

BATALA®

The Ad Sales Company

Rules for advertising

In order to advertise with Bravofly Network it's necessary to respect the rules of content and the technical specifics listed in this document.

Expirations

All the materials must be delivered at least 5 days before the beginning of the campaign.

Rich Media

Rich Media, special format and specific types of banners need a phase of testing (see on pag. 3).

Adserver

All our advertising space is served by ad-server "Ad.Agio3.1", with the exception of : Newsletter and DEM of confirmation spaces.

Use of Volagratis, Viaggiare, Bravofly Brands

- The brand can not be used in any way in your advertising.
- Any eventual use of these Brand must be approved by the Marketing department of Bravofly Group.

General Rules for advertising:

- Viaggiare does not take responsibility for the effect of the campaign.
- The publication of any given campaign is always subject to the written approval of Bravofly.
- Viaggiare S.r.l. does not accept banners that promote any kind of **dialer** Web-site.
- All advertising spaces have to be distinct from the editorial and service spaces of BravoFly. We will consider it deceptive and will consequently reject, any type of banners that by similar colour, text or content, try to pose as part of Bravofly web-sites. (see below)

We will reject on grounds of deception:

- Banners with the same combination of colours of Bravofly web-site
- Banners with a white background not delimited by a black edge.
- Any type of banner considered deceptive by our Marketing department. (some examples: banners that simulate download operation; pictures with bad quality; banner linked to web-sites with different versions of the same banner and any form of false promotion.)

Erotic and Pornographic Advertisement.

Viaggiare will not publish banners promoting erotic or pornographic websites or material.

Rules of advertising

Non appropriate content:

The following is a list of content that we do not publish on our web-sites for legal reasons:

- Arms
- Drugs
- Alcoholics drinks (over 21°)
- Tobacco (cigarettes, cigar, pipes, etc.)
- Pornography

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- Death (funeral enterprise, etc.)
- Profanity/Inappropriate Language
- Illegal Betting
- Politics

Technical rules.

The total time of animation of a single banner must not exceed 10 seconds (this applies to the total time of animation for a flash banner, or time of the sequence of the frame that makes the animation).

Is allow a max of 2 loop (see standard format page 4) in any case the duration of the total animation have to be no more than 10 seconds.

We will not accept banners whose animation disturbs the easy navigation or distracts from the content of our web-site, (for example, animations that are excessively fast or have a continuous movement that distracts from reading the content of our page).

Rules of linked page.

The banner can not be directly linked to: a registration page, a concourse Home page or other pages that ask initially for personal information.

If later personal information are asked, the web-site have to specify that under age 18 is necessary the consent of the parents.

We will not accept URL where it is not possible, through the use of "back" button on the browser, to return to the Bravofly page where the click was made.

If the web-site does not allow this functionality because the toolbar is absent, the web-site will have to open in a new page and not in full screen, so that the Viaggiare page remains visible even when secondary.

The activity of the advertiser must finish when the user closes the window that was opened by clicking the banner. (for example, pop up openings are not allowed).

Technical requirements

Rich Media.

Rich media and special format or multimedia complex banner requires a test phase.

- Above the creativity (DHTML or Flash) we need a substitute gif, that must be approved by the editor and compatible for the users with browsers that do not support rich-media graphics?.
- For Flash banner we need the following files:
 - Source file .fla
 - File . swf
 - Font in windows format
 - Substitutive gif

The Flash banner must contain the variable **clicktag** for the tracking of the click.

In particular, the Flash code must accept the external parameter clicktag, using the following code in the transparent button:

```
on (release) {  
getURL(_root.clicktag, "_blank");  
}
```

Where _blank is an optional parameter (_self; _parents; _top)

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The flash banner must also supply the correspondent gif (or jpeg), that will be displayed only if the user doesn't use Flash.

- The management of flash creativities in redirect, does not allow our server to count the number of clicks. The count will be tracked from the advertising server of the media center.
- The HTML creativities must not contain javascript codes and not include css files. DHTML and Flash could create or suffer malfunctions caused by javascript or flash animations already present on the editor page.

