SELEX ADV FORMATS CREATIVE POLICY

General rules for the submission, management and approval of creative assets, applicable to all Selex ad formats described in this document.

Submission deadlines

- Creative assets must be submitted no later than 8 working days before the start of the campaign, for all formats.
- Failure to meet these deadlines will result in delays to publication.

Submission procedure

Order ID and description in the email subject line

- Once work on the campaign begins, an email requesting creative assets is sent to the advertiser with the order ID followed by a brief description in the subject line (e.g. LB_012345 – Advertiser name Product name Month/Year).
- Please include the order ID and description in all subsequent emails to ensure the order is managed correctly.
- If the order ID is missing, please state in the subject line: Advertiser's name – Product name – Month/Year.
- Send all creative assets by email to **advops@italiaonline.it**, copying the Italiaonline Sales Account.

What to send, by format

- **Digital Signage / Radio**: video or audio files already optimised for delivery (MP4 / MP3); do not send source editing files (e.g. *.psd, *.ai, *.premiere projects): Italiaonline does not modify creative assets.
- **On-site — Banners**: an image already optimised (GIF/JPEG) or a ZIP file containing HTML5 complete with CSS, JS and assets; destination URL or click command; any tracking pixels, always via HTTPS.
- **DEM**: a single HTML file, with absolute image paths (images hosted on an external server, not attached to the file).
- **SMS**: final message text, including any variable fields (e.g. {{name}}, {{CouponCode}}) and their corresponding test values.
- **Push notifications**: title, message, image (if applicable; 2:1 aspect ratio) and destination URL (deep link or web link).

General specifications

- Adhere to the maximum file size and dimensions specified in the specifications for each format: in exceptional cases, an increase in file size may be agreed, but this must not exceed 10 per cent.
- All URLs, redirects and tracking codes must be provided via **HTTPS**: any non-HTTPS content will be

excluded from delivery.

• Maximum of 1 creative per format

• DEMs are optimised for correct display on major email clients and browsers: however, you are required to test the creative before final dispatch.

HTML5 Guidelines

Guidelines for HTML5 creatives for On-Site formats — Banners, which, for Selex solutions, replace the standard HTML5 guidelines published by Italiaonline.

General Specifications

• **Self-contained HTML5 ZIP**: a single file in which all elements (images, CSS, JS) are embedded within the HTML code; the file must comply with W3C standards.

• **HTML5 Bundle ZIP**: a ZIP file containing a primary HTML page plus supporting files (images, style sheets, scripts); the total size of the extracted files must not exceed 150 KB (see the 'On Site — Banner' tab).

• No third-party rich media certification is required: HTML5 creatives are served directly via Google Ad Manager.

• Provide tracking codes separately: maximum 1 for clicks, maximum 2 for impressions

• For standard formats, the maximum size of the initial file / ZIP package is 150 KB.

Instructions for the clickTag variable

HTML5 creatives are served via Google Ad Manager, which automatically injects the global variable `**window.clickTag**` with the destination URL set in the platform: the creative must simply read this variable, without declaring it or hard-coding the URL within it

• The clickable layer (the entire DIV of the creative, or a dedicated element such as **div.click_area**) must intercept the click and call **window.open (window.clickTag**).
• Only one clickTag may be used per advert

Note: Google Ad Manager's native HTML5 advert does not support GDPR parameters in the clickTag: if you need to pass on GDPR macros, you must use an external redirect service (Sizmek, Adform, Weborama, etc.).

• Technical reference: support.google.com/admanager/answer/7046799

Border

• A 1px border is mandatory for ad units with a white or transparent background

Ad unit file size

• HTML5 ad units must comply with Google Ad Manager's ad size policies to avoid delivery penalties

• Maximum size of the original file / ZIP package: 150 KB (see the 'Formats and sizes' table in the On Site — Banner tab)