GAZETA.PL

TECHNICAL SPECIFICATIONS OF ADS

ON GAZETA.PL SERVICES

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1. FORMATS, SIZES AND WEIGHTS OF STANDARD ADVERTISING PRODUCTS

ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Adboard (A-E)	gif / jpg / png / html5	One size selected: 750x200, 750x300, 940x300, 1170x300 + obligatory 600x300 placeholder creative (scaled to 300x150) and obligatory 750x200 static file for adblock	150 KB	Product also available in the video option (streaming)
Anchor	gif / jpg / png / html5	728x90, 320x100, 320x50	150 KB	HTML5 creatives must be responsive (they will be scaled if they exceed 25% viewportu)
Audio	mp3	Bitrate: from 192 kbps Duration: up to 30 seconds Normalized sound to -14dBFS	1 MB	
Customer Banner	gif / jpg / png (static)	300x250, 600x120 scaled to 300x60	60 KB	
Bottom closing beam	gif / jpg / png / html5	940x300	150 KB	
Best Offers	CLICK FOR MORE			
Boxing of the leaflet	CLICK FOR MORE			
Box Post Gazeta.pl	200x200		80 KB	
Section branding: AUTOMOTIVE	CLICK FOR MORE			
Section branding: POPKULTURA	CLICK FOR MORE			
Section Branding: SPORT	CLICK FOR MORE			
Section Branding: FINANCE AND TECHNOLOGY	CLICK FOR MORE			
Section Branding: LIFESTYLE	CLICK FOR MORE			
Branding Playera	CLICK FOR MORE			
Centralboard	jpg / png	One size selected: 750x200, 750x300, 940x300, 1170x300 + obligatory 600x300 placeholder creative (scaled to 300x150) and obligatory 750x200 static file for adblock	150 KB	
Click2Shop				
Contentboard	gif / jpg / png / html5	One size selected: 300x250, 750x100, 750x200, 750x300, 620x200* + obligatory 600x300 placeholder creative (scaled to 300x150)	150 KB	

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ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Contentboard Banner Content	gif / jpg / png / **html5**	One size selected: 1170x300 / 940x300/ 750x300 + obligatory 300x250 placeholder creation for the landing page homepage and One size selected: 750x300 / 750x200 + obligatory placeholder creation 300x250 for article pages	150 KB	
Contentboard One Day Special	gif / jpg / png / **html5**	750x300 + obligatory outfit replacement 300x250	150 KB	
Contentboard Weekend Premium Gazeta.pl	gif / jpg / png / **html5**	One size of your choice: 750x200, 750x300* + obligatory 600x300 replacement outfit	150 KB	Recommended static format Obligatory static creation in the size of 750x200 px, for broadcasting on adblock *Optional size for Contenboard on the Weekend desktop homepage 1170x300
Display Perfo	**CLICK FOR MORE**			
Display&Video	**CLICK FOR MORE**			
Footboard-mobi	gif / jpg / png / **html5**	One size selected: 300x250, 600x300 (scalable to 300x150)	150 KB	
Custom formats (Brand Zone)	**CLICK FOR MORE**			
Halfpage	gif / jpg / png / **html5**	300x600	150 KB	Product also available in drop-down option Product also available in the video option (streaming)
Halfpage-mobi	gif / jpg / png / **html5**	300x600	150 KB	
Infolink	jpg / png	93x47	30 KB	Additionally, text link up to 40 characters
Inread Video	**CLICK FOR MORE**			
Interactive wallpaper	**CLICK FOR MORE**			
Carousel	**CLICK FOR MORE**			
Logotype (Gazeta HP)	gif / jpg / png (static)	175x70	5 KB	The size of the logo on the homepage Gazeta.pl 175x70px, on the weekend.gazeta website.pl The creative is scaled to 150x60px on desktop and 100x40px on mobile. The material is prepared by Gazeta.pl team, please provide the logo on a transparent or white background (preferably EPS)
Logotype 140x30 One Day Special (Gazeta HP)	gif / jpg / png (static)	280x60 scaled to 140x30	15 KB	IMPORTANT: The material is being prepared by the Gazeta.pl team. Please provide the logo on a transparent background in EPS curves.

ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Logotyep 140x30 One Day Special (Gazeta HP)	gif / jpg / png (static)	280x60 scaled to 140x30	15 KB	IMPORTANT: The material is prepared by the Gazeta.pl team, please provide the logo on a transparent background in EPS.
Logotype Brand Zone	png	minimum 200px width	60 KB	Creation without background
Mobile logo	png (transparent)	600x150	45 KB	IMPORTANT: white and light grey font colours are not acceptable
Logotype mobile (Anchor)	jpg/png	320x50	45 KB	
Logotype One Day Special (article)	gif / jpg / png (static)	175x70 (desktop), 125x50 (mobile)	15 KB	Ribbon: ZONE (on the service side) The material is prepared by the Gazeta.pl team, please provide the logo on a transparent background in EPS curves
Plotek Logo	gif / jpg / png (static)	230x50	5 KB	Ribbon: Partner of the day The material is prepared by the Gazeta.pl team, please provide the logo on a transparent or white background (in curves/EPS)
Mainboard	gif / jpg / png / **html5**	One size selected: 750x200, 750x300, 940x300, 1170x300, 1170x600 + obligatory 600x300 placeholder creative (scaled to 300x150) and obligatory 750x200 static file for adblock	150 KB	
Mainbox ROS Gazeta.pl	gif / jpg / png / **html5**	One size selected: 300x250, 300x600, 120x600, 160x600	150 KB	Product available as an option with video (streaming)
Mobileboard	jpg / png	300x150	60 KB	
Native Exclusive	**CLICK FOR MORE**			
Native Galleries cpc	**CLICK FOR MORE**			
Native Mail Gazeta.pl		Company name (Advertiser): up to 25 characters (with spaces) Headline: up to 60 characters (with spaces)		
Native2Click	**CLICK FOR MORE**			
NativeAds	jpg / png	1200x628px (aspect ratio:1.9:1), 483x398px (aspect ratio 1.2:1)	150 kB	**CLICK FOR MORE**
Parallax - 1170x600 desktop (cpd)	jpg / png / **html5**	1170x1080px. Guaranteed creative area: 1170x480px Creative is scaled and issued in the entity size 1170x600px.	150 KB	**CLICK FOR MORE**
Parallax - 300x600 desktop/mobile (cpm)	jpg / png / **html5**	700x1600 or responsive 100%x100% html5	150 KB	**CLICK FOR MORE**
Parallax - 300x600 mobile	jpg / png / **html5**	700x1600 or responsive 100%x100% html5	150 KB	**CLICK FOR MORE**

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ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Parallax - 750x300 desktop (cpm)	jpg / png / **html5**	750x1080px. Guaranteed creative area: 750x480px Creative is scaled and issued in the entity size 750x300px.	150 KB	**CLICK FOR MORE**
Parallax - 940x300 desktop (cpm)	jpg / png / **html5**	940x1080px. Guaranteed creative area: 940x480px Creative is scaled and issued in the entity size 940x300px.	150 KB	**CLICK FOR MORE**
Postitial	**html5** lub jpg / gif / png	html5: One responsive creative 100%x100% viewport or jpg/gif/png: 960x1440px (vertical) and 1440x960px (horizontal)	150 KB	**CLICK FOR MORE**
Premiumboard	static gif / jpg / png	1920x480, 1920x400, 320x50	150 KB	**CLICK FOR MORE**
Premiumboard | Dniówka Agora (Gazeta + Wyborcza + Eurozet)	gif / jpg / png	1920x480, 1920x400, 320x50	150 KB	**CLICK FOR MORE**
Premiumboard MEGA	statyczny gif / jpg / png	1920x880, 1920x700, 320x50	150 KB	**CLICK FOR MORE**
Preroll sponsor board	mp4	Minimum resolution: 640x360 for 16:9 or 640x480 for 4:3 (higher resolutions while maintaining the indicated aspect ratio)	1 MB	Duration: Up to 8 seconds Bitrate for video stream <650; 1200> kbps Digital video files that do not meet the specifications will be converted to conditions indicated above Edge
Preroll advertising spot	mp4	640x360, 640x480	3,5 MB	**CLICK FOR MORE**
Prestitial	**html5** lub jpg / png / gif	One responsive 100%x100% viewport creation (recommended size 1920x1080 for Full HD resolution) in html5 or jpg/png/gif file in 1920x1080px size	300 KB	We do not support implementation on emission codes. You can use broadcast codes indirectly if they're applied to an HTML5 creative. The maximum amount of time a creative stays on the page is 10 seconds. We accept a creation without a close button for implementation and redirecting „Close ad >>" - The mechanism provides the publisher's advertising template. The advertiser provides responsive html creative with click support
Interstitial	jpg / png	300x250, 336x280, 320x480	150 KB	We do not support emissions on emission codes
Primeboard	gif / jpg / png / **html5**	One size selected: 750x200, 750x300, 940x300, 1170x300 + obligatory 600x300 placeholder creative (scaled to 300x150) and obligatory 750x200 static file for adblock	150 KB	Product available as an option with video (streaming)

ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Rectangle	gif / jpg / png / **html5**	300x250	150 KB	Product available as an option with video (streaming)
Rectangle Adblock	jpg / png	300x250	150 KB	IMPORTANT: Each creative is reviewed by the Gazeta.pl team and must meet the format requirements described below: **CLICK FOR MORE**
Rectangle-mobi	gif / jpg / png / **html5**	300x250	150 KB	
Screening	gif / jpg / png / **html5**	One of the selected sizes: 750x200px, 750x300px, 940x300px or 1170x300px + wallpaper 1920x1080px + mobile creative 600x300 scaled to 300x150px and 336x280px		**CLICK FOR MORE**
Screening New	**CLICK FOR MORE**			
ShowCase	**CLICK FOR MORE**			
Skyscraper	gif / jpg / png / **html5**	160x600	150 KB	Product also available in drop-down option Product also available in the video option (streaming)
Splash Screen	gif / jpg / png	1080x1620	150 KB	
Sponsorship of the Sport area	jpg	Desktop: 600x200px scaled to 300x100px, wallpaper: 1300x140px Mobile: 600x200px scaled to 330x110px, wallpaper 360x432px"	150 KB	**CLICK FOR MORE**
Area sponsorship Currencies and Exchange	jpg	Desktop: 600x200px scaled to 300x100px, wallpaper: 1300x140px Mobile: 600x200px scaled to 330x110px, wallpaper 360x432px	150 KB	**CLICK FOR MORE**
Weather Sponsorship	jpg	Desktop: 600x200px scaled to 300x100px, wallpaper: 1300x140px Mobile: 600x200px scaled to 330x110px, wallpaper 360x355px	150 KB	**CLICK FOR MORE**
Sportbutton	gif / jpg / png / **html5**	220x120	30 KB	
Brand zone – Cztery Kąty, AVANTI24	**CLICK FOR MORE**			
Brand Zone - Moto	**CLICK FOR MORE**			
Brand Zone - Selected press services	**CLICK FOR MORE**			
Topboard CPD Agora (Gazeta + Wyborcza + Eurozet) (1 day)	gif / jpg / png / **html5**	One size selected: 750x200, 750x300, 940x300, 1170x300, 1170x600 + obligatory 750x300 + mobile creative 300x250 and obligatory static file 750x200 for adblock	150 KB	Product available as an option with video (streaming)

ADVERTISING FORMAT	FILE FORMAT	SIZE	FILE WEIGHT	ADDITIONAL NOTES
Topboard CPD Weekend Agora (Gazeta + Wyborcza + Eurozet)	gif / jpg / png / html5	One size selected: 1170x300 / 1170x600 + mobile creative 600x300 (scaled to 300x150) or 300x250 and obligatory static file 750x200 for adblock	150 KB	Product available in the option with video (streaming) Product available in the option with wallpaper (screening)
Topboard 1170x300	gif / jpg / png / html5	1170x300 + obligatory placeholder creative 600x300 (scaled to 300x150) or 300x250	150 KB	Product available as an option with video (streaming)
Topboard 1170x300 / 1170x600 - HP Gazeta	gif / jpg / png / html5	One size selected: 1170x300 / 1170x600 + mobile creative 600x300 (scaled to 300x150) or 300x250 and obligatory static file 750x200 for adblock	150 KB	Product available as an option with video (streaming)
Topboard Doublebillboard	gif / jpg / png / html5	750x200 + 600x300 mobile creative (scaled to 300x150) or 300x250	150 KB	Product available as an option with video (streaming)
Topboard Doublebillboard Adblock	jpg / png	750x200	150 KB	IMPORTANT: Each creative is reviewed by the Gazeta.pl team and must meet the format requirements described below: CLICK FOR MORE
Topboard Triboard	gif / jpg / png / html5	750x300 + 600x300 mobile creative (scaled to 300x150) or 300x250	150 KB	Product available as an option with video (streaming)
Topboard Wideboard /Footboard	gif / jpg / png / html5	940x300 + 600x300 mobile creative (scaled to 300x150) or 300x250	150 KB	Product available as an option with video (streaming)
Topboard-mobi	gif / jpg / png / html5	One size selected: 300x250, 600x300 (scalable to 300x150)	150 KB	
Topboard-mobi (app)	gif / jpg / png / html5	300x250	150 KB	
Video BackLayer (*Format broadcast on Gazeta.pl Group services outside the home page - HP gazeta.pl)	html5 and mp4	940x300 and obligatory GIF/JPG/PNG placeholder creative in the size of 336x280 px for broadcast on mobile screens (all screen)	150 KB html5 3,5 MB mp4	CLICK FOR MORE
Welcome Box HP Gazeta.pl	gif / jpg / png / html5	One size selected: 300x250 / 300x600 / 160x600 / 120x600	150 KB	Product available as an option with video (streaming)
Welcome Screen	gif / jpg / png	1920x1080	300 KB	CLICK FOR MORE
Wideo Click2shop	CLICK FOR MORE			
Video Horizontal or vertical curtain	CLICK FOR MORE			
Video Button on the ad	CLICK FOR MORE			
Video Slider	CLICK FOR MORE			
Scratch Card	CLICK FOR MORE			

