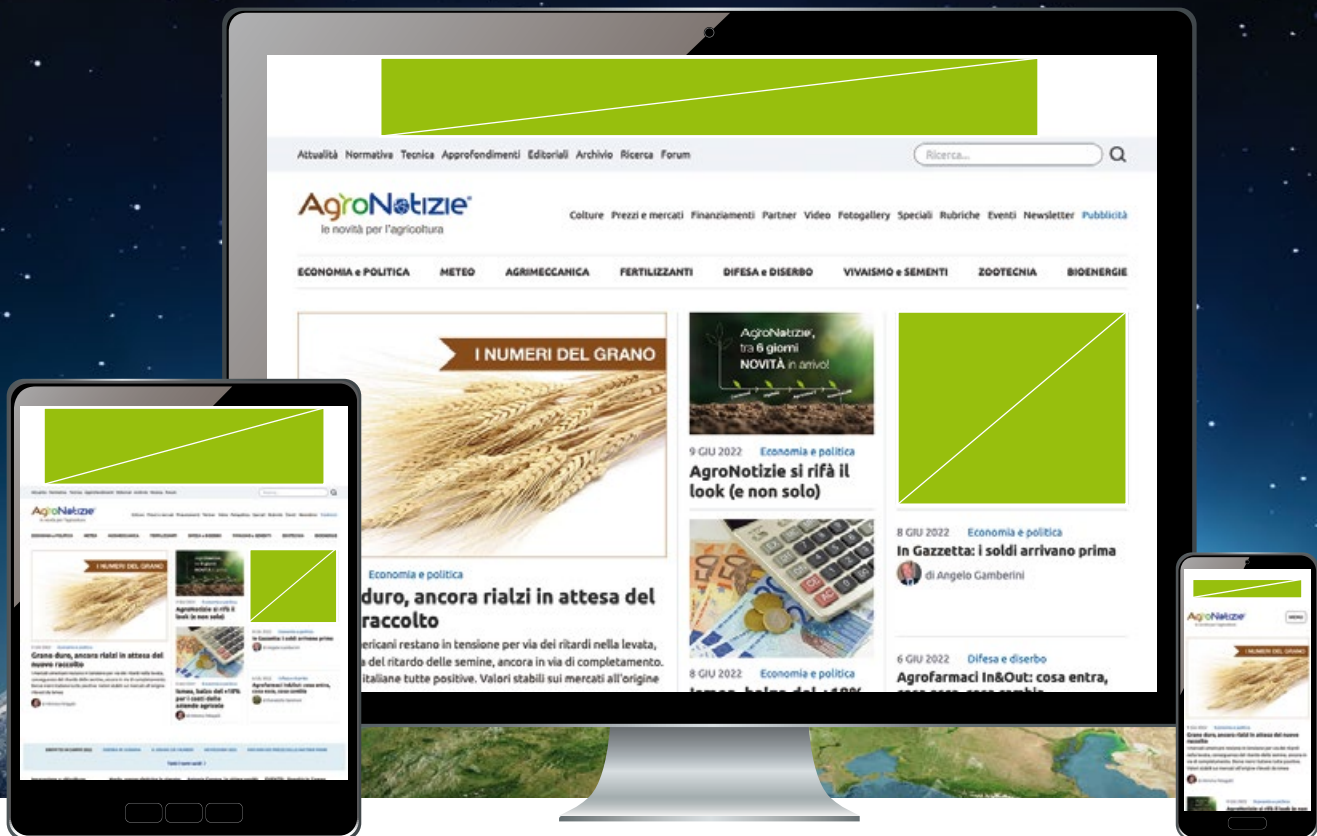


ADVERTISING BANNER



Display advertising:

- different kind of banners to promote your brand (company or product brand) and to launch new products and services
- constantly monitored visibility of your company in a constantly evolving sector

Respecting the following guidelines
ensures proper display of banners

Formats:



DESKTOP



MOBILE

AVAILABLE ON:

WALLPAPER - 1440 x 800 pixel
(max 140 kB)



.GIF

* send us this format
MASTHEAD MOBILE
640 x 120 pixel (max 90 kB)



