

TECNICAL OVERVIEW ABOUT CREATIVES



Universal Ad Package IAB:

Standard ads

Ad	Format (pixel)	Max size (kbyte)
Button	125 X 125	10
Leaderboard	728 X 90	18
Pop Under	max 550x550	18
Wide Skyscraper	160x600	18
Ticker	765x30	12
MPU (only on Reuters)	300x250	18
SkyScraper (Reuters + Home Page of Borsa Italiana)	120 X 600	18

Special ads:

Ad	Format	Max dimension	Max size (kbyte)	Duration
		-		
Interstitial	flash	-10% screen	16	4"-10"
Overlay	flash	300x250	16	4"-7"
Pop Under	flash	550x550	16	-
Video Box	flash	200x200	24	15-30"
		300x250	24	15-30"

SPECIAL REQUIREMENTS

- ?? **AUDIO:** must always be user initiated
- ?? For Reuter's website: **ALL CREATIVES MUST HAVE A MAXIMUM OF 3 LOOPS, THEN BECOME STILL**

CREATIVES REQUIREMENTS

FLASH FORMAT

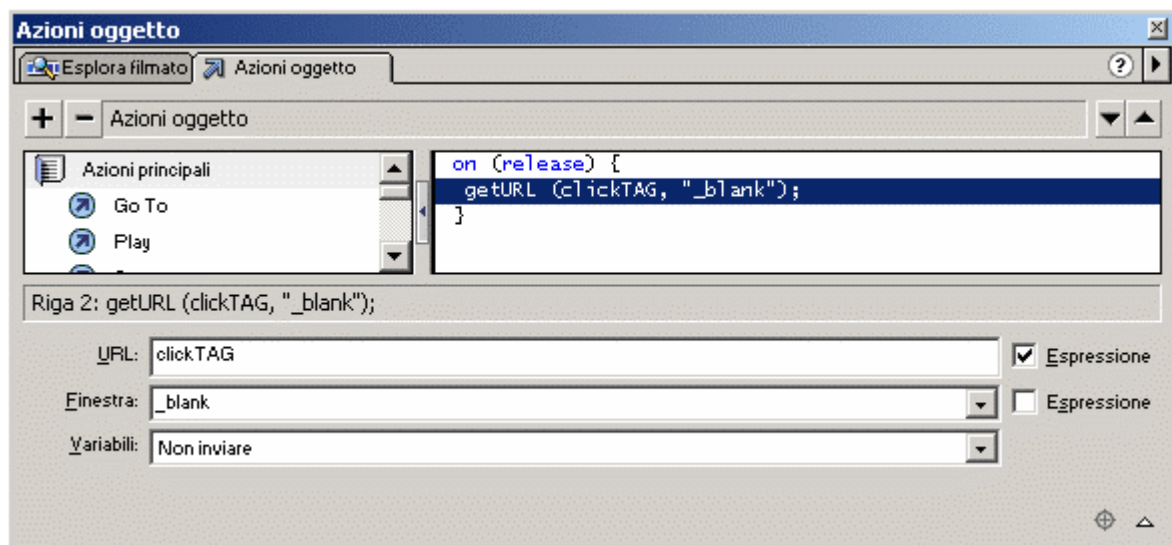
For FLASH creatives, the "swf" file, the substitute gif and the destination URL must always be provided.

Operations to do in source code (fla) in order to enable the destination URL:

- ?? create a new push-button for every URL of the creativity.
- ?? activate the function On Release like action of the object.
- ?? insert the command getURL inside the function, indicating in the URL field the string "clickTAG". The final command must be: **getURL (clickTAG , "_blank");**.

ATTENTION! The syntax must be faithfully respected, the lack of a single element (for example a double apex) compromises the function.

?? Enable the "Expression" attribute for the URL in object.



Multilink creatives:

The flash file (.swf) will have to be modified as follows.
The file (button) usually contains the following code:

```
on (release) {  
    getURL(clickTAG, "_blank");  
}
```

which will have to be changed as follows:

on the button the redirects towards the first site

```
on (release) {  
    getURL(clickTAG1, "_blank");  
}
```

while on the button that redirects towards the second site

```
on (release) {  
    getURL(clickTAG2, "_blank");  
}
```

and so on...

OVERLAYERS and INTERSTITIALS

For OverLayers and Interstitials the "swf" file must be provided.

For Interstitials always send the code source (fla), as well.

For both formats a "close ad" button must always be added, in order to allow the user to immediately stop the animation.