2. ADVERTISING GRID GAZETA.PL

ADVERTISING NETWORK GAZETA.PL WEBSITES	
GAZETA.PL HP DESKTOP	**LINK**
GAZETA.PL HP MOBILE	**LINK**
INDEX DESKTOP SERVICE	**LINK**
INDEX MOBILE SERVICE	**LINK**
WEBSITE ARTICLE PAGE DESKTOP	**LINK**
SERVICE ARTICLE PAGE MOBILE	**LINK**

3. GOOD ADVERTISING PRACTICES IN GAZETA.PL

The online advertising market is constantly changing to provide maximum benefits for both the advertiser and the user, i.e. the recipient of a potential advertisement. For some time now, we have been able to notice a strong trend related to with the provision of the best possible User Experience, aimed at improving the recipient's contact with websites, e.g. increasing their performance, minimizing network bandwidth or reducing battery consumption.

Google has also recently addressed this topic, introducing restrictions on user-unfriendly ads – the so-called Heavy Ads Interventions. Your browser can **completely block** an ad that:

· uses the main thread for more than 60 seconds in total
· uses the main thread for more than 15 seconds in any 30-second window
· uses more than 4 megabytes of network bandwidth

If you don't want your creative to be blocked in your browser, it's important to keep a few things in mind when creating your ad. These are:

· not looping the animation in the banner and stopping it in no longer than 30 seconds,
· freeze the video on the last frame (no longer than 30 seconds) in the ad formats where it was implemented.

More information about **Heavy Ads Interventios** can be found at the link:
https://developers.google.com/web/updates/2020/05/heavy-ad-interventions

An ad that meets the above criteria will load, display and be noticed faster, which translates into better campaign statistics.

4. TIPS FOR CREATING FRIENDLY CREATIVES

Below are some suggestions for creating more user-friendly ads. All **guidance is based on the IAB guidelines** for creating creatives:

- Any video banners should have the sound turned off and include navigation buttons so that the user can interact with the ad and turn on the video audio themselves.
- It is recommended not to overload the user's CPU – the served creatives should run smoothly and not disrupt the operation of the website or application – for this purpose, it is advisable that the creative is not overloaded with a large number of nodes, has a moderate amount of shadow, haze or gradient effects applied. She had used the appropriate.
  The number of frames in the animation (18 frames per second is considered optimal). It can also be overwhelming with too many animated sequences between layers emitted at the same time, as well as the implementation of a script that randomizes events in the animation, as well as imported graphics that are scaled over a long period of time. The best version of html5 creatives is one that doesn't contain unnecessary features and isn't overloaded with a lot of code either in the .js library and the HTML file.
- The maximum number of server-initiated file requests should not exceed 15 during the initial loading of creative elements.
- It's a good idea for the creative to contain only light files during the initial load, so that it appears in the first two milliseconds, if the creative elements are complex and heavy should be optimized.
- We suggest discarding or minimizing scripts that block creative rendering (CSS, JavaScript) during preloading. Elements such as the js. whether it is beneficial to embed the CSS file in an html file, using the inline attribute to optimize the loading time of the creative.

- We suggest that extensive and burdensome functions be placed in the so-called subload - the next load in the sequence after the initial load – load.
- Heavy files should only be downloaded after user interaction.

For more information, please visit the **IAB website:**

https://www.iab.org.pl/wp-content/uploads/2020/08/Dobre-Praktyki-Viewability-IAB-Polska-2020.pdf
https://www.iab.org.pl/wp-content/uploads/2020/04/Standardy_IABPolska_2016.pdf
https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf

5. GENERAL REQUIREMENTS FOR ADS

5.1. GIF, JPG, PNG ADS

Creative must meet the requirements in Section 1. Specification.

5.2. HTML5 ADS

The creative must meet the requirements in Sections 1 and 5.2. Specification.

Example html5 creative

Devices: Desktop, Mobile

An HTML5 creative can't loop longer than 30 seconds.

```
<!DOCTYPE html>
<html>
<head>
 <!-- assets, libs etc. -->
</head>
<body>
 <!-- creative code, image etc -->
 <img src="data:image/png;base64,..." />
</body>
</html>
```

Implement click counting: To allow clicks on a creative to be counted, just before the tag closes
</body> the following script should be placed:

```
<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;
 }, {});
 document.getElementById('creativelink').href = params.clickTag;
</script>
```

and include the entire clickable area of the creative with the <a> tag to ensure that the declared IDs (IDs) match:

```
<a id="creativelink" target="_blank">
 <img src="data:image/png;base64,..." />
</a>
```

Sample creative code, including all the modifications indicated above:

```html
<html>
<head>
</head>
<body>
<a id="creativelink" target="_blank">
 <img src="data:image/png;base64,..." />
</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;
 }, {});
 document.getElementById('creativelink').href = params.clickTag;
</script>
</body>
</html>
```