.GIF

AgroNotizie.it

MASTHEAD - 980 x 250 pixel
(max 120 kB)



.GIF

* send us this format
MASTHEAD MOBILE
640 x 120 pixel (max 90 kB)



.GIF

AgroNotizie.it

LEADERBOARD - 728 x 90 pixel
(max 70 kB)



.GIF

* send us this format
MASTHEAD MOBILE
640 x 120 pixel (max 90 kB)



.GIF

AgroNotizie.it
Fertilgest.com
Fitogest.com
Plantgest.com
Tractorum.it

MEDIUM RECTANGLE - 300 x 250 pixel
(max 40 kB)



.GIF



.GIF

AgroNotizie.it
Tractorum.it

TEXT BOX - 300 x 100 pixel
(max 20 kB)



.GIF



.GIF

AgroNotizie.it

* mobile devices or screens with resolution ≤ 1160 pixels cannot display Leaderboard, Masthead and Wallpaper banners so you should always provide Masthead Mobile format which will replace the others. Masthead Mobile must have the same creativity as the Leaderboard, Masthead and Wallpaper banners.

GUIDELINES

For a correct realization, the **animated banner in format .GIF** must:

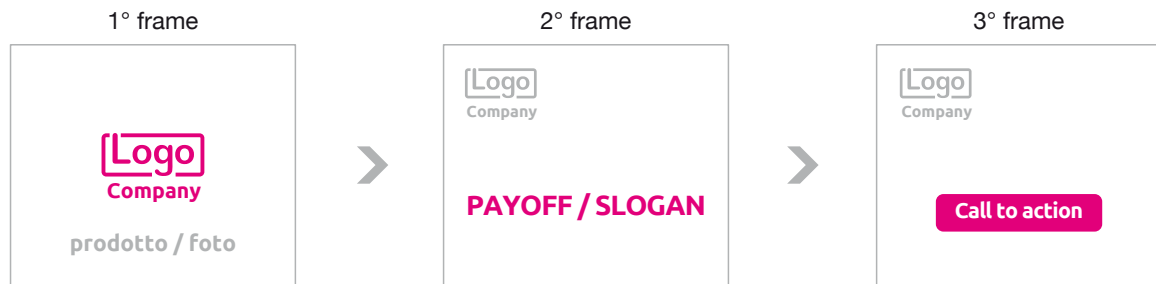
- be a **single file** that **continuously cycles** through all the frames that compose it (at least **3 frames**).
- contain a **background color / image** (non transparent).
- contain the **company logo**, at least **one payoff / slogan** and a **call to action**.