Specifics for these creatives are:

Max duration Interstitial: 10";

Max duration Overlayer: 7";

Max size: 16KB;

Format: exclusively and totally vectorial;

Interstitial dimensions: The creative must be proportional to the screen. Creative is loaded through a function that fixes proportions to "screen-dimension - 10%";

Overlayer dimensions: max. 300X250 pixels;

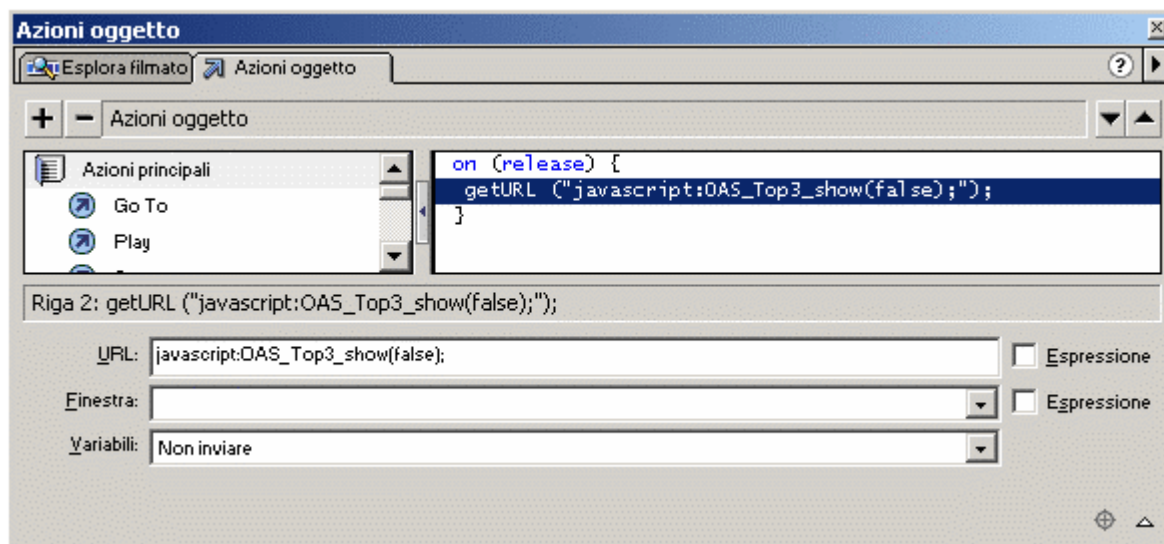
Technical overview Overlayer: (see details "FLASH FILES", above);

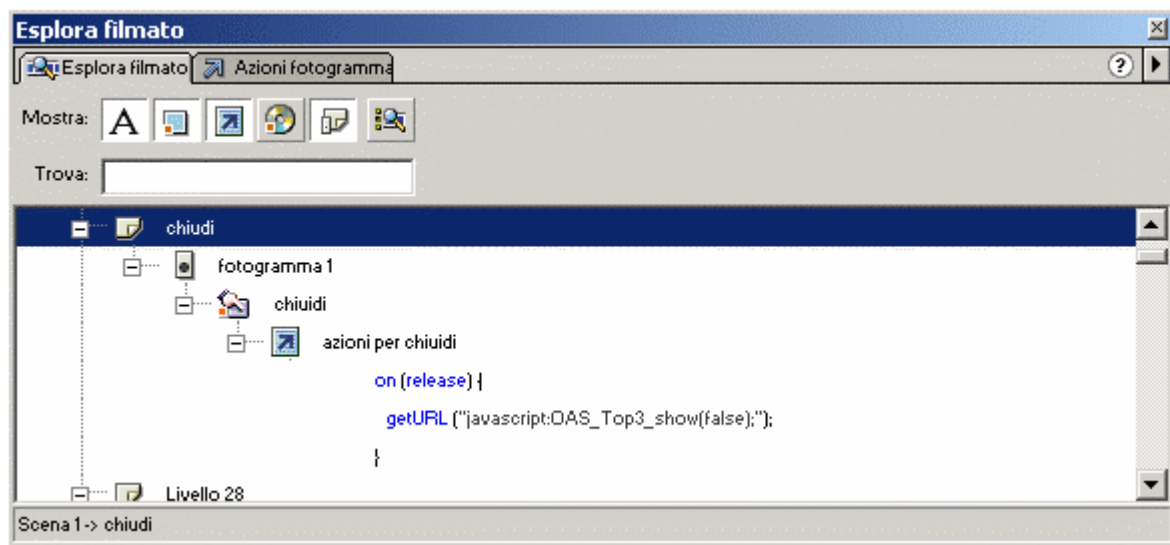
Technical overview Interstitial: Simply send source file (.fla);

Loop Limit: Only one time, closing automatically at end of the loop;

To insert the push-button "Close" please see details "CLOSE BUTTON"

CLOSE BUTTON





SUBMITTING YOUR ADS – DEADLINES AND PROCEDURES

Materials must be sent to materiali@borsaitaliana.it and to manuela.redaelli@borsaitaliana.it two business days before the start date of the campaign for GIF animated or simple flash, and four business days for Rich Media and/or redirect campaigns.

Contacts

Trafficking Office: tel 02-72426265/465 email: materiali@borsaitaliana.it