MultiClick creatives support: each additional clickable area must have its own dedicated marker
<a> containing a unique identifier (ID):

```html
<!-- basic clickable area -->
<a id="creativelink" target="_blank"><img src="data:image/png;base64,..." /></a>
<!-- clickable area 1 -->
<a id="creativelink1" target="_blank"><img src="data:image/png;base64,..." /></a>
<!-- clickable area 2 -->
<a id="creativelink2" target="_blank"><img src="data:image/png;base64,..." /></a>
```

To handle additional clickable areas, modify the script placed just before closing the <body> tag. The modification should be made according to the following template, with an indication of the identifiers (ids declared above):

```javascript
document.getElementById('creativelink').href = params.clickTag;
document.getElementById('creativelink1').href = params.clickTag1;
document.getElementById('creativelink2').href = params.clickTag2;
```

- Please provide a complete set of creatives with URL links two business days before the start of the campaign.
- The material may not exchange data with external servers, save or change cookies. In particular, it is prohibited to use references to other files, send data from creatives and to creatives without Agora's prior consent.
- Scripts that change the size and position of the browser window are prohibited.
- The material must not generate errors, warnings, block or hinder the use of the Sites.
- It is prohibited to use graphics resembling operating system elements (e.g. windows with minimize, close buttons)
- Form fields in ads must perform functions consistent with their standard function and the content of the message presented on the buttons (e.g., clicking on a drop-down list or text box must not redirect to the Customer's pages).
- The CPU load on client computers during the display of an advertisement must not significantly and noticeably hinder the use of the web browser and other applications running at the same time.

Expand/collapse creatives (optional):

The ad can expand down to a maximum height of 600px. The material must expand after the user action (click or hover over the creative area). If you unwrap the material when you hover over the creative area, you must collapse when you pull the cursor away from the surface of the material.

Below are the codes to execute in parallel with the event that initiates the expansion and collapse of the creative:

```
// creative expand:
window.parent.postMessage(params.doexpand, '*');

// creative collapse:
window.parent.postMessage(params.dolittle, '*');
```

Streaming (In-Banner Video):

Streaming is broadcast from standard, graphic advertising forms, made in html5 technology. It consists of two elements - a player and a video. The video in the banner cannot be looped.

The player should include built-in control buttons (at least a STOP button).

The video can be played automatically, but the soundtrack must be initiated by the user only. If the sound is triggered when the mouse cursor is hovered over the creative area, the sound should be muted when the cursor is removed. If the sound starts when you click on a creative, it can also play when you remove the mouse from above the creative area.

Maximum video size and duration: 1MB / 30 sec. Maximum bitrate: 512kbps.
The sound in the advertising video should be normalized to -4dB.

BEST OFFERS

Devices: Desktop, Mobile

Description: Best offers are links and advertising graphics directing to the client's website. The content of links and the content of graphics are created by a team of specialists for the implementation of campaigns in terms of performance indicators. Links/graphics are contextually placed among the content of the Gazeta group. pl and appropriately marked REKLAMA/MATERIAŁY PROMOCYJNE

Specification:

- To create the tool, the Publisher needs 10 photos from the Client. Photos must be diverse, i.e. they must show the product from different perspectives, show color ranges, show functionality and details, and must be „clean", i.e. without copy, CTA, logos and any other graphic elements.
- Size of photos for the motorcycle industry: 2400x1256px (2 pcs.) and 1420x944px (8 pcs). In the case of the motorcycle industry, photos of the car's interior are obligatory (minimum 1)
- Size of photos for other industries: 1860x1240px (2 pcs.) and 750x900px (8 pcs)
- File Format: jpg/png
- weight: up to 500 KB
- URL to the Client's landing page
- The tracking code will be implemented by the Publisher and will be the same as in other ecommerce tools used to implement a given campaign

NEWSPAPER BOXING

Devices: Desktop, Mobile

Description: ecommerce campaign tool in the form of a module in a slider dedicated to e-newsletters on the home page of the Gazeta.pl. The publisher creates an issue based on graphics from the Client.

