



# Technical specification of online advertising formats

Specification compliant with the IAB Polska standard

<b>Date of update:</b>	2025-03-13
<b>No. of pages:</b>	23
<b>Type of compilation:</b>	Technical specification
<b>Type of document:</b>	Public

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## GENERAL INTRODUCTION

## REQUIREMENTS FOR PREPARING ADVERTISING

1. It is required to send an entire set of materials, no later than **3 business days** before the date of the planned emission. In any other case, the Polska Press Grupa (PPG) does not guarantee to start emitting the ad within the prescribed period due to the lack of sufficient time to test the creation and remove any errors.
2. The deadline is **5 business days** for formats using streaming technology.
3. Along with the creatives, it is **necessary** to send the target **URL** where the creative should be directing after clicking on it (this applies to clickable ads).
4. All creatives must contain "root.clickTag" variable that allows to attach a valid link in the serving codes.
5. Creatives are accepted in **HTML5, JPG, GIF, PNG** type files for emission, with dimensions and weight **not exceeding** the directives given in the subsequent part of the document.
6. The FPS (frame per second) limit in all creatives is **25 fps**.
7. Video ads using streaming should have well-visible action buttons like: play, stop, mute. The video can be started automatically but with muted sound.
8. Buttons : play, stop, rewind, „zamknij X” should be easily accessible and easy to find and use for the user
9. Plugging external tracking codes as well as scripts that change the browser window, its size or location, must be consulted in advance.
10. Placement of tracking scripts is possible provided that the vendor is present on the **TCF Vendor List** or on the **RODO** veil of Polska Press websites. The procedure for placing codes in sponsored articles and calling them from the advertising level is described in detail in the internal document **“Rules for placing customer codes”**.
11. Creatives that are incomplete or that cause errors on the page must be corrected before the emission begins.
12. Creatives should not be protected from **debugging**.
13. Text advertising formats, e.g. a text link, must always have an attribute applied `rel="nofollow"` for the `<a>` tag.
14. All creatives emitted from external codes should be provided in a form supporting asynchronous emission.
15. PPG reserves the right to verify uploaded creatives for compliance with the specification and to not accept or discontinue emissions in the absence thereof.
16. PPG reserves the right to refuse to emit the creative or to stopping the emission of the creative if the advertisement is considered too bothersome for users, breaking the law, propagating pornographic content, incompatible with decency, harming the interests or image of PPG.

17. PPG does not bear any responsibility for improper advertisement emission on custom browsers or non-standard (non-default) settings of browsers or operating system.
18. Creatives should not overload the processor on the user's computer. Designated permissible size on the referenced processor (P IV 2,6GHz), is up to 30%. When this value is exceeded, PPG may prevent the creation of such a creative.

#### **SOME ELEMENTS THAT MAY AFFECT EXCESSIVE SIZE:**

1. A large amount of onClipEvent(enterFrame) activities performed simultaneously.
2. Animation of complicated vector shapes - we recommend reducing the number of curve edit points. Vector shapes with a significant number of node points - we recommend such an object to be exported as a file (.jpg, .png) and to be imported again.
3. Animation of objects consisting of a large number of gradients.
4. Animation of many objects simultaneously.
5. Excessive use of transitions from transparency (alpha) on bitmap

#### **MATERIALS ADDRESSED TO POLSKA PRESS:**

All materials must be delivered once, for the entire duration of the campaign. A set of materials is understood as:

1. A set of creatives that meet the specification or codes serving creatives,
2. A set of active URLs, 3. An order for emission.

#### **NAMING OF ADVERTISING FILES:**

Materials should be named according to the following pattern, e.g.

dom\_a\_nto\_billboard\_750x100\_transparent\_v1

dom\_b\_lubuska\_expand\_rectangle\_300x250x600\_as2\_v2

dom	proper name
a,b	distinction for larger number of formats (if necessary)
nto	the site on which the given format will be emitted
billboard	advertising format
expand	expandable format
300x250x600	basis 300x250 expanded 600x250
transparent	banner background (if it occurs)
v1, v2	ad version

## **HTML5 CREATIVES**

The HTML creative should consist of the smallest possible number of elements. The smaller the number of additional elements, the faster the creative will be loaded and displayed to the end user. All references to constituent elements should be performed using relative addresses (except for elements placed on external servers).

