

## 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 format dimension, the banner will be automatically trim.

### Dimension

Banners must fulfill following dimensions and maximal data size:

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

**MEGABANNER**  
Dimension: 1080 x 210 px  
Data size: 40kB

**MOBIL BANNER**  
Dimension: 320 x 100 px  
Data size: 15kB

**HALF PAGE AD**  
Dimension: 300 x 600 px  
Data size: 40kB

**SQUARE**  
Dimension: 300 x 300 px  
Data size: 40kB

**MOBIL BANNER 2**  
Dimension: 600 x 200 px  
Data size: 20kB

**MEDIUM RECTANGLE**  
Dimension: 300 x 250 px  
Data size: 40kB

**RECTANGLE (1,2)**  
Dimension: 600 x 120 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, RECTANGLE (mobil banner, mobil banner 2)

### 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 incorporated URL, there is not possibility of measuring clicks
- all adds neede to supply minimum 3 working days before starting campaign

### Contact

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## 2) BACKGROUND (FRAME)

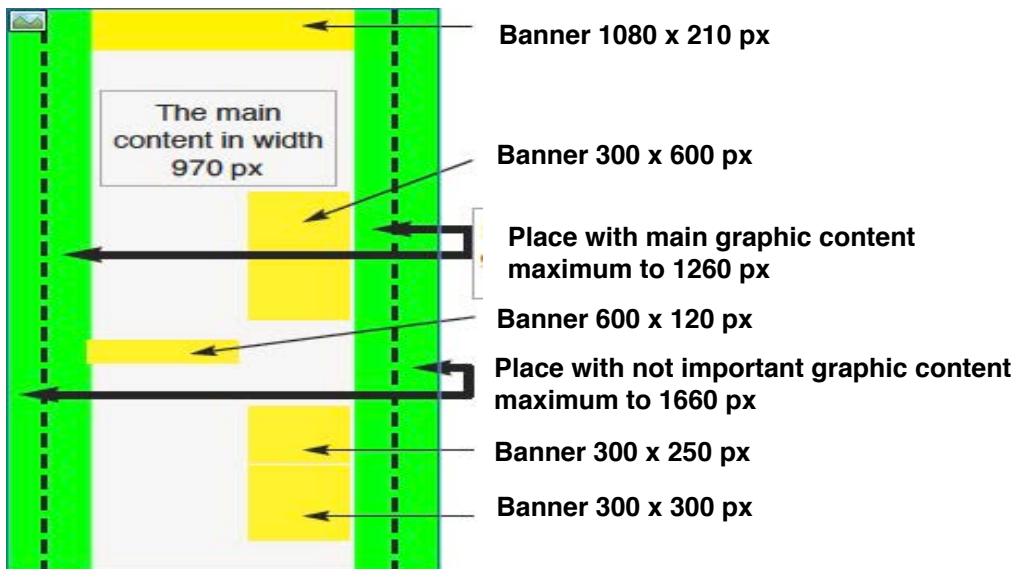
The Branding is background (frame) of the web page. This is just one picture placed on the background of the web page. Its maximal width should be 1660 pixels and maximal height 3000 pixels. During the preparing of branding you should count out, that in the middle of picture will be placed the main web 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 banners



*Example of preparing Full branding. The number of banners, their dimensions and placing should be different at each website. Actual information you find in media kit of each web site.*

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