



Network MYads:	
INTERNET BOOKSHOP	http://www.ibs.it
MYmovies	http://www.mymovies.it
Wuz	http://www.wuz.it
Libraccio	http://www.libraccio.it

Please send creatives at least 3 working days before to:	traffico@myads.it
	Lorenzo Ameli
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	lorenzo.ameli@myads.it

For any formats we require to make a backup creativity in .gif or .jpg (max weight: 20K).

In case of delays with the dispatch of the creativity or if it's not conform with our specifics, MYads can't be considered responsible for any possible delays with the beginning of the advertising campaign.

Format	GIF/JPG Specifics		FLASH CREATIVITY Specifics				REDIRECT ADSERVER Specifics	
	Pixel size	Weight	Minimum Version	ClickTag	Notes	Url	REDIRECT DART DFA	REDIRECT OTHER ADSERVERS
Leaderboard	728x90	30 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Box Mpu	300x250	30 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Skyscraper	160x600	30 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Manchette [IBS-Wuz]	120x60	20 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Manchette [MYmovies]	120x60 o 120x90	20 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Custom Header "standard" [MYmovies]	The customer shall send PSD (as the layout given as an example) + colour code for the background	PSD (fill in exactly as the layout given as an example)			Complete header height: 225 px (163 for the top part and 62 for the bottom part under the menus of MYmovies) Width with guaranteed visibility: 1000 px. The creativity can be extended till a maximum of 2000 px. File format: .psd (photoshop source)	Shall be provided by the customer	Clickcommand	Clickcommand
Custom Header "plus" [MYmovies]	Here's an enabled example: http://www.mymovies.it/myads/formati/takeover/plus/ You can take a look at the specifics here: http://www.mymovies.it/myads/formati/?formato=takeoverplus							
Pushbar [MYmovies]	940x45	30 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }		Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Board Button [MYmovies]	72x72 + 2 text stripes	20 Kb	Gif or JPG only			Shall be provided by the customer	Clickcommand	Clickcommand
MovieCard® 300x100 [MYmovies]	300x100	20 Kb	PSD (to fill in exactly as the layout given as an example)			Shall be provided by the customer	Clickcommand	Clickcommand
Overlayer [MYmovies]	400x400	35 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }	Close Button: on (release) { getURL("javascript: ddk_hide_overlay();"); } Animation Time: 8 seconds - NO loop	Shall be provided by the customer	Clickcommand	Clickcommand
Intro-Page [MYmovies]	700x400	45 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }	Animation Time: 12 seconds - NO loop	Shall be provided by the customer	Clickcommand	Clickcommand
Video Intro-Page [MYmovies]	700x400	80 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }	Animation Time: 15 seconds - NO loop * Please send Flash with video preloaded on an external server. The creativity shall start with the sound:off and it shall contains the stop button and the start button	Shall be provided by the customer	Clickcommand	Clickcommand
Video Box [MYmovies]	300x250	80 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }	* Please send Flash with video preloaded on an external server. The creativity shall start with the sound:off and it shall contains the stop button and the start button	Shall be provided by the customer	Tag DFA	Clickcommand
Video Pre-Roll with Box 300x250 [MYmovies]	300x250	30 Kb	Flash version 8 + Gif Backup	on (release) { getURL(clickTag, " _blank"); }	Animation Time: 12 seconds - NO loop. Send File .flv or .mov max 1Mb not compatible with Third Party Redirect platforms	Shall be provided by the customer	Customer shall provide the Tag DFA in the Internal Redirect format	Customer shall provide the Tag in the JavaScript format
Movie Theatres Scheduling Newsletter [MYmovies]	728x90 or till a max 728x200	30 Kb	Gif or JPG only		Send high-resolution images in PSD files for the background personalization (you can't click on the background). It's not possible to insert flash animations inside the Newsletter.	Shall be provided by the customer	Customer shall send ClickCommand to trace the clicks of the Leaderboard	