Style sheets and JS libraries can be placed directly in the body of the main html file, which will reduce the number of components. Graphic elements can also be placed in the main file (by encoding with Base64), however, it can significantly increase the file size and loading time of the creative in the user's browser.

HTML creatives are embedded on the page using a tag <iframe>. In the address of the creative file, parameters are passed after the hash sign (#) in the form of NAME\_PARAMETER=VALUE. In order to read the parameters passed to the creative (among others, scripts for measuring clicks), attach the following code to the creative code at the beginning <body>:

```
<script type="text/javascript"> var parsed =
    (document.location.href.split('#')[1] || '').split('&'); var params =
    parsed.reduce(function (params, param) { var param =
    param.split('='); params[param[0]] =
    decodeURIComponent(param.slice(1).join('=')); return params;
    }, {});
</script>
```

In the main HTML file the creative should provide a variable to which the destination address of the creative can be passed. This variable should be assigned a value read from the parameters passed automatically to the creative, which is located in the params.clickTag variable (after executing the code that reads the parameters). Below is an example in which the destination address should be assigned to a global variable clickTag:

```
<script>
...
//place the landing page address in the variable clickTag, e.g.:
//clickTag='http://www.polskapress.pl';
clickTag=params.clickTag; // communicates the value read from the
parameters
...
</script>
```

HTML5 allows for the emission of creatives containing several variables. In such a situation please observe the following provisions

```

<script>
...
clickTag1=params.clickTag1; // communicates the value read from the
parameters
clickTag2=params.clickTag2; // communicates the value read from the
parameters ...
</script>

```

Below there are the examples of the codes of sample creatives with the correct redirection to the destination page.

```

<html>
<head></head>
<body>
  <a href="#" target="_blank" id="creativelink">
    
  </a>
  <script type="text/javascript">

    var parsed =
      (document.location.href.split('#')[1] || '').split('&'); var params
      = parsed.reduce(function (params, param) { var param =
        param.split('=');

        params[param[0]] = decodeURIComponent(param.slice(1).join('='));
        return params;

      }, {});

    // setting the destination address in the HTML link
    document.getElementById('creativelink').href = params.clickTag;
  </script>

</body>
</html>

```

## MULTISCREEN

The advertising form released on any desktop/smartphone/tablet screen within one creative. It can be carried out as HTML5 animation or static JPG, PNG, GIF. The form on HTML5 devices must be scalable proportionally: height/width. In the Adobe Animation CC program, you can enable the scaling option or change the parameter in HTML5 code to true.

```
makeResponsive(true,'both',false,1);
```

The suggested minimum font size is 25 points, with a straight cut (smaller fonts may not be clearly visible after scaling from desktop to mobile). The message content is influenced by the amount of content, and short and concise text is recommended. The less content the better.

Possible dimensions: 750x100, 750x200, 750x300, 300x250, 300x600, 980x200, 980x300, 1150x600, 300x125 px

### 3RD PARTY CREATIVES


















The advertising campaigns can be emitted directly from the PPG adserver, or via the PPG system from external ad serving systems. The second of the above mentioned possibilities is associated with specific requirements for the creatives emission, due to its specificity and technological conditions, in such a way specified below.

1. Emission codes for creatives from external systems should be sent to PPG Emissions and Sales Support Department in order to verify their correctness – similarly as in the case of creations emitted directly from the PPG adserver.
2. Emission codes should be adapted to their asynchronous placement:
  - Emission codes for standard creatives (inpage type) should be provided in the iFrame form.
  - Emission codes for standard creatives (inpage type) can also be provided in the form of JavaScript. However, in this case they will be placed in the iFrame on the PPG side, this applies in particular to the situation in which the emission code uses the command „document.write”.
3. If it is not possible to adjust the emission codes to the above mentioned requirements as well as for non-standard ads, that is, interacting with page elements or analysing the parameters of the page on which they are emitted (XHTML type ads), their emission will take place entirely from PPG servers based on scripts prepared by PPG.

