SPECIFICATIONS

Dimensions img 16:9 -	1366x768 pixel	
Dimensions img 4:3 - optional	1366x1024 pixel	
Dimensions on line	Adaptive to the screen resolution	
Accepted Formats	GIF /JPG or full redirect	
Max Weight	150 KB	
Animation	Yes	
Duration	15 seconds	
Closure	<ul style="list-style-type: none"> <li>• AUTOMATIC after the scheduled Duration</li> <li>• MANDATORY "Close" button on TOP RIGHT</li> </ul>	
Audio	Yes – starting always OFF – It can only be activated/deactivated by user click on specific button	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Redirect https	Full javascript	Yes (*)
	Pixel Tracking and ClickCommand	Yes
Additional Notes	<ul style="list-style-type: none"> <li>• Transparencies are not allowed</li> <li>• It' delivered with frequency cap 1 / Daily or 5 / Weekly</li> <li>• Abmitted 2 subject rotation for week products. Abmitted only 1 subject for day/weekend products. Abmitted more than 2 subject if this rotation is provided with only one "redirect".</li> </ul> <b>** For HTML5 only redirect</b>	
Delivery creatives	3 Working days before the publishing date	

(\*) THE FUNCTIONALITY EXPLAINED – FITNESS OF THE BROWSER WINDOW – IS MUST BE PROVIDED BY REDIRECT. IF YOU DO NOT GET TO, YOU ARE ADVISED TO FOCUS THE DETAILS OF THE ADVERTISING MESSAGE TO THE PIXEL **500** HEIGHT (OF **1000x620** AVAILABLE) TO ENABLE THE USERS TO READ EVEN WITH LESS THAN SCREEN RESOLUTION **1024x768**



## 2.6 LEADERBOARD

### TECHNICAL SPECIFICATIONS

Dimensions	728x90 pixel	
Accepted Formats	HTML5, GIF ANIMATED OR STATIC, JPG	
Max Weight	25 KB	
Animation	Yes	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Backup Image	Yes – provide Static GIF or JPG	
Redirect https	Full javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Additional Notes	<ul style="list-style-type: none"> <li>• <b>F</b> version (if required) is delivered with frequency cap</li> <li>• <b>G</b> version (if required) is delivered in geotarget (region or state)</li> </ul>	
Delivery creatives	3 Working days before the publishing date	

## 2.7 MASTHEAD

### TECHNICAL SPECIFICATIONS

Dimensions	970x250 pixel	
Accepted Formats	HTML5, GIF ANIMATED OR STATIC, JPG	
Max Weight	60 KB	
Animation	Yes	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Backup Image	Yes – provide Static GIF or JPG	
Redirect https	Full javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Additional Notes		
Delivery creatives	3 Working days before the publishing date	



## 2.8 PREROLL

### TECHNICAL SPECIFICATIONS

Dimensions video	<b>640x360 pixel</b> or superior with same ratio <b>1280x720 pixel</b>	
Accepted Formats	Recommended <b>.mp4</b> - Codec Windows Media Video 9 – MPEG, H264 –even accepted files <b>.flv,.mov, .wmv, .avi</b> , - but they will be compressed and converted into a <b>.mp4</b> format file in order to allow the correct delivery	
Max Weight	1,5 MB	
Duration	Max 20 seconds no skip – Max 30 seconds with skip	
Bit Rate	>= 1500 kbps	
Frame Rate	Max 25 fps	
Aspect Ratio	16:9	
Clickable	Yes – provide target URL	
Redirect https	Full in XML	Yes - XML VAST2/3 Compliant with these constraints: <ul style="list-style-type: none"> <li>▪ only Linear node - <b>.mp4 and .webm</b></li> <li>▪ Sequence number valued</li> <li>▪ No Companion</li> </ul>
	Pixel Tracking and ClickCommand	Yes
Additional Notes	<ul style="list-style-type: none"> <li>• Companion is not admitted</li> <li>• Subject rotation abmitted if it is managed with one redirect</li> </ul> <p><b>Not Admitted VPAID - EVENTUAL REQUEST OF VPAID or WRAPPER MUST BE AUTHORIZED BY MKTG MANZONI</b></p>	
Delivery creatives	3 Working days before the publishing date	