Specification:

- Graphic dimensions: 263x377px showing the page of the newspaper in jpg file /png
- Leaflet in pdf format (minimum 6 pages)
- URL to the Client's landing page
- The tracking code will be implemented by the Publisher and will be the same as in other ecommerce tools used to implement a given campaign

Illustrative visualization:

GAZETA.PL

SECTION BRANDING: AUTOMOTIVE

Devices: Desktop, Mobile

Desktop:

Wallpaper*
- Size: 1920x880px; A white box of 1300x620px should be placed in the middle of the background
- Format: jpg / png
- Weight: up to 150 KB

Board in the section:
- Size: 1170x300
- Format: gif / jpg / png / html5
- Weight: up to 150 KB

Mobile:

Top Beam*
- Size: 360x48px; For higher quality, we recommend a 600x80px creative
- Format: jpg / png
- Weight: up to 150 KB

Bottom beam*
- Size: 360x112px; For higher quality, we recommend a 600x187px creative
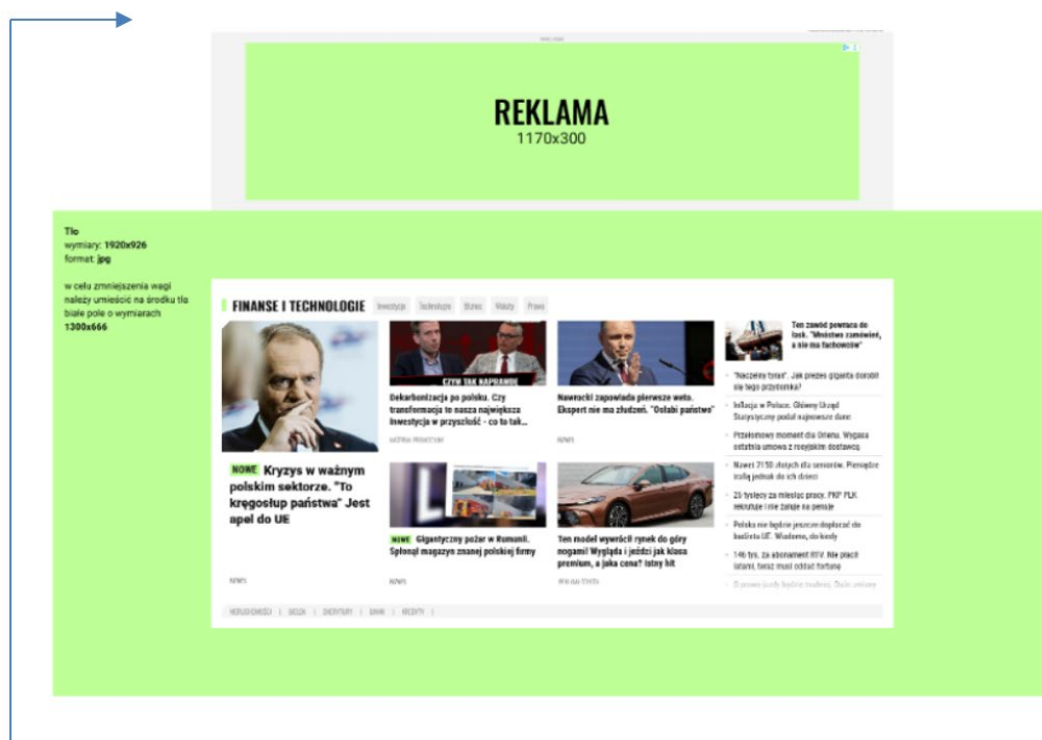- Format: jpg / png
- Weight: up to 150 KB

Rectangle mobile
- Size: 300x250px
- Format: jpg / png / html5
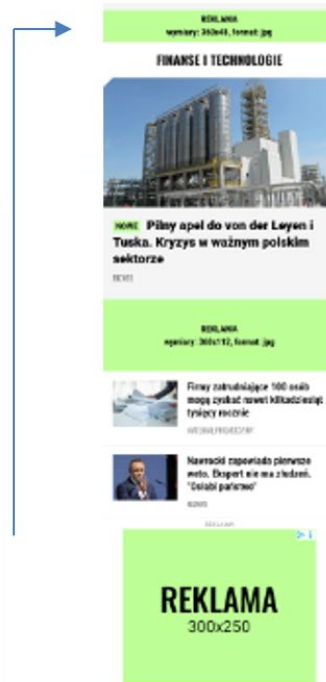- Weight: up to 150 KB

* The inscription „REKLAMA" is applied to the creation prepared by the client. **In the middle** of the visible area of the creative, you should place a noticeable and clear inscription ADVERTISEMENT. Recommended Arial font in size 10px (normal) and a color that differs from the background of the creative.

Illustrative visualization:

DESKTOP

MOBILE

SECTION BRANDING: POP CULTURE

Devices: Desktop, Mobile

Desktop:

Wallpaper*
- Size: 1920x880px; A white box of 1300x620px should be placed in the middle of the background
- Format: jpg / png
- Weight: up to 150 KB

Board in the section:
- Size: 1170x300
- Format: gif / jpg / png / html5
- Weight: up to 150 KB

Mobile:

Top Beam*
- Size: 360x48px; For higher quality, we recommend a 600x80px creative
- Format: jpg / png
- Weight: up to 150 KB

Bottom beam*
- Size: 360x112px; For higher quality, we recommend a 600x187px creative
- Format: jpg / png
- Weight: up to 150 KB

Rectangle mobile
- Size: 300x250px
- Format: jpg / png / html5
- Weight: up to 150 KB

* The inscription „REKLAMA" is applied to the creation prepared by the client. **In the middle** of the visible area of the creative, you should place a noticeable and clear inscription ADVERTISEMENT. Recommended Arial font in size 10px (normal) and a color that differs from the background of the creative.