### SSL PROTOCOL











1. Ads served from external advertising systems as well as tracking codes must use encrypted (SSL) and secure protocols connection (https: //).
2. It is not necessary to use SSL encryption for landing pages to which the ad redirects. Other elements of the ad displayed, including the creative and tracking codes must be served using SSL (https: //) to not cause disturbance in the operation of the browser, on the website and for the user's.

## ADVERTISING FORMATS – DIMENSIONS AND SIZES

NAME	DEVICE	FILE FORMAT	SIZE (kB) <sup>1</sup>
billboard - 750 x 100	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
box - 300 x 125	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
video player branding (970x60 + 970x120)	multiscreen 	jpg, gif, png	to 120
double billboard - 750 x 200	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
double wideboard - 980 x 300	multiscreen 	html5 / jpg, gif, png	to 180 / to 120
halfpage - 300 x 600	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
local offers 380x95	multiscreen 	jpg, png	to 20
megaboard - 1150 x 600	multiscreen 	html5 / png, gif, jpg	to 300 / to 120
preroll 15", 20" or 30"	multiscreen 	flv, mov, mp4	15s. - 1,5Mb 30s. - 2,5Mb
rectangle - 300 x 250	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
regioFlat 300x90	multiscreen 	jpg, png	to 20
triple billboard - 750 x 300	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
wideboard - 980 x 200	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
sponsoring multi <sup>2</sup>	multiscreen 	html5, jpg, gif, png	to 510
hit of the day – 300 x 250 <sup>3</sup>	multiscreen 	html5 / jpg, gif, png	to 180 / to 60
<b>DESKTOP ONLY</b>			
screening with wideboard <sup>4</sup>		html5, jpg, gif, png	to 500
sponsoring desktop <sup>5</sup>		html5, jpg, gif, png	to 340

<sup>1</sup> Size for the HTML5 advertising format<sup>2</sup> Technical details, including guidelines for individual components of the format, can be found in the "SPONSORING" section below<sup>3</sup> Available on [www.telemagazyn.pl](http://www.telemagazyn.pl) only<sup>4</sup> Technical details, including guidelines for individual components of the format, can be found in the „SCREENING with Wideboard" section below<sup>5</sup> Technical details, including guidelines for individual components of the format, can be found in the "SPONSORING" section below.



MOBILE ONLY			
banner - 320 x 50		html5 / jpg, gif, png	to 180 / to 60
cube 3D (320 x 320 x4)		html5 / jpg, gif, png	to 240 / to 120
double banner - 320 x 100		html5 / jpg, gif, png	to 180 / to 60
expand banner - (dowolny)		html5	to 180
expand double banner - (dowolny)		html5	to 180
footer to fullscreen (320 x 100<480 )		html5 / jpg, gif, png	to 240 / to 90
square ad - 320 x 320		html5 / jpg, gif, png	to 180 / to 60
scratch - 320 x 320		html5 / jpg, gif, png	to 180 / to 60
sticky banner - 320 x 100		html5 / jpg, gif, png	to 180 / to 60
understitial -320 x 640		html5 / jpg, gif, png	to 180 / to 60

## STANDARD AD FORMATS

### **BILLBOARD 750x100, DOUBLE BILLBOARD 750x200**

Advertising format most often found on the upper or middle advertising slots. They may be static or in an animated form.

### **HALFPAGE 300x600**

The advertising format in the form of a vertical rectangle

### **MEGABOARD 1150x600**

The advertising format is displayed in the upper or middle ad slot. They may be static or in an animated form. See example: [example 1](#), [example 2](#)

### **RECTANGLE 300x250, BOX 300x125**

Advertising formats emitted in the right or centre column.

