

Please send creativities at least 3 working days before to:
info@myads.it
 +39 02 37 54 600

For any format please supply always a backup file .gif or .jpg
 In case of delay in sending the creativity or whether the creativity is not congruent with our specifications, MyAds can't be responsible for any possible delay of the beginning of the campaign.

TECHNICAL SPECIFICATIONS						
Format	Pixel Size	Size	ClickTag	Notes	URI	Redirect Platforms (Ex. EYEBLASTER, ecc.)
FLOOR AD [MyMovies]	1000x40 (contracted) and 1000x400 (expanded)	40KB (for creativity)	on (release) { getURL(clickTag, "_blank"); }	Please, Send an 2 SWF. The expansion will take place only with mouse over. If you wish to insert a video inside of 1000x400: Animation Duration MAX 15 seconds - NO loop Please send a Flash file that will refer to an FLV video preloaded on an external server or on our Server (in this case the address that will load the creativity will be as in the example: http://www.myads.it/download/ + file name - example: http://www.myads.it/download/video_film.flv). The creativity must start with sound-off and contain the stop button and the start button	Should be provided by the customer.	no
TAKEOVER Custom Header Standard [MyMovies]	PSD 2000x250 See Standard Template	200kb	NO clicktag	Please, send a PSD file (size: 2000x250 Pixel), considering that the creativity will be completely visible depending from the user's monitor resolution. You can refer to various template levels as in the example to understand the visible part, with three of the principle existing resolutions. Please, for avoiding overlaps, keep attention that it's not advisable to insert images in the piece of image dedicated to the logo and to the menus.	Should be provided by the customer.	no
TAKEOVER Custom Header "Plus" [MyMovies]*	Flash SWF 1000x185 + Background See Standard Template	40KB	on (release) { getURL(clickTag, "_blank"); }	Please, send an SWF file of a 1000x185 pixel size. The Flash file should contain images, videos and sounds. Please, indicate also the background colour; otherwise you can send a PSD file of the size of 2000x250 to use as background. The PSD file should contain also an image to be used as background; please note that the whole takeover will be displayed in order to the user's monitor resolution. Please, for avoiding overlaps, keep attention that it's not advisable to insert images in the piece of image dedicated to the menus. If there's a video incorporated in the creativity, its format must be: maximum weight: 1 Mb duration: 30 seconds (loop) format video: .flv the video must start with sound-off and be activated only by the user if in the swf file there's a reference to an external file (video) to be uploaded on our FTP, the path to the video must be like the example: http://www.myads.it/download/ + file name (example: http://www.myads.it/download/video_film.flv)	Should be provided by the customer.	no
Manchette + [Il Fatto Quotidiano]	160x90	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	no
Manchette [BS - Wuz - Libriaccio]*	120x60	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Leaderboard *	728x90	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Box Mpu*	300x250	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Background [Ilfattoquotidiano.it]	2500x3000	200KB	-	Please send image of 2500x3000 pixel size: Format: .gif or .jpg Here you can find an example of a creativity: http://myads.it/download/newsres_skin_myads_2500x3000.jpg Here you can find an example of how it could be visualized by the user: http://myads.it/download/Example_monografica_rq_EN.png Area on the left occupied by the creativity must be of 760x3000 pixels Central white area must be of 980x3000 pixels Area on the right occupied by the creativity must be of 760x3000 pixels Left and right edge must be shaded Example Skin: http://myads.it/download/Esempio_monografica_rq.pdf		
Background [Cinemaitaliano]	2500x3000	200KB	-	Please send image of 2500x3000 pixel size: Format: .gif or .jpg Here you can find an example of a creativity: http://myads.it/download/newsres_skin_myads_2500x3000.jpg Area on the left occupied by the creativity must be of 760x3000 pixels Central white area must be of 980x3000 pixels Area on the right occupied by the creativity must be of 760x3000 pixels Left and right edge must be shaded Example Skin: http://myads.it/download/Cinemaitaliano_template_corona.tpo		
