



GUIDELINES AND TECHNICAL SPECIFICATIONS FOR INTERNET ADVERTISING FORMATS

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1. GENERAL GUIDELINES

This document contains the guidelines and technical specifications for producing advertising material for the publication of campaigns on the sites of the Bravomedia network.

These guidelines identify the size, format and other features of the various kinds of creations.

- **All advertising formats must open a new browser window when clicking on it.**
The pointed URL, that is, the Internet address to which the browser is to be redirected when the image is clicked, must be provided for each creation. This URL must correspond to the page of a site; the creation may not point directly at file downloads, whether the files are executable or not.
- Banners are supplied through Javascript calls and not through frames
- All rich media formats must have an alternative GIF version and need to be tested. For creations in movie flash format, you are advised to send the source file (.fla) and any fonts used together with the material. In addition, again for flash creations, videos saved in Adobe Flash version CS5 or earlier are preferred.
- Bravomedia reserves the right to suspend a campaign if it presents technical problems
- Under no circumstances shall the customer, on his own initiative, decide to use the name and/or trademarks of the sites of the Bravomedia Network in association with his own or copied into his creation. Each individual use of the Brand shall be agreed beforehand with the Marketing Department of Bravomedia.

All materials must be sent at least 5 working days before the start of the campaign to info@bravomedia.it. Publication or transmission on the scheduled date is not guaranteed if the material is not received within the term established.

2. PUBLISHING RULES

Irrespective of the publishing rules set forth below – and as regulated by the commercial information on the order forms – the advertisement planning customer will hold harmless Bravomedia S.r.l. and the site on which the advertisement is planned from any liability incurred by the creation, the contents and the publication of the advertisement ordered, thus relieving them of each and every related claim, request or proceeding.

- The publication of each campaign/creation is always subject to the indisputable approval of Bravomedia S.r.l.
- Bravomedia reserves the right to remove an advertisement from its site at any time and for any reason
- Changes to an existing campaign must be received at least three working days before it is to be put on line

- The link of a banner must not point directly at a registration screen, a competition entry screen, or other screens that immediately prompt the user for personal data. When personal data are requested, it must be specified that users aged under 18 need their parents' permission to provide this information.
- URLs must not point at pages from which it is not possible to return to the home page of the site on which the banner was clicked using the "Back" button. If the destination site does not allow this function because there is no browser toolbar on it, the site must open up in a new window that is not full-screen so that the site remains visible. The advertiser's activity must stop as soon as the user closes the window after clicking on the banner (e.g. I click on a banner, the advertiser's site is opened, I close it and from that moment on, the advertiser cannot carry out any further activity with me: e.g. no pop-up windows must appear).
- Any creations that present colours, graphic elements or terms considered to be so similar to the editorial context in which they are inserted which could prove misleading for the user (i.e. "Fake banner") may be refused or blocked at any time. All banners that appear to be an integral part of the Volagratis page due to their design/form/colour/contents will be considered misleading and therefore refused; in particular, the following will not be accepted:
 - Banners whose background (or part of it) is exactly the same colour as one of the company colours of the network's sites (e.g. the shades of blue used by Volagratis, etc)
 - Banners with a white background not delimited by a border: white banners must always have a border (preferably black) that delimits the area of publication of the advertising contents (banners with loops containing completely white frames or banners with a white background only partially delimited by an external border will therefore be refused).
 - Banners with a transparent background
 - Banners that do not strictly respect the sizes, formats and other standards indicated below
 - Banners that present spelling mistakes, a low picture quality (grainy, inaccurately trimmed) and erotic allusions
 - DEM messages that bear no express references to the name and logo of the advertiser
- In accordance with company policy, no area of the portal will contain advertising formats for:
 - Pornographic sites
 - Gambling sites
 - Dialler sites (logos, ring tones...)
 - Sites with inappropriate contents

3. WEB BANNER SPECIFICATIONS

The creations handled are listed below. For each of these, see the corresponding section.

