

DELIVERY INSTRUCTIONS:

The material produced according to the following specifications is to be sent by email to Traffico@rcs.it with an email copy to the reference account.

The material must be delivered at least **5 working days before** it goes online. We suggest that you specify the following details in the subject of the email of delivery: name Advertiser, name campaign/product and date it goes online.

You cannot use pink or similar for adverts intended for Gazzetta #F4AFBE
All artwork on a white background must have a 1pxl frame. If a border is too heavy it won't be accepted.

All artwork will be published following the publisher's approval.

KEY FEATURES:

- SIZE: 1920x1080 px
- WEIGHT: 130 KB
- FORMAT: STATIC GIF - JPG
- REDIRECT: NO
- URL: Standard, Click Command, Tracking Pixel

MATERIALS EXPECTED:

- Static GIF or JPG 1920x1080 px, max 130 KB
- Hexadecimal colour code (ES: #FFFFFF)
- URL: standard or with layouts

GUIDELINES:

Respect the size and weight.

A single static gif/jpg image shall be provided, 1920x1080 pixels in size with the colour code in hexadecimal format set as the page background. If not provided the colour will be set as white.

You should place the main content in the centre of the header at the top, viewable at all resolutions, and enter secondary content (preferably non-textual and if textual that does not repeat the contents of the header) aligned to the sides and taking care to insert it below the lower alignment of the header. A maximum of 25% of the space can be occupied.

INSTRUCTIONS FOR THE MANAGEMENT OF THE .PSD FILE

Activate the layer named "Resolution 1366x768" to see where the artwork will be cut laterally at the most widely used resolution. If you decide to insert text at the edges, make sure they are fully visible at this resolution.

The "SAFE AREA" (RED layer) must be filled but will only be visible on certain sites.
DO NOT leave the red frame visible.

To the left, to the right and below the image should fade to a single colour (which must also be provided separately as a colour code in hexadecimal format) so the background can be coloured at above 1920x1080 for any users with high-resolution screens.

In the psd file downloaded from the site the three shades requested have already been inserted (we chose the colour white as an example) in the layer named "SHADE (to be maintained)"