

Format

Interactive banners are in format HTML5.

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

Mobile banners for the formats MEGALEADERBOARD, LEADERBOARD and RECTANGLE are need to send in the classic dimension and together also in the dimension of MOBIL BANNER. In case of sending only classic format dimension, the banner will be automatically trim.

Dimension

Banners must fulfill following dimensions and maximal data size:

MEGALEADERBOARD Dimension: 1080 x 210 px Data size: 50kB	SQUARE Dimension: 300 x 300 px Data size: 40kB	DOUBLE RECTANGLE - only desktop version - JPM Dimension: 480 x 300 px Data size: 40 kB
LEADERBOARD Dimension: 1080 x 100 px Data size: 40kB	RECTANGLE (1, 2) Dimension: 600 x 120 px Data size: 40kB	
HALF PAGE AD Dimension: 300 x 600 px Data size: 40kB	MEGABANNER Dimensions: 1080 x 210 px Data size: 40kB	PARALLAX Dimension: 300x600 px Formate: jpg, png, gif Data size: 50kB
MEDIUM RECTANGLE Dimension: 300 x 250 px Data size: 40kB	MOBIL BANNER Dimension: 320 x 100 px Data size: 15kB	

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 banners MEGALEADERBOARD, LEADERBOARD, RECTANGLE (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 is needed to supply minimum 3 working days before starting campaign

Contact

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