### **REGIOFLAT**

Advertising format 300x90px, emitted in the static form on the home pages of Regional Sites and Nasze Miasto

### **HIT OF THE DAY**

Advertising formats 300x250 emitted on the Telemagazyn.pl only (desktop + mobile) in dedicated slots.

## **WIDEBOARD 980x200, DOUBLE WIDEBOARD 980x300, TRIPLE BILLBOARD 750x300**

Advertising formats most often found on the upper advertising slots. They may be in a static or animated form.

### **COMMERCIAL BREAK**

Commercial Break is a full-screen advertising format displayed while the user transitions between pages of the website, e.g. from article A to article B.

Mobile: 320x480 px; .jpg, .png/ HTML5; max weight: 60/180 kB

Desktop: 1920x1080 jpg, .png/HTML5; max weight: 200/300 kB

## **SCREENING with WIDEBOARD 980x200**

### **Desktop**

An advertising format created by a combination of wallpaper form with the top advertisement form of 980x200 Wideboard. The wallpaper must be in a different colour than the website background.

Creatives should be prepared based on the following specifications:

1. Banner creation has to be prepared accordingly to the Wideboard 980x200 specification
2. Wallpaper is a static JPG / PNG / GIF format. It positions itself automatically in relations to the top elements of the service (service menu)
3. The maximum size of the wallpaper is 1920x1080px. We recommend to fill in the space outside of the Wallpaper with colour, providing us with the code in hexadecimal form, for example: # 480dbc – colour blue.
4. The advertising space visible to the user may vary depending on website width and monitor resolution. Creatives should be prepared based on the template – see TABLE below
5. The weight of the format should not exceed 500 kB (wallpaper+banner combined)

### **TABLE – Templates for preparing the screening**

Important: We do not recommend placing an advertising message on the wallpaper.

A piece of wallpaper - that will ultimately be covered by editorial content elements - should be fully completed with a uniform colour, for example: # 480dbc – blue

WEBSITES	SITE'S WIDTH	WALLPAPER TEMPLATES for resolution 1366x768
----------	--------------	--

i.pl Regional Sites NaszeMiasto.pl gol24.pl motofakty.pl shownews.pl strefaagro.pl strefabiznesu.pl strefaobrony.pl stronakobiet.pl stronazdrowia.pl telemagazyn.pl regiodom.pl	1200px	<a href="#">template.png</a> or <a href="#">template.psd</a>
eBudownictwo	1366px	<a href="#">template.png</a> or <a href="#">template.psd</a>
forumbudowlane.pl forumogrodowe.pl	1160px	<a href="#">template.png</a> or <a href="#">template.psd</a>

### Smartphone

Smartphone/mobile ad version of the Screening format is a combination of the upper banner form (Wideboard 980x200) and wallpaper. The wallpaper is a uniform background in a colour matching the main creation.

Creatives should be prepared based on the following specifications:

1. Banner creation has to be prepared accordingly with the Wideboard 980x200 specification. All important elements should be placed on the creative graphic along an advertising message.
2. The wallpaper is a solid colour background that matches the main creative. Enter the code in hexadecimal form, e.g. # f4f4f4 - gray colour, (no white!). See [example](#)
3. The weight of the format should not exceed 500 kB (wallpaper+banner combined)

### Multi (desktop + smartfon)

Screening Multi consists of desktop and smartphone versions.

## SPONSORING

Sponsoring is an ad format that constitutes an advertisement or a sponsorship model (depending on the description on the creative). It is placed on the upper edge of the web page. When user clicks on the "Rozwiń" (*expand*) button (desktop) or the arrow (mobile), it expands to a larger size.

Sponsoring is available in 2 versions due to the sizes of the creatives: standard and full-screen. For both versions, it is possible to broadcast both on desktop and mobile.

#### Standard version:

- Desktop: 1920x120 px expanded to 600 px ([example](#))
- Mobile: 320x60 px expanded to 320 px ([example](#))

#### Full-screen version

- Desktop: 1920x120 px expanded to 900 px ([example](#))
- Mobile: 320x60 px expanded to 600 px ([example](#))

On the desktop, in the upper right corner of the creative, there are “Rozwiń” (*expand*) and “Zwiń” (*collapse*) buttons.