During the campaign, the adserver [ad.agio] substitutes the destination url given by the customer (landing page) with a tracking url. When the user clicks on the banner, [ad.agio] tracks the click and will immediately redirect the browser of the user to the landing page specified.

Standard Format

FORMAT	WEIGHT		AUDIO	DHTML
	GIF	FLASH		
Viaggiare Group Web-Site				
300x200 (box)	15K	20K	NO	NO
300x250 (box)	15K	20K	NO	NO
585x190 (maxibanner)	15K	20K	NO	NO
160x600 (skyscraper)	15K	20K	NO	NO
728x90 (leaderboard)	15K	15K	NO	NO
120x90 (button)	10K	NO		NO
Pop under 300x300	20K	20K	NO	NO
pop under 550x550	50K	50K	NO	NO
Text link	Max 45 character spaces included			
Newsletter				
All the format over	15k	NO	NO	NO
FORMAT	pictures	text		
Text link	NO	text: 120 letters spaces included		
Showcase Newsletter	80x55 - 5k			

Format List:

- 300 x 200 "Box"
 - Format: 300 x 200 pxl
 - Gif: max 15 k or Flash: max 20 k
 - Animation: 1 loop
 - Audio: yes only for the first loop
 - Expanding: yes
 - DHTML floating: No
 - Redirect: Yes
- 300 x 250 "Box"
 - Format: 300 x 250 pxl
 - Gif: max 15 k or Flash: max 20 k

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- *Animation: 1 loop*
- *Audio: yes only for the first loop*
- *Expanding: yes*
- *DHTML floating: No*
- *Redirect: Yes*
- 585 x 190 "Maxibanner"
 - *Format: 585 x 190 pxl*
 - *Gif: max 15 k or Flash: max 20 k*
 - *Animation: 1 loop*
 - *Audio: yes only for the first loop*
 - *Expanding: yes*
 - *DHTML floating: No*
 - *Redirect: Yes*
- 728 x 90 " Leaderboard"
 - *Format: 728 x 90 pxl*
 - *Gif or Flash: max 15 k*
 - *Animation: 1 loop*
 - *Audio: no*
 - *Redirect: no*
- 160 x 600 "Skyscraper"
 - *Format: 160 x 600 pxl*
 - *Gif: max 15 k or Flash: max 20 k*
 - *Animation: 1 loop*
 - *Audio: yes only for the first loop*
 - *Expanding: yes*
 - *DHTML floating: No*
 - *Redirect: Yes*
- 120 x 90
 - *Format : 120 x 90 pxl*
 - *Gif: max 10 k*
 - *Animation: no*
 - *Redirect: yes*
- 80 x 55 Travel showcase
 - *Picture Format: 80x55 pxl*
 - *Weight: max 5k*
 - Text Link
 - *Title: 20 letters*
 - *Text: 100 letters*
- Pop under 300 x 300 – 550 x 550:

Windows that will be opened automatically when the page is opened.

- *Creativities type: Gif, flash, HTML (without javascript code)*
- *Format and weight: 300 x 300 : 20K all kind of creativities*
- *550 x 550: 50K all kind of creativities*
- *Frequency limit for 1 session on all the portal*
- *Frequency limit for 1 session on the search section*
- *Redirect: yes*
- *Audio: no*
- *Technical note:*
 - *The URL must not refer to BravoFly*
 - *The pop up under will be charged only after the complete charge of BravoFly*
 - *The pop up under must not automatically open other windows*
 - *The title of the pop under window must begin with the word "Advertising"*

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⇒ [DEM 550x ... :](#)

Direct Email

Creativities type: *html, gif, jpeg*

Format and weight: *550x ... : 60 kb*

Audio: *NO*

Flash: *NO*

DHTML: *NO*

Redirect: *SI*

NB: *no mapped images*

Creatives must be sent not later than 5 days before starting campaign to: batala@batala.it

DEM

General rule

The HTML of an email must be "**simpler and cleaner**" than that of a web page: webmails and email programmes find it difficult to manage certain elements (cascading style sheets, javascript, flash) which browsers can cope with perfectly well. The specifications will indicate the elements that should not be entered in your message in order to prevent visualisation problems for the final user.