## 2.9 SKIN STANDARD

### TECHNICAL SPECIFICATIONS

Dimensions	<b>1400x600 pixel</b> or <b>1920x1080 pixel</b>
Accepted Formats	GIF STATIC / JPG
Max Weight	200 KB
Clickable	Yes – provide target URL
Redirect https	Yeso only Pixel Tracking and ClickCommand
Additional Technical Notes for image:	
<ul style="list-style-type: none"><li>• descriptive header height <b>75</b> pixels for 1400x600 and <b>115</b> pixel for 1920x1080</li><li>• the background must take account of <b>1000/1020</b> pixels dedicated central body editorial, then be calculated to have pixels to the left and pixels to the right side for particular graphic . Consider, however, that only a percentage of user has a screen with a resolution of <b>1400</b> pixels for complete view. The majority of users, however, has a screen with a resolution of up to <b>1280</b> pixels. We therefore recommend using the <b>200</b> pixels to the sides concentrating the details of the advertisement by <b>140</b> pixels, and then blurring the image to the outside. Also recommend not to have written close to the editorial content but to maintain a distance of at least <b>10</b> pixels to the sides.</li><li>• The image must be comprehensive and without a hole for the editorial space.</li><li>• The lower part of the image should fade to a single color which will be supplied as color <b>code in hexadecimal</b> format to allow the color for any users with high-resolution screens .</li></ul>	
<b>.PSD material</b> example for 1400x600 to download: <a href="http://adstatic.kataweb.it/doc/SkinStandard.zip">http://adstatic.kataweb.it/doc/SkinStandard.zip</a>	
Delivery creatives	3 Working days before the publishing date



## 2.10 SUPERBANNER

### TECHNICAL SPECIFICATIONS

Dimensions	990x120 pixel	
Accepted Formats	GIF ANIMATED OR STATIC, JPG,HTML5	
Max Weight	50 KB	
Animation	Yes	
Frame per second	Max 18 fps	
Clickable	Yes – provide target URL	
Backup Image	Yes – provide Static GIF or JPG	
Redirect https	Full javascript or iframe	Yes
	Pixel Tracking and ClickCommand	Yes
Additional Notes	<ul style="list-style-type: none"><li>• <b>F</b> version (if required) is delivered with frequency cap</li><li>• <b>G</b> version (if required) is delivered in geotarget (region or state)</li></ul>	
Delivery creatives	3 Working days before the publishing date	



## 2.11 TABOOLA

### TECHNICAL SPECIFICATIONS

Image Dimensions	1200x600 pixel or 1000x600 pixel				
Text	Max 60 character – spaces included				
Clickable	Yes – provide target URL (landing page)				
Accepted formats	STATIC GIF / JPEG	Max Weight	1 MB	Animation	NO
	ANIMATED GIF <sup>NEW</sup>	Max Weight	3 MB	Animation	SI
<p>Creative Tips for ANIMATED GIF<sup>NEW</sup></p> <ul style="list-style-type: none"> <li>• Use high quality images for animations.</li> <li>• Use short animations, up to 10 seconds.</li> <li>• Animated GIF ads will be played in up to 10 FPS (Frame per Second)</li> <li>• Animated GIF ads will be player in loop.</li> <li>• Flashing/Blinking or extreme GIFs are not admitted.</li> </ul>					
Redirect	<p>It's admitted only click command – no full redirect - no pixel tracking  <b>It's possible to use third-party tags to track impressions , clicks and viewabiliy .</b>  <b>The tracking is at the campaign level and not for single image.</b>  <b>Such use will be reserved only for campaigns with performance targets.</b></p>				
Additional Notes	<p>*It's added a branding text with "sponsored by CLIENT NAME"            * materials via RSS FEED admitted            *Widget on sites are different so a specific image couldn't respect the original. We recommend to leave 75pixel minimum between image and edge</p>				
Delivery creatives	3 Working days before the publishing date				

## 2.12 TABOOLA VIDEO

### TECHNICAL SPECIFICATIONS

Media Type Accepted	MP4
Video Length Best Practices	06 seconds, 15 seconds, 30 seconds
Video Size Limitations:	25 MB max
Aspect Ratio	16:9
Clickable	Yes – send us destination url
<b>3rd Party Tag Specification</b>	<ul style="list-style-type: none"> <li>• VAST 2.0</li> <li>• VAST 2.0 with VPAID 2.0 JS</li> <li>• VAST 3.0</li> </ul>
Delivery creatives	3 days before the beginning of the campaign



### 3. MOBILE FORMATS

#### 3.1 APP IL METEO – FLOOR (iPhone,iPad,Android)

##### TECHNICAL SPECIFICATIONS

Required Creatives for iPhone-Android	320x50 pixel
Required Creatives for iPad	728x90 pixel
Accepted Formats	.PNG/JPEG statica o GIF ANIMATA
Max Weigth	80 KB
Clickable	Yes – provide target URL optimized for Mobile
Additional Notes	<ul style="list-style-type: none"><li>• <b>Full Redirect IS ADMITTED</b></li><li>• Click Command and Tracking Pixel ARE ADMITTED</li></ul>
Delivery creatives	3 Working days before the publishing date

#### 3.2 APP IL METEO – INTERSTITIAL (iPhone,iPad,Android)

##### TECHNICAL SPECIFICATIONS

Required Creatives for iPhone-Android	320x480 pixel portrait – 480x320 pixel landscape
Required Creatives for iPad	768x1024 pixel portrait – 1024x768 pixel landscape
Accepted Formats	.PNG/JPEG statica o GIF ANIMATA
Max Weigth for iPhone-Android	80 KB for each image
Max Weigth for iPad	150 KB for each image
Clickable	Yes – provide target URL optimized for Mobile
Additional Notes	<ul style="list-style-type: none"><li>• <b>Full Redirect IS NOT ADMITTED</b></li><li>• Click Command and Tracking Pixel ARE ADMITTED</li></ul>
Delivery creatives	3 Working days before the publishing date





