

ADVERTISING GUIDE

BUSINESSPEOPLE

WEBSITE

HOMEPAGE

PLACEMENT	SIZE	WEIGHT	FILE TYPE	POSITION
SKIN	1920x1200 with header 150 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1170 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	At the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, at the bottom

MASTHEAD VIDEO formats should be managed in REDIRECT



SECTIONS

STORIES, BUSINESS, PEOPLE, WORK, LIFESTYLE, HI TECH

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
SKIN	1920x1200 Top 150 px first 50 px on the top must not contain texts or imagines central blank size 1170 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	At the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, at the bottom

ROS-ALL SECTIONS

PLACEMENT	SIZE	WEIGHT	FILE TYPE	POSITION
SKIN	1920x1200 with header 150 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1170 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	At the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, at the bottom

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NEWSLETTER

NEWSLETTER

PLACEMENT	SIZE	WEIGHT	FILE TYPE	POSITION
LEADERBOARD	728x90 px	60 kb	<ul style="list-style-type: none"> > jpeg > gif 	It is repeated several times in the body of the newsletter

For each placement is needed to indicate an active landing page

BUSINESSPEOPLE
STORIE ECCELLENZE & stili di vita

IN PRIMO PIANO



Pressione fiscale in calo, ma in Italia le tasse si prendono 5 mesi di lavoro

Il 2 giugno non sarà solo la Festa della Repubblica, ma anche la data in cui si potrà iniziare a guadagnare per la propria famiglia. Paolo Zabeo (Cgia): "Pericolo aumento Iva nel 2018, il nuovo governo dovrà recuperare 12,5 miliardi"

BUSINESS PEOPLE **100 BUSINESS** **5,00€** RIVISTA + ALLEGATO

DA NON PERDERE



Aziende poco "smart": Italia indietro nell'Intelligenza Artificiale

Solo il 50% delle grandi imprese ha avviato progetti di A.I. contro il 70% di Francia e Germania. Finanza, automotive, energia e telecomunicazioni tra i settori più in fermento

LEADERBOARD



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DA NON PERDERE



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BUSINESS PEOPLE MAGAZINE APP

BUSINESS PEOPLE MAGAZINE APP

PLACEMENT	SIZE	WEIGHT	FILE TYPE	POSITION
INTERSTITIAL	700x700 px 300x250 px	80 kb 60 kb	› jpeg › gif	It appears in the centre of the screen every 4 minutes and has a CLOSE button
BOTTOM BANNER	320x50 px 216x36 px	60 kb 60 kb	› jpeg › gif	At the bottom of the screen, in the middle

For each placement is needed to deliver BOTH FORMATS and to indicate an active landing page



INTERSTITIAL BANNER



BOTTOM BANNER

DELIVERY OF THE MATERIALS

**Files should be sent by mail 3 working days
before the beginning of the campaign to:**

Paola Lorusso

mail: plorusso@e-duesse.it

ph. 0227796401

In your email you should specify the following

- **Advertisers name**
- **Website and week period of your campaign**
- **Any repetitions**
- **Contact person to report in case of technical problems/unsuitable materials**