Specifications

1. **Layout of content.** The entire content of the message is inserted inside a table with a fixed width (specifying this in the *width* attribute of the *table* tag).

2. **Recommended width.** The external table mentioned in point 1 must have a fixed width. The recommended width is 550 pixels as this ensures horizontal scroll bars do not appear on the major email programmes and webmails.

If, instead, you require a wider layout, the maximum recommended width is 600 pixels:

many programmes and webmails will visualise the message correctly and if the horizontal scroll bar does appear, the scroll will be so small that it should not be annoying for the final user.

3. **Recommended lengths.** For technical reasons, there is NO recommended length. To be effective, of course, the messages of a newsletter or a commercial DEM must not be too long and refer users to web pages as much as possible by inserting links in the message.

4. **<title> tag in <head>.** Insert a text in the <title> tag. Do not leave any default text assigned by the html editor (e.g.: "Untitled1" or "New page 1").

5. **Images.** Images should be loaded on a server (ContactLab's or your server) and then inserted in the message in the *src* attribute of the *img* tag. The format must be jpg or gif (it may also be an animated gif). We strongly advise against inserting mapped images. Each image should be as small as possible in order to prevent the email from exceeding under the recommended total size limit (see point 5 below).

6. **Recommended size.** The size of the html+images should not exceed 60 KB.

7. **Cascading style sheets.** Cascading style sheets (CSS) must be used "sparingly" (see "General rule" above). Here's how:

- Do not use CSS' to determine the position of an element (e.g.: the alignment of an image or table, etc...)

- Insert the style both as an internal CSS (between the *style* tags in the *head*) and as an external file (loaded to a server and then linked to the inside of the file).

- The internal CSS should be commented (that is, all the style sheet elements, apart from the *style* tags, must lie between <!-- and -->)

- The external CSS must be linked inside the *body* (not in the *head*).

8. **Background images.** If the body has a background, do not write in white (or in the same colour as the background). This is because the text will be illegible if the background image is not visualised for some reason.

9. **Text-image balancing.** Do not insert just images in the html as this would greatly increase the probability of the message finishing in the antispam. It is best to enter as much written text as possible. Very large images should be split into two or more sections and then composed using a

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table (*table* tag).

10. **Names of images.** Assign a name to each image signifying what it represents.

Do not use names such as: 001.gif, 002.gif, or photo1.jpg, photo2.jpg etc..

This reduces the risk of the message being considered as spam

11. **Characters.** Do not use accented letters typed from the keyboard: replace them with plain vowels followed by an apostrophe, or with the relative html codes (e.g.: *à*). Beware of MS Word characters (e.g.: inverted commas, ellipses, hyphens and apostrophes in Word must be replaced with the relative symbols typed from the keyboard).

12. **Elements to avoid.**

- **Mapped images.** Do not insert images containing a map. Instead, split the image, compose it in a table and link the various pieces.

- **Javascript.** Do not insert javascript in the HTML of the message.

- **Flash.** Do not insert flash files (.swf) in the HTML. If you really have to insert moving elements, use animated gifs.

13. **Linked text**

Do not use the url of the link as text. For example, do not use links such as `<a`

`href="http://www.tomato.it">www.tomato.it`. This is because some popular mail programmes, including Thunderbird, carry out antiphishing checks that could mark a link of this kind as suspicious. Replace it with text such as: `<a`

`href="http://www.tomato.it">tomato website`

Fixed limits

The above specifications will allow your messages to be correctly visualised by the overwhelming majority of webmails and email programmes that are currently in use. Of course, there are some **limits we have no control over** (policies of individual providers or software manufacturers) and are unable to solve. At the moment, for example, **we are aware that style sheet blocking** policies have been implemented by GMail and Hotmail: on these webmails, therefore, messages may become untidy even though they observe our specifications.

Visualisation problems are often reported with the Lotus suite email programme.

Test emails before deploying them

The best way of checking an email is visualised correctly and its elements work is to send a **test** campaign before deploying the campaign real and proper. ContactLab allows you to create a test filter for each database (cf. chap. 2.3) and send it a test campaign (cf. chap. 3.2).

It is always best to insert various addresses in the test in order to check them against various email programmes and webmails.