For the mobile variant, the arrow buttons suggesting expansion are attached to the lower edge of the creative, partially covering it. The buttons in the mobile variant are a fixed size of 60x30px. The distance from the right edge of the creative is 10px.

When creating a mobile creative, especially folded, you should take into account the space for the expand/collapse button.

The format must contain a phrase: “Sponsor serwisu” (Sponsor of the service) or “Sponsor” or “Sponsor dnia” (Sponsor of the day) or “Reklama” (Advertisement). In case of a label “Sponsor ...”, the creative must contain information about the sponsor in the form of a logo or a legible name of the company or brand sponsoring. This label (logo, name, etc.) should be located near the inscription “Sponsor ...” so that it clearly indicates the sponsor.

The top bar of the creation (before expanding) should include the protective area on the right and left side of the creation ([example](#))

Sponsoring is a scalable ad format i.e. it adapts to the width of the screen.

In Adobe Animation CC, you can enable scaling option

```
makeResponsive(true,'both',true,1);
```

In the folded part for desktop and mobile, the parameter is:

```
makeResponsive(true,'both',true,2);
```

Sponsoring in the desktop variant consists of two graphic files “folded” and “unfolded” and two buttons “expand” and “collapse”. The “expand” and “collapse” buttons are placed by default in the upper right corner of the creative. When creating the main creatives, you should take into account the space necessary to place the “expand” and “collapse” buttons.

For the mobile, folded and unfolded creatives are also needed. The arrow buttons suggesting folding and unfolding should be attached as separate files in the creative.

For the multiscreen variant, the set of files must contain creatives for both: desktop and mobile.

The set of files must be prepared in the same format, e.g. folded\_desktop and unfolded\_desktop as two .jpg or folded and unfolded as two .html. Mixing formats is not allowed.

### **Sponsoring creative parameters**

For the **standard** version

Folded part:

- Size: desktop 1920x120 px; mobile 320x60 px
- Formats: jpg, png, gif or html5
- Max weight: desktop 100 kB; mobile 50 kB
- Static, no animation
- The graphic must have a phrase “Sponsor of the service”, “Sponsor”, “Sponsor of the day” or “Advertisement”;

Unfolded part:

- Size: desktop 1920x600 px; mobile 320x320 px
- Formats: jpg, png, gif and html5
- Max weight: desktop 200 kB; mobile 100 kB. The unfolded part can contain animation or video elements

For the **full-screen** version

Folded part:

- Size: desktop 1920x120 px; mobile 320x60 px
- Formats: jpg, png, gif and html5
- Max weight: desktop 100 kB; mobile 50 kB
- Static, without animation
- The graphic must contain a phrase “Sponsor serwisu”, “Sponsor”, “Sponsor dnia” or “Reklama”;

Unfolded part:

- Size: desktop 1920x900 px; mobile 320x600 px
- Formats: jpg, png, gif and html5
- Max weight: desktop 240 kB; mobile 120 kB
- The unfolded part can have animation, video elements
- In mobile, important elements should be moved away from the top and bottom edges by 40px

### **The “Rozwiń” and “Zwiń” buttons:**

For the desktop version, they must be delivered in two separate graphic files.

Format: jpg, png. Button size: 170x50 px.

For the mobile version, they must be delivered in two separate graphic files.

Format: jpg, png. Button size: 50x25px.

In total, you should prepare 4 main graphic files of the creative and 4 buttons for each version.

### WELCOME SCREEN

The welcome screen is a full screen ad format that "welcomes" the user during the first visit of the day to the website.

User can close the ad by clicking the "Przejdź do serwisu" button.

