1) BANNER

Format

Interactive banners are in format HTML5.

Non-interactive banners are bitmap pictures in formats GIF, JPG, PNG or banners in format HTML5. Pictures in formate GIF should be animated. Banners are loaded as link with a picture content into web pages.

Banners for mobil apparatus is need to send in the classic dimension and together also in the

dimensions of MOBIL BANNER and MOBIL BANNER 2. In case of sending only classic

formatdimension, the banner will be automatically trim.

Dimension

Banners must fulfill following dimensions and maximal data size:

LEADER BRANDING - DESKTOP

MEGA   LEADERBOARD
Dimension: 1080 x 210 px
Data size: 50kB

BACKGROUND
Technical parameters
on the second page

LEADER BRANDING - MOBIL VERSION

MOBIL LEADERBOARD
Dimension: 320 x 100 px
Data size: 15kB

MOBIL BACKGROUND
Dimension: 600 x 200 px
Data size: 40kB

Format of advertisement data in HTML5

The technical parameters are send in extra file, for the mobil apparatus is need to send extra creatives   for the banner MEGALEADERBOARD (mobil banner)

Further information

- in case that banner has white background, it is needed to frame it by a frame of 1 px another color
- it is needed to supply click through URL together with the banner, which we state in our system
- if supplied banner has a incorporated URL, there is not a possibility of measuring clicks
- all adds neede to supply minimum 3 working days before starting campaign

Contact

Kristýna Motrincová, kristyna.motrincova@mafra.cz, mobil: 608 009 013, tel.: 225 008 618
Markéta Němcová, marketa.nemcova@mafra.cz, mobil: 777 005 036, tel.: 225 008 627
Jana Hachlová, jana.hachlova@mafra.cz, mobil: 604 949 764, tel.: 225 008 624
Šárka Hložková, sarka.hlozkova@mafra.cz, mobil: 725 596 707, tel.: 225 008 650
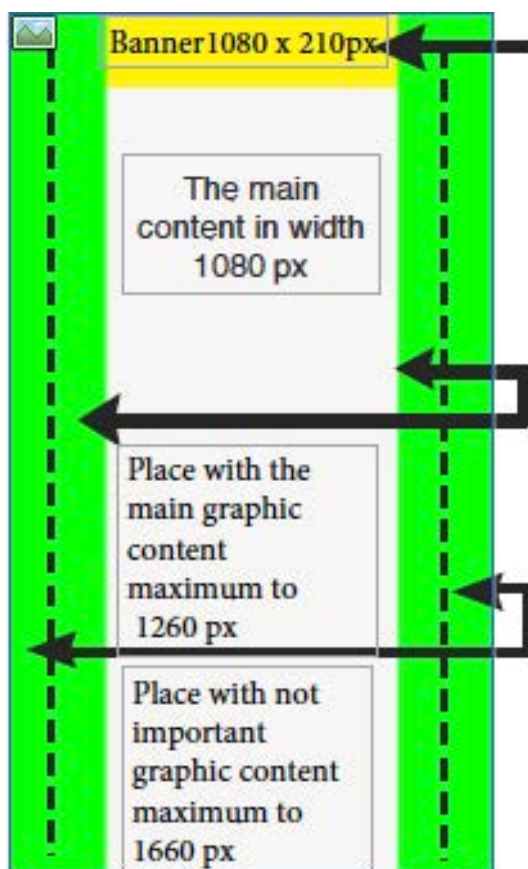
2) BACKGROUND (FRAME)

The Branding is background (frame) of the web page. This is just one picture placed on the background of the web page. Its maximal width should be 1660 pixels and maximal height 3000 pixels. During the preparing of branding you should count out, that in the middle of picture will be placed the main web area, so everything in the middle by the width of 1080 pixels wouldn't been visible.

While preparing the graphic proposal there is necessary to mention, that c. 30% of readers have got monitor of a width 1280 pixels. There shouldn't be lost any important informations, because while displaying of branding it is bleeder to this width. That means that you should picture all important data (texts, logos etc.) into the width 1260 pixels and into the rest of 1660 pixels the less important graphics.
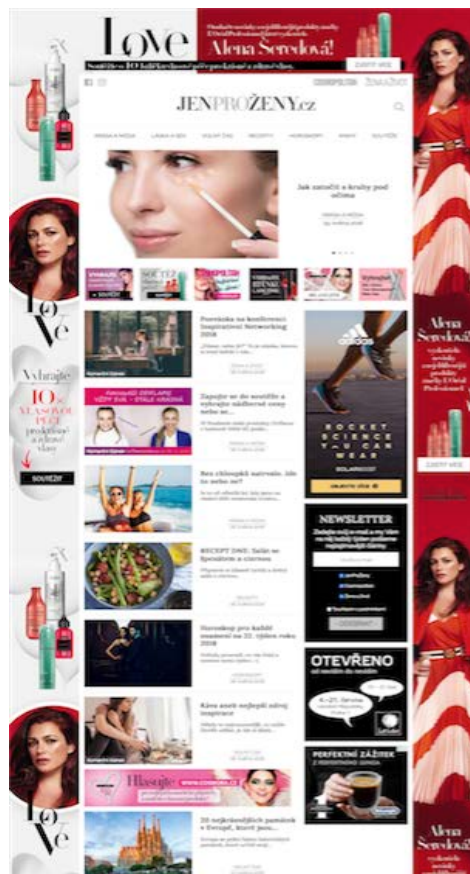
The final data picture should be maximum 500kB, in the RGB colors and usual picture formats (JPEG, GIF, PNG).

Together with the branding picture please send the click URL, the number of the background.

Graphic layout   **Final layout with banner**   **Final mobil branding**

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