Standard Table Formats:

- 728x90 pixels;
- 300x250 pixels;
- 300x90 pixels;

Non-standard Table Formats:

- Pop Under (also in redirect);
- Waiting Page 1000x400 pixels (non-clickable);
- Skin;
- Video Spot (also in redirect);

3.1 STANDARD TABLE FORMATS

Table creations may be in **gif/jpeg** format or **flash** format, or be handled in redirect mode. In order to ensure click tracing, it is assumed that the URL received will already include its tracing code. Any other needs must be requested and tested beforehand.

○ **GIF/JPEG**

No particular technical specifications are required for standard gif/jpeg creations apart from their format and size, and the fact that you must supply the URL to be activated when the gif image is clicked.

The maximum size of the creation is 15 Kbytes

○ **FLASH**

Handling flash banners entails executing a command to be inserted in the single video. For the flash banner to function correctly, it must be able to redirect to the customer's site when it is clicked. In order to do this, the .fla code of the video must contain on its main level a transparent button area that covers it entirely with the action indicated below:

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

N.B. `_root.clicktag` is to be inserted without inverted commas as it is a global variable.

The link to be activated by clicking on the banner to redirect to the customer's site must be provided separately. A gif/jpg image – of the same format and size – is also required as a backup in case the user cannot view the flash video because he has not the relevant plug-in or the browser does not support Javascript.

The total animation time may be no more than 15 sec.

The maximum size of the creation allowed is 20 Kbytes.

3.2 NON-STANDARD TABLE FORMATS

○ **POP UNDER**

The technical specifications for the creation are:

- 1) The video must not exceed 20 kbytes
- 2) The reference formats are 300x300 pixels and 550x550 pixels
- 3) The same specifications as those valid for Standard Flash formats also apply to flash videos
- 4) Frequency limit of once per session across the entire portal

Technical notes:

- The URL must not refer to the name of the site (e.g. Volagratis.xxx.it)
- The Pop-under window must not be loaded until the Volagratis page has been completely loaded
- The pop-under window must NOT automatically open other windows

○ **WAITING PAGE**

The technical specifications for the creation are:

1. Static creation that does not exceed 30 kbytes
2. The reference format is 1000x400 pixels, non-clickable

○ **SKIN**

The technical specifications for the creation are:

1. Gif o jpeg static creation that must not exceed 80 kbytes
2. The reference format is 1500x800 pixels

You must supply a single image that is to be set as the background of the site bearing in mind that the central area, which is 990 pixels wide, is covered by the contents of the site, and thus all images lying within this area will not be visible.

The pointed URL must be supplied together with the image.

- **VIDEO SPOT**

A video spot is a film in digital format supplied with progressive download technology as follows:

- it is downloaded whenever the page is displayed, or with a frequency limit, according to the sites that contain them.
- it is shown inside a frame that contains the control keys play/pause – audio On/Off;
- **this frame is added to the film by the dealer and not by the customer.**
- it starts automatically, with volume off (it may be turned on using the relevant key)
- subsequent displays may be activated using the Start key
- when it reaches the end, it stops showing either the last frame of the video or an image provided by the customers (end of film image), as desired
- maximum duration: 15 seconds
- format of advertising position (including the frame): 300x250 pixels
- maximum size of film: 1.2 MB

Material required for the Video Spot

1. **the film in digital format:** recommended format 300x240 pixels, maximum duration 15 seconds, in **.flv** or **.wmv** format
2. **end of film image** (optional): gif/jpg format (300x240 pixels). It is optional in that it is not necessary if you opt for the last frame of the film. Your choice as to whether you want the last frame of the spot or an end of film image to be used must be clearly expressed when sending the material
3. **the back-up static creation** for connections that have no Flash plug-in: gif/jpeg format (300x250 pixels), max. size 15 Kbytes.
4. **Destination URL**

4. REDIRECT

The Waiting Page, Skin and banner formats published in the Newsletter cannot be handled in redirect mode.