Otherwise the ad closes automatically after 15 sec. See [example](#)



### Guidelines:

- Creative size: 1920x1080 px or smaller, keeping the 1.8: 1 aspect ratio
- It is not possible to broadcast from advertising codes
- By default, the background colour, visible outside the creative area, is black. Background colour can be changed, the colour code should be passed on to PPG together with the creative graphic material 1920x1080 px
- Format: .jpg, .png, size: up to 200 kB or HTML5, size: up to 300 Kb • Available on the DESKTOP ONLY

## EXPANDED FORMATS

The effect of expanding the creative regulates the numerical parameters in the doexpand function (expand) and dolittle (fold). This form should have active areas, throughout the duration of the emission. After hovering on the advertisement, it should expand, but after rolling down, fold to its original state. From the moment of folding, it should not take more than 5 seconds to expand.

The Expand type creative requires interaction with the template code, which is responsible for changing the size or hiding the creative. HTML5 creatives are transmitted using additional parameters (analogously to clickTag) names of function, which should

be done at the time of the relevant event. In the case of Expand creatives, these are the doexpand and dolittle parameters.

Below is a sample fragment creative code of the Expand type, in which after hovering over the id equal element to the expandButton, the creative should be expanded, and after leaving this element through the mouse cursor, it should return to the output size:

```
<script type="text/javascript">
...
//adding a function to expand the creative after hovering//on element
of id="expandButton" document.getElementById(' expandButton').

    addEventListener( ' moueseenter' , function() {
        window.parent.postMessage( params.doexpand, '*');

    });

    //adding performance of the function of folding the creative
    after scrolling down a e //with element of
    id="expandButton" document.getElementById('
expandButton').
addEventListener( ' moueseleave' , function() { window.parent.postMessage(
    params.dolittle, '*');

    });

...

</script>
```

## VIDEO FORMATS

### PRE-ROLL

Preroll is a short video (advertising spot) that appears before the actual content in the video player. The maximum length of video material is 30 seconds. The weight of the material is unlimited.

### .MOV

- Quicktime with the expanded „ .mov ” with audio
- Aspect ratio: 16:9 FHA (Full-Height Anamorphic)
- Codec: Apple DV-PAL 25 4:2:0 (PAL 601)
- 25 frames (fps)
- Image resolution: 1024(H) X 576(V) px or 1920(H) na 1080(V) px

- Audio recorded in the first two sound channels (stereo)
- Max sound level -23LUFS (EBU R128/ITU BS.1770-2)
- audio sampling frequency: 48 kHz
- audio sampling resolution: 16 bites

#### **.MP4**

- .mp4, with audio
- Aspect ratio: 16:9 FHA (Full-Height Anamorphic)
- Codec: H264
- 25 frames/s (fps)
- Image resolution: 1024(H) X 576(V) px , or 1920(H) na 1080(V) px
- interlaced
- Audio recorded in the first two sound channels (stereo)
- Max sound level -23LUFS
- audio sampling frequency: 48 kHz
- audio sampling resolution: 16 bites

#### **OUT-STREAM**

OUT\_STREAM is a video advertising format that is not embedded within the video content stream, but is displayed in the context of articles (in Polska Press Grupa - an article page). Out-stream advertising plays automatically without sound when the user scrolls the page.

The weight of the material is unlimited.

#### **.MOV**

- Quicktime with the expanded „ .mov ” with audio
- Aspect ratio: 16:9 FHA (Full-Height Anamorphic)
- Codec: Apple DV-PAL 25 4:2:0 (PAL 601)
- 25 frames (fps)
- Image resolution: 1024(H) X 576(V) px or 1920(H) na 1080(V) px
- Audio recorded in the first two sound channels (stereo)
- Max sound level -23LUFS (EBU R128/ITU BS.1770-2)
- audio sampling frequency: 48 kHz
- audio sampling resolution: 16 bites

#### **.MP4**

- .mp4, with audio
- Aspect ratio: 16:9 FHA (Full-Height Anamorphic)
- Codec: H264



- 25 frames/s (fps)
- Image resolution: 1024(H) X 576(V) px , or 1920(H) na 1080(V) px
- interlaced
- Audio recorded in the first two sound channels (stereo)
- Max sound level -23LUFS
- audio sampling frequency: 48 kHz
- audio sampling resolution: 16 bites

### VIDEO PLAYER BRANDING

An advertising format surrounding the video player, consisting of two graphic bars: directly above and directly below the player.