Illustrative visualization:

DESKTOP

MOBILE

SECTION BRANDING: SPORT

Devices: Desktop, Mobile

Desktop:

Wallpaper*
- Size: 1920x1810px; a white box of 1300x1550px should be placed in the middle of the background
- Format: jpg / png
- Weight: up to 150 KB

Board in the section:
- Size: 1170x300
- Format: gif / jpg / png / html5
- Weight: up to 150 KB

Mobile:

Top Beam*
- Size: 360x48px; For higher quality, we recommend a 600x80px creative
- Format: jpg / png
- Weight: up to 150 KB

Bottom beam*
- Size: 360x112px; For higher quality, we recommend a 600x187px creative
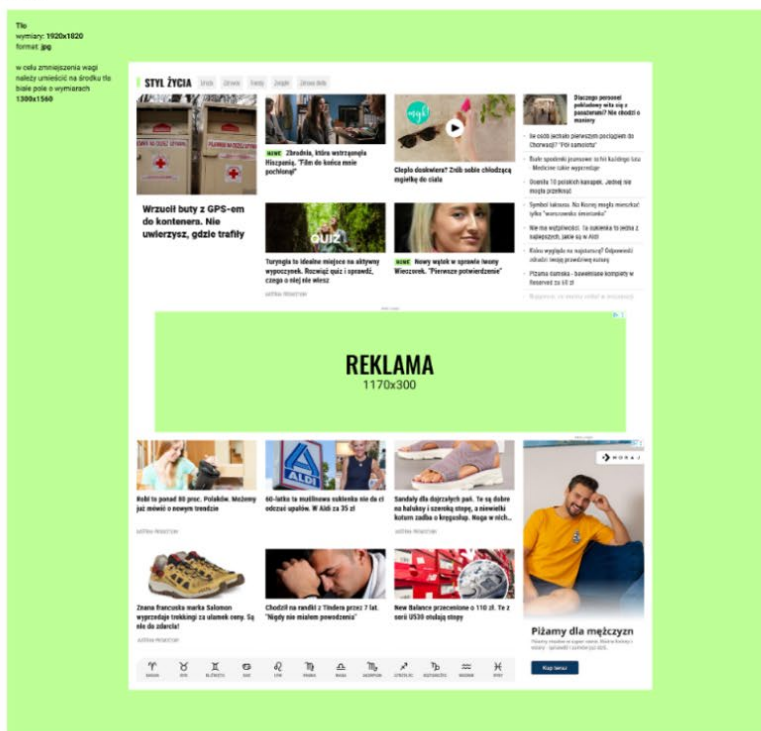- Format: jpg / png
- Weight: up to 150 KB

Rectangle mobile
- Size: 300x250px
- Format: jpg / png / html5
- Weight: up to 150 KB

* The inscription „REKLAMA" is applied to the creation prepared by the client. **In the middle** of the visible area of the creative, you should place a noticeable and clear inscription ADVERTISEMENT. Recommended Arial font in size 10px (normal) and a color that differs from the background of the creative.

Illustrative visualization:

DESKTOP

MOBILE

SECTION BRANDING: FINANCE AND TECHNOLOGY

Devices: Desktop, Mobile

Desktop:

Wallpaper*
- Size: 1920x926px; A white box of 1300x666px should be placed in the middle of the background
- Format: jpg / png
- Weight: up to 150 KB

Board in the section:
- Size: 1170x300
- Format: gif / jpg / png / html5
- Weight: up to 150 KB

Mobile:

Top Beam*
- Size: 360x48px; For higher quality, we recommend a 600x80px creative
- Format: jpg / png
- Weight: up to 150 KB

Bottom beam*
- Size: 360x112px; For higher quality, we recommend a 600x187px creative
- Format: jpg / png
- Weight: up to 150 KB

Rectangle mobile
- Size: 300x250px
- Format: jpg / png / html5
- Weight: up to 150 KB

* The inscription „REKLAMA" is applied to the creation prepared by the client. **In the middle** of the visible area of the creative, you should place a noticeable and clear inscription ADVERTISEMENT. Recommended Arial font in size 10px (normal) and a color that differs from the background of the creative.