IMPORTANT

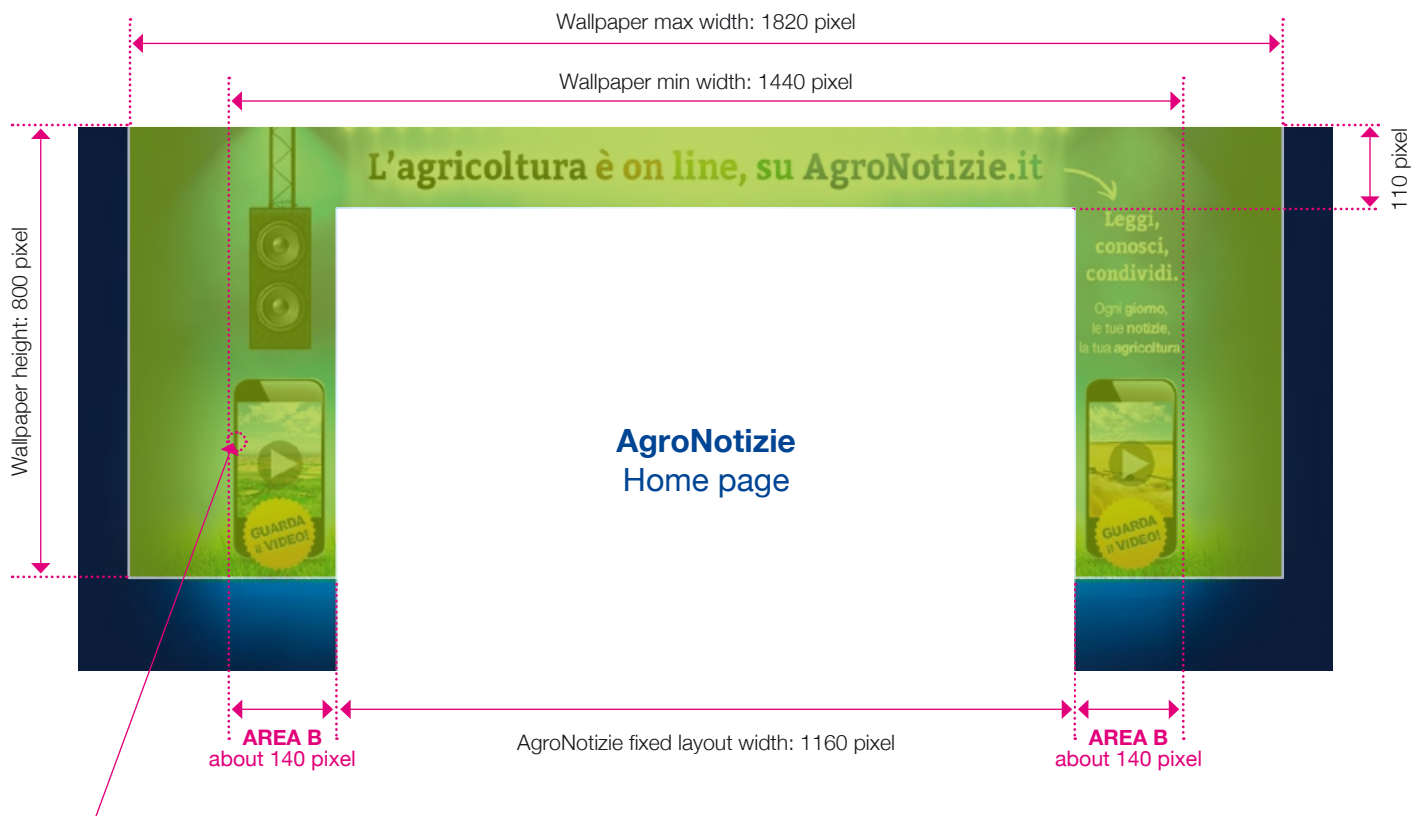
- For the banner it is necessary to indicate the link to the **landing page** (no links that directly download .ZIP or .PDF materials); the **UTM tags** are allowed as parameters to be added to the URL of the links to which the banner must point.
- It's not possible to add creative code (impression / click counter) that involves third parties AdServer.

Example of animated banner .GIF

(Leaderboard, Masthead, Masthead Mobile, Medium Rectangle, Text box formats)



Wallpaper: guidelines and technical specifications



PLEASE NOTE:

leave a bit of space (2-3 pixels) between communication contents (logo, text, etc.) and the browser border (1440 pixel wide) so that contents are clear and not hidden by the frame of the browser. This is because the space occupied by the frames of the browser varies depending on the type and version.

- **dimension:** minimum width: 1440 pixel
maximum width: 1820 pixel
height: 800 pixel

- **type:** .GIF (no animation) / .JPG
- **max weight:** 160 kB

The Wallpaper must have a minimum width of **1440 pixels** so that it is clearly visible on the most common screens. If it exceeds 1440 pixels, communication and marketing contents (logos, texts, etc.) don't have to come out from the two sidebars in order to be still visible (see the picture **AREA B = about 140 pixels** width each. The measure can change of few pixels according to the browser).

The background image of the Wallpaper Banner can still extend beyond sidebars (AREA B) to create a better visual experience.

It is recommended to create a fade effect in the side edges and on bottom to make the Wallpaper "merge" with the AgroNotizie background color, avoiding a "net" contrast between the image of the Wallpaper Banner and the website background.

Placement of advertising formats

AgroNotizie.it

MASTHEAD

WALLPAPER

LEADERBOARD

MASTHEAD MOBILE

Tractorum.it

LEADERBOARD

MASTHEAD MOBILE