#### upper bar:

- 970x60 px
- format: .jpg, .png
- max weight: 40 kB
- static, animation not allowed
- min. size font: 20 pt.

#### lower bar:

- 970x60 px
- format: .jpg, .png
- max weight : 80 kB
- static, animation not allowed
- min. size font: 20 pt.

Both bars must be prepared in the same format, e.g. 2x .png or 2x .jpg See examples [Nasze Miasto](#), [Regional Sites](#)

### **VIDEO AD**

Advertising video spot/film lasting up to 30 seconds, placed inside the selected graphic form of the advertisement. The file is emitted as HTML5 as the base format, e.g. doublebillboard 750x200 with the implemented reference to the MP4 file. In addition, the form should contain control buttons (play, stop, mute). The sound in the video must be silenced at the start, and turned on only after user action. The image can be run at start and played in a loop. Recommended H.264 video coding, AAC audio.

The maximum acceptable weight of the video file : 15s.- 1,5Mb; 30s.- 2,5Mb

## **MOBILE FORMATS**

### **BANNER 320x50, DOUBLE BANNER 320x100**

A standard advertising form emitted in the upper and middle parts of mobile websites.

See [example](#)

### **EXPAND BANNER, EXPAND DOUBLE BANNER**

A standard advertising form emitted in the upper part of the website, expanded after hovering over the ad. See [example](#)

### **SCRATCH CARD 320x320**

The advertising form is displayed in the form of two layers, with the possibility of "wiping" the first layer. See [example](#)

### **RECTANGLE 300x250**

A form of advertising emitted in the upper and middle zones of mobile website.

See [example](#)

### **SQUARE AD 320x320**

A form of advertising emitted in the upper and middle zones of mobile website.

See [example](#)

### **CUBE 3D**

The 3D Cube shape has the shape of a cuboid (cube) and can be rotated. Each of the six walls may contain other graphic or video material. The creative has a weight limit of up to 95kB for all graphics (walls). See [example](#)

### **STICKY BANNER 320x100**

The advertising on layer form, showed while displaying the website It is s stuck to the bottom of the browser window. See [example](#)

### **FOOTER TO FULLSCREEN**

The advertising form displayed on the layer, while displaying the website and its scrolling, it is stuck to the bottom of the browser window. After clicking on the

"expand" button, the form expands to the full size. Standard size after expand is 320x480px. See [example](#)

### **UNDERSTITIAL 320 x 640**

The advertising form appropriate for mobile. When displaying the site and its scrolling, the content of the creative is revealed. See [example](#).

### **CALLER**

An advertising form in Square Ad or Halfpage formats. Available only on mobile, dedicated to devices such as smartphones.

Clicking on a creative's part with a clicktag opens the phone application in smartphone with the phone number displayed. To make a call user has to press the call icon.

We suggest that the ad should contain an element in the form of phone icon.

The phone number should be passed to the ad traffic department along with the creative.

Creative size and weight: as in PPG specification for rectangle or halfpage formats.

So-called Multickicktag, i.e. placing a few redirections (i.e. redirection to the website and redirection to the phone app) is possible.

### **MAPPER**

An advertising form in Square Ad or Halfpage formats. Available only on mobile, dedicated to devices such as smartphones. Clicking on a creative's part with a clicktag opens the map application in smartphone with the address displayed.

We suggest that the ad contains an element in the form of map icon.

The address should be passed to the ad traffic department along with the creation. Creative size and weight according to PPG specification for rectangle or halfpage formats. So-called Multickicktag, i.e. placing a few redirections (i.e. redirection to the website and redirection to the maps app) is possible.

## FACEBOOK ADVERTISING

### POST BRANDED CONTENT

All forms of POST Branded Content must comply with the current Facebook policy, terms and rules.

Post Branded Content is published on the fanpage of the selected PPG website, it is visible in the news feed of people who liked a particular fanpage.

