



TRAFFIC:
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Format	Pixel	Weight		Notes	Please send creatives:	Notes for FLASH CREATIVES only
LEADERBOARD	728x90	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	<p>FLASH CREATIVES: click TAG: on (release) { getURL(_root.clickTag, "_blank"); }</p> <p>please send a GIF versions too (we'll use gif only if flash creatives are not working properly).</p> <p>AUDIO DEFAULT SETTING: OFF AUTO PLAY VIDEO</p>
BOX	336x280, 300x250, 250x250	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	
VIDEO BOX	336x280, 300x250, 250x250	Max 350 KB	tag , GIF, JPG, .SWF	-	3 days before	
SKYSCRAPER	120x600	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	
WIDE SKYSCRAPER	160x600	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	
STRIP BANNER	750x25	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	
POP UNDER	max 550x550	Max 25 KB	tag , GIF, JPG, .SWF	-	3 days before	
OVERLAYER	336x280, 300x250, 250x250	Max 25 KB	tag , GIF, JPG, .SWF	Always insert close button Max Time Live 10 seconds	5 days before	<p>See clicktag function above. Close button function: on(release) { getURL("javascript:layerOff()"); }</p>
PEEL ADS	800x600	Max 60 KB	JPG	See Example Below	5 days before	
SKIN	-	-	High Resolutions Images / Logos	-	5 days before	
FLOOR AD	-	-	-	Contact your account	5 days before	
INTERSTITIAL	-	-	-	Contact your account	5 days before	
ADVERTORIAL	-	No limits	TEXT+ GIF, JPG	-	3 days before	
NEWSLETTER SPONSORSHIP	every db supports different sizes	No limits	GIF, JPG	-	3 days before	
DEM	Larghezza MAX 700 pixel	html max 15kb	HTML + GIF, JPG	(**) Direct E-mail Marketing technical requirements	3 days before	

Peel Banner example: Please Note that Visible area has a TRIANGULAR SHAPE



(**) Direct Email Marketing technical requirements

Please comply with the following creative specifications and advice:

- use only standard HTML code;
- maximum width: 700 pixel;
- white background;
- do not include any Flash component or any executable code, javascript, ActiveX etc.;
- do not include any DIV tag (you may use TABLE tag instead);
- do not include any FORM tag;
- do not use any MAP tag (enabling mapping of multiple links on a single image);
- do not use any external style sheets: you may instead use "inline" CSS applied to your tags.