Retail Media Selex Formats

DIGITAL ONSITE

FORMAT SPECIFICATIONS | Digital Onsite

DEVICE	FORMAT & FILE TYPE	SIZE	WEIGHT & DURATION
DESKTOP	• Image: GIF/JPEG (mandatory for formats 768x430, 2340x640 and 430x420) oppure • ZIP: CSS, JS, assets; back up image e click tag mandatory (not valid for formats 768x430, 2340x640 e 430x420)	**200X300**	Weight: MAX 150 KB Duration: max 15s
DESKTOP/MOBILE (app)		**300X250** (carousel*)	
DESKTOP/MOBILE (app)		**300X600**	
MOBILE (app)		**320X100** (slider*)	
DESKTOP		**728X90**	
DESKTOP		**970X250**	
DESKTOP		**768x430**	
DESKTOP		**2340X640** (slider*)	
MOBILE (app)		**430x420**	
DESKTOP/MOBILE		**320x50**	

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN (go-live always on Monday)

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TECHNICAL NOTES & BEST PRACTICE

CLICK TAG	• Required for HTML5 banners via window.clickTag or global variable clickTaG • Not used for static images or animated GIFs. • window.clickTag is a global variable automatically injected by Google Ad Manager with the destination URL (set in the platform interface). • The destination URL must not be hardcoded into the creative asset. • This approach ensures proper click tracking and reporting in Google Ad Manager • The div.click_area acts as a full-size transparent clickable layer. https://support.google.com/admanager/answer/7046799?hl=en&sjid=3724950023582927170-EU
BORDER REQUIREMENTS	• A 1px border is mandatory for creatives with a white or transparent background
CREATIVE WEIGHT / FILE SIZE	• HTML5 creatives must comply with Google's ad weight policies to avoid delivery penalties (Google Policy)

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Tracking permitted:
- only for onsite (no DEM, no DS);
- only impression trackers and static click commands with a plain, editable landing page;
Example: https://ad.doubleclick.net/ddm/clk/123456789;987654321;o?https://www.miosito.it/pagina-di-atterraggio

Master sites and digital flyers:
- a single impression tracker and a static click command must be provided.

Adserver placements:
- ,aster sites and digital flyers (institutional websites) for all formats.

Exceptions for specific formats:
- for the sizes **768x430, 2340x640 and 430x420**, only the static click command is permitted; the impression tracker is not allowed.
Possible solution (not mandatory): create two separate placements with only a static click command. Digital flyers + master sites (slider click only), if you wish to diversify these clicks.

Placement naming:
- clearly indicate the destination of the tracking. Example: digital flyers (all formats)

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DIGITAL ONSITE | LINEE GUIDA PER LA PRODUZIONE CREATIVA

- **Context and objective: t**he banners will be displayed on web pages containing a high volume of information. They must therefore be eye-catching, consistent with the brand's digital environment and optimised for conversion.

- **Clear and concise message**: communicate a single key message per banner. Use short, impactful headlines with visible calls to action.

- **Design and branding:** maintain visual consistency with the product and supermarket brands. Always include:
  - Brand logo
  - Product image (high quality)
  - Colours and fonts consistent with corporate identity

Avoid visual clutter: spacing, visual hierarchy and readability are essential.
Ensure the message is understandable at a glance
If animated, keep the duration to between 5 and 10 seconds, with unobtrusive loops.

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