Wide Skyscraper*	300x600	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Pushbar [MyMovies]*	940x45	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Pushbar [Cinemaitaliano]	940x45	40KB	on (release) { getURL(clickTag, "_blank"); }	-	Should be provided by the customer.	yes
Board Button [MyMovies]	50x50 with rounded angles + title 50 types and text 100 types for the test descriptive text	40KB	NO clicktag	-	Should be provided by the customer.	no
Board Button [Ilfattoquotidiano.it]	60x60 with rounded angles + text 20 types for the title line and 89 types for the test descriptive text	40KB	NO clicktag	-	Should be provided by the customer.	no
Board Button [Cinemaitaliano]	72x72 with rounded angles + title 50 types and text 100 types for the test descriptive text	40KB	NO clicktag	-	Should be provided by the customer.	no
Overlay [MyMovies - Ilfattoquotidiano.it - Cinemaitaliano.info]*	400x400	40KB	on (release) { getURL(clickTag, "_blank"); }	Animation Duration: MAX 15 seconds - NO loop	Should be provided by the customer.	yes
Intro-Page [MyMovies - Ilfattoquotidiano.it - Cinemaitaliano.info]*	700x400	40KB	on (release) { getURL(clickTag, "_blank"); }	Animation Duration: MAX 15 seconds - NO loop	Should be provided by the customer.	yes
Video Intro-Page [MyMovies - Ilfattoquotidiano.it - Cinemaitaliano.info]*	700x400	40KB	on (release) { getURL(clickTag, "_blank"); }	Animation Duration: MAX 15 seconds - NO loop Please send a Flash file that will refer to an FLV video preloaded on an external server or on our Server (in this case the address that will load the creativity will be as in the example: http://www.myads.it/download/ + file name - example: http://www.myads.it/download/video_film.flv). The creativity must start with sound-off and contain the stop button and the start button	Should be provided by the customer.	yes
Expandible Pushbar*	940x45	40KB	on (release) { getURL(clickTag, "_blank"); }	Pushbar dimension: 940x45 Max dimension of the expandible: 940x200 Please, Send an 2 SWF. The expansion will take place only with mouse over. If you wish to insert a video inside of 940x200: Animation Duration MAX 15 seconds - NO loop Please send a Flash file that will refer to an FLV video preloaded on an external server or on our Server (in this case the address that will load the creativity will be as in the example: http://www.myads.it/download/ + file name - example: http://www.myads.it/download/video_film.flv). The creativity must start with sound-off and contain the stop button and the start button		yes
Video Box [MyMovies - Ilfattoquotidiano.it]*	300x250	40KB	on (release) { getURL(clickTag, "_blank"); }	Please, send a FLV file that will be embedded in our Video Box template. Otherwise, send a Flash file with video preloaded on an external server (on a specific request) or on our server (in this case the address that will call the file will be: http://www.myads.it/download/ + file name - example: http://www.myads.it/download/video_film.flv). The creativity must start with the sound-off and it must contain the stop button and the start button	Should be provided by the customer.	yes
Video Expanding Box [MyMovies]*	300x250, can be expanded until a maximum size of 500x500	40KB	on (release) { getURL(clickTag, "_blank"); }	Please send 2 files flash or video (.mov, .flv). One will be 300x250 pixel the extended one will be maximum 500x500 pixel	Should be provided by the customer.	yes
Video Pre-Roll [MyMovies]	600x400	1 Mb	NO clicktag	Animation Duration: 15/30 seconds - NO loop. Send a .flv o .mov file of a maximum of 1Mb	Should be provided by the customer.	no
Video Pre-Roll [Ilfattoquotidiano.it]	600x400	1 Mb	NO clicktag	Animation Duration: 15/30 seconds - NO loop. Send a .flv o .mov file of a maximum of 1Mb	Should be provided by the customer.	no
Movie Theatres Newsletter [MyMovies]	700x90 or until a maximum size of 700x200	40KB	NO clicktag	Send a Gif or Jpeg. No flash.	Should be provided by the customer.	no