### 3.3 APP ILMETEO – CUSTOM BACKGROUND (App iPhone, Android)

#### TECHNICAL SPECIFICATIONS

Background Image	<b>828x1792 pixel</b> - .PNG/JPEG – max weight 300 KB It's recommended for this image to provide only a shaded color without content.
Main Image	<b>640x280 pixel</b> - .PNG/JPEG – max weight 150 KB Transparent background is recommended for this image in order to use the background image; it's displayed in the space usually occupied by the editorial news carousel. At the bottom right must be indicate "Advertising".
Floor Image	<b>640x100 pixel</b> - .PNG/JPEG – max weight 30 KB It appears at the bottom, instead of adv floor position
Clickable	The two images (Main and Floor) are clickable. It's possible to provide 2 different destination URLs (optimized for Mobile), however only 1 URL is allowed.
Redirect	<ul style="list-style-type: none"><li>• <b>Full Redirect IS NOT ADMITTED</b></li><li>• <b>Pixel Tracking IS ADMITTED (only 1)</b></li><li>• <b>Click Command IS ADMITTED</b></li></ul>
Additional Notes  It's possible to download an example here: <a href="http://adstatic.kataweb.it/doc/ManzoniCustomBG.zip">http://adstatic.kataweb.it/doc/ManzoniCustomBG.zip</a>	
Delivery creatives	CAUTION. Creatives could be subjected to editorial approval so it's recommended to deliver the materials at least <b>7 working days before the online</b>



## 4. E-MAIL MARKETING

The materials must be delivered at least 5 working days before the date of submission, in order to allow for testing. They must be provided the addresses to be used for items of the test.

### 4.1 DEM (Direct Mail Marketing)

#### GENERAL TECHNICAL SPECIFICATIONS

Composition	Html page, correctly formatted, composed by text and/or images
Dimensions	500x600 pixel
Max total weights	60 KB
Accepted Formats	gif – jpeg - png
Mandatory	In html page it must be insert target URL to associate to the image or text
	Provide an alternative text in <b>ASCII</b> format (.txt). Attention: only ASCII e NOT WORD For example: è=&egrave; à=&agrave; ù=&ugrave; etc etc
	Provide e-mail <b>object</b> (creative subject)
	Apply to all text a font with an absolute size. Ex <font face=Arial size1>
	Replace the symbol "€" with the word "euro" in order to avoid display problems
	Replace accents with apostrophes
Not admitted	Redirect images are NOT admitted
	Text or images with <b>blinking elements</b> within the creative are NOT admitted
	"style sheets " in the html code or external ( css file. ) are NOT admitted
	<b>Javascript</b> use is NOT admitted
	<b>ActiveX</b> controls are NOT admitted
	Attachments of any type / format ( . exe , . pdf , flash, etc) are NOT admitted
	To use the background color ( other than white ) is NOT admitted
	Background image is NOT admitted
	White text is NOT admitted
	It is NOT admitted to use <DIV>
It is NOT admitted to use tags such as " < map area shape .... " to link the images. Links must be associated to each image individually . The solution to this problem may be to "break " the images into several parts and link them individually.	
Mail Object	Max length <b>65</b> characters <ul style="list-style-type: none"> <li>Strongly recommended: NOT use of terms such as " free ", " gratis ", etc. in order to avoid the spam filters .</li> </ul>
Reccomendations	<ul style="list-style-type: none"> <li>Do not use a single large image (must be divide it into several parts, avoid using parts of text converted into images. It is recommended to create the message with parts of text and images separated in equal proportions.</li> </ul>
Additional Notes	<ul style="list-style-type: none"> <li>At the DEM is added a publisher text , which contains legal information , such as privacy policies and the ability to request removal from the list of items</li> </ul>
Landing Page	Max Width <b>750</b> pixel – Max Lenght <b>800</b> pixel – Max Weight <b>130</b> KB
Thankyou Page	Max Width <b>550</b> pixel – Max Lenght <b>350</b> pixel – Max Weight <b>70/80</b> KB
Delivery creatives	3 Working days before the publishing date



## 4.2 SMS

### TECHNICAL SPECIFICATIONS

Only High Quality SMS with DLR (delivery receipt)	
Number of characters available for single SMS	<b>160 characters</b> N.B. some characters can have double value, for example: € %
Number of characters object	<b>11 characters</b>
Number of characters dynamic short link	<b>14 characters</b>
send preview	<b>Max 3</b> smartphone numbers for test sending
SMS multi-part	Quotation on demand. The additional SMS will be counted from <b>154</b> character and you will have availability up to the <b>306</b> character ( <b>153 + 153</b> )
Informations for Sender Registration	BUSINESS NAME STATE VAT NUMBER FISCAL CODE REGISTERED OFFICE ADDRESS CERTIFIED ELECTRONIC MAIL (PEC) TELEFON NUMBER
Delivery creatives	<b>3</b> Working days before the publishing date