Post Branded Content promotes content published on Poland Press Group websites, materials associated with the brand, labeled 'Paid', supplemented with a link to the Customer fanpage.

After clicking, the url on the post can only be directed to the selected website/article or section that belongs to Polska Press Grupa.

### Possible forms of Branded Content

#### Graphic

- Recommended resolution: 2560x1340 pixels, resolution 300 dpi - send the image with the highest possible resolution. There is no maximum resolution
- Image proportion: 1,91:1
- Required file format: JPG or PNG
- The graphics should be professional high quality material
- The graphics must be closely related to the content of the post
- Graphic creative without subtitles
- Text – allow text in the picture up to 20% provided it is a real frame, the text is not added as a result of graphic processing

#### Text above the POST

- Maximum number of characters: 200
- No visible www address for redirection  
(the exception is the release of video posts)
- We avoid the following words: welcome, offer, price, customer's website and other words associated with the advertisement, the text must be editorial.
- Important: Ask your Traffic if you do not know if the offered text is possible to release

### Hyperlink

- URL to an article published on a site owned by Polska Press

## OTHER ADVERTISING FORMATS

### NATIVEADS

NativeAds is a native ad format. It consists of a graphic (photo) and a lead (text) encouraging a user to read the promoted landing page. The creation is responsive and multiscreen - it automatically adjusts to the layout of elements on the page and displays on any device and screen.

**NOTE:** the promoted landing page should be readable on mobile devices

#### Lead (text):

- min. 45 and max 70 characters with spaces (capital letters justified only by spelling rules)

#### Graphic (photo):

- format: .jpg, .png, .gif (only static GIF files without animation). PDF not allowed.
- parameters required for horizontal formats are a minimum of 2560x1280 pixels, proportions: 2:1, resolution 300 DPI
- parameters required for vertical formats are a minimum of 1500x2250 pixels, proportions 2:3, resolution 300 DPI. This format is only available in the nativevertical slot as part of the Sponsored Article promotion on the i.pl homepage.
- We do not recommend placing logos, advertising slogans or other content on the native advertising graphics. We use automatic adjustment of the displayed graphic to the slot window which causes "clipping" of the image.  
**ADVICE:** for an image of 2560x1280 pixels, the always visible field is contained in the central part of the image of 1710x1280 pixels (aspect ratio 4:3).

### SPONSORED ARTICLE

Advertising text with graphics and/or video content. Displayed in the layout of the article page of the service in which it has been published. Marked as commercial content. Promoted through NativeAds format.

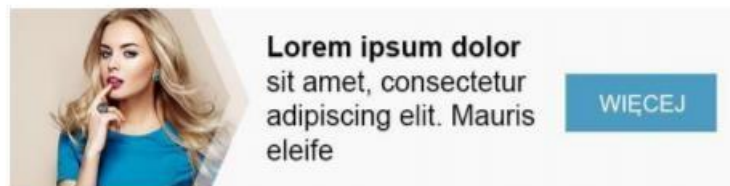
#### Specification:

- relevant title: min. 45 / max. 140 characters with spaces

- short title (for sponsored link; recommended): up to 70 characters with spaces
- article lead: content of up to 600 characters with spaces
- text: unlimited number of characters (7 to 10 thousand characters with spaces suggested )
- graphics/gallery: up to 20 photos with dimensions of at least 2560x1340 pixels (recommended proportions 1.91:1) and weight up to 10 MB in JPG format.
- video: duration without limits (suggested up to 5 min), file weight without limits, any video format (f.e. AVI, FLV, MPEG4, MOV, WebM, WMV, 3GPP)

### LOCAL OFFERS

Static ad displayed on the right side of the website in the form of a 380x95px banner



Additional assumptions:

- Good quality graphics
- the text cannot overlap the image, without contact details, bold and capital letters only on one line,
- delicate graphics without bright colours and strong contrasts or frames
- button with the selected all to action text i.e "kup/buy, zobacz/see, sprawdź/check, szczegóły/details ...".
- font colour # 000000 (black), the ability to change the colo