In the other cases, redirect mode is allowed but the creations must respect the specifications laid down for the format concerned.

In particular:

- for the Pop Under format, the redirect code must only return the graphics of the creation.
- The Pop Under window is opened directly by the ad-server used by Bravomedia;
- for the Video Spot format, the redirect code returns both the film and the frame (player) that contains it;
- the redirect tags must be standard tags and must not be contained in iframes.
- the redirect tags must include the parameter for click tracing by the adserver used by Bravomedia as well. Without this parameter, validation of the clicks counted by the customer alone will not be guaranteed.

5. HTML CREATIONS

The publication of any HTML creations will be subject to approval by Bravomedia. The HTML creations must not contain Javascript code or include CSS files that could cause the editor's page to malfunction.

6. BANNER MOBILE SPECIFICATIONS

You can post the following banner formats in iPhone and iPad applications

iPhone:

- 300x50 gif/jpeg static banner with max. size of 20kb;

iPad horizontal and vertical banners:

- 728x90 gif/jpeg static banner with max. size of 20kb;

The pointed URL (Click Command) must be provided optimized for iPhone/iPad.

7. NEWSLETTER BANNER SPECIFICATIONS

The creations handled are listed below:

- 300x250 gif static banner with max. size of 15k.
- 120x120 gif static banner with max. size of 15k.
- 80x55 gif static banner with max. size 5k and text link made up of max. 120 characters including spaces.
- The pointed URL (Click Command) must be provided for all creations.

8. DEM

HTML DEM specifications

The entire contents of the message are to be inserted in a fixed-width table (thus specifying the width in the corresponding attribute of the <table> tag).

- Allowed maximum width: 500/600 pixels.
- **Size of image +html**, maximum allowed: 50k. The image should preferably be broken down so that it can be downloaded more quickly.
- The width must be inserted for each cell (e.g. <td width="121">).
- It is not guaranteed that background colours other than white are maintained by all mail clients.
- Images should not be inserted as backgrounds for cells or tables.
- Avoid inserting white text (some e-mail clients do not allow coloured backgrounds to be displayed in which case the text would be invisible).
- If any **text** is present, it can be shown in html using fonts compatible with all browsers (Arial, Verdana, Tahoma, Times). It is important that the html text does not have an image as its background because this would create viewing problems.
- All links must open in a new window (target=_blank)
- CSS styles declared in the header or outside are not allowed. Only in-line CSS styles are allowed, but NOT to determine the position of an element (e.g. alignment of an image or table, padding, float, etc...)
- Do not insert special characters (e.g. Ä, <, >, #), unless correctly coded, in the body or subject of the DEM as they may not be shown correctly on some electronic mail clients.
- Do not use: <DIV> tag for absolute positioning, mapping, anchoring, ActiveX or
- Javascript controls, forms or redirects

DEM subject specifications

The maximum recommended length is 50 characters including spaces, to which the part "Our adverts - " (e.g. Our adverts – Special offer for Paolo) is added. Do not insert special characters (e.g. Ä, <, >, #) as they may not be displayed correctly on some e-mail clients.

- Materials required

The materials required are:

- Subject of the DEM;
- File containing: DEM in HTML format; images called by html code with their paths;
- Destination URL (preferably already inserted in the html code);
- E-mail addresses of the persons who are to receive and approve the preview of the DEM
 - before it is actually distributed.

- Practical tips

The HTML version of an e-mail must be "simpler and cleaner" than the page of a web site: web mails and mail programs do not handle elements such as style sheets, javascript or flash. In creating a DEM, we advise against using programs not designed for this purpose (e.g. MS Word). Avoid inserting just images in the HTML file: this would considerably increase the

risk of the message ending up in the SPAM folder. Text should therefore be used instead of images. Very large pictures should be divided in two or more parts, and then recomposed using a table.