Illustrative visualization:

SECTION BRANDING: LIFESTYLE

Devices: Desktop, Mobile

Desktop:

Wallpaper*
- Size: 1920x1820px; A white box of 1300x1560px should be placed in the center of the background
- Format: jpg / png
- Weight: up to 150 KB

Board in the section:
- Size: 1170x300
- Format: gif / jpg / png / html5
- Weight: up to 150 KB

Mobile:

Top Beam*
- Size: 360x48px; For higher quality, we recommend a 600x80px creative
- Format: jpg / png
- Weight: up to 150 KB

Bottom beam*
- Size: 360x112px; For higher quality, we recommend a 600x187px creative
- Format: jpg / png
- Weight: up to 150 KB

Rectangle mobile
- Size: 300x250px
- Format: jpg / png / html5
- Weight: up to 150 KB

* The inscription „REKLAMA" is applied to the creation prepared by the client. **In the middle** of the visible area of the creative, you should place a noticeable and clear inscription ADVERTISEMENT. Recommended Arial font in size 10px (normal) and a color that differs from the background of the creative.

Illustrative visualization:

DESKTOP

MOBILE

BRANDING PLAYERA

Devices: Desktop, Mobile

SG gazeta.pl and article pages:

· Format: jpg / png
· Weight: up to 300 KB
· The player has a 16:9 aspect ratio.
· Dimensions of the entire player area with branding 852x479 px
· Dimensions of the video itself: 690x388 px
· The creative is scalable
· Branding applies to players on article pages and SG Gazeta.pl
· The creative must have the word ADVERTISEMENT in the upper left corner. The inscription must be visible, so the font color should be properly matched to the background color. Font: Arial / Size: 10px / Color: Light Background Color #999, Dark Background Color #FFFFFF

* Spacing between branding and player can be slightly modified (up to 10px).

Illustrative visualization:
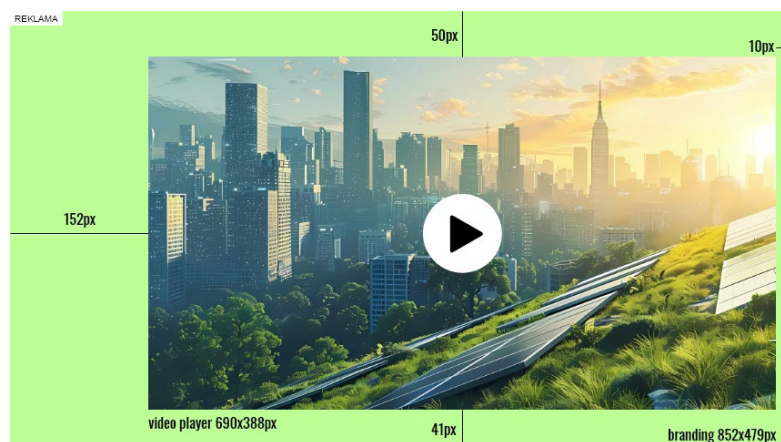
Article pages:

· Format: jpg / png
· Weight: up to 300 KB
· Creative set manually (not adserver)
· **The type of creation can only be implemented on article pages** – no possibility of implementation on HP Gazeta.pl
· The player has a 16:9 aspect ratio.
· Size of the entire player area: 620x409 px (this is how much the entire graphic should have)
· Player: 620x349 px (from the bottom edge of the graphic upwards)
· Branding: 620x60 px (from the top edge of the graphic down)
· Branding applies to players on article pages
· Not possible on SG Gazeta.pl
· The creative must have the word REKLAMA in the upper left corner. The inscription must be visible, so the font color should be properly matched to the background color. Font: Arial / Size: 10px / Color: Light Background Color #999, Dark Background Color #FFFFFF

* Spacing between branding and player can be slightly modified (up to 10px).

BRANDING PLAYERA

Illustrative visualization:
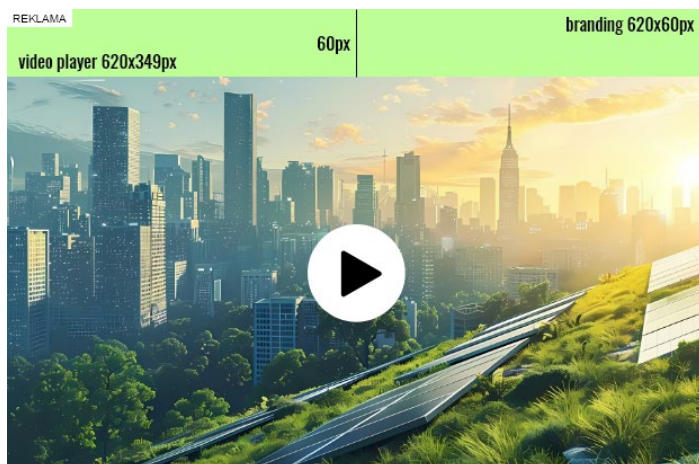
Article pages:

- Format: jpg / png
- Weight: up to 300 KB
- Creative set manually (not adserver)
- The type of creation can only be implemented on article pages – no possibility of implementation on HP Gazeta.pl
- The player