

ENCICLOPEDIA DELL'AUTOMOBILE

www.enciclopediadellautomobile.com

www.motorencyclopedia.com

Web Advertising Specifications

(april 2010)

General Ad Requirements

- We accept GIF, JPEG e Rich Media & Third Party Served ads.
- 30-second maximum for any animation.
- Ads in e-mail newsletter cannot use rich media.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Any sound must be user-initiated, defined as a click and not a mouseover or rollover, and clearly labelled with "Play" and "Stop" controls.
- The Flash frame rate must be less then 18 frames per second, twelve frames per second is preferred.
- All advertising content must be clearly differentiated from editorial content.
- Advertising cannot be directly competitive or disparaging to Enciclopedia dell'Automobile (Motor Encyclopedia) or any other COMMS.IT® property.
- We reserve the right to reject any ads that are disparaging or have potential for user confusion.
- COMMS.IT® reserves the right to give 24-hours notice prior to pausing a campaign if these specs are not met.

Standard Ad Products

<i>Product</i>	<i>Pixel Size</i>	<i>File dimension Non Rich Media</i>	<i>File dimension Rich Media</i>
Banner alto	[728x90]	20K	30K
Orecchio alto	[250x90]	10K	15K
Rullo	[972x30]	10K	20K
Video Box	[300x250]	20K	30K
Grattacielo (Skyscraper)	[160x600]	20K	30K
Banner basso	[728x90]	20K	30K
Orecchio basso	[250x90]	10K	15K
Skyscraper nella Newsletter	[120x600]	20K	N/A

Flash Click TAG

The clickTAG of Flash file, as below:

```
on (release) {  
    getURL("http://www.yoursitename.tld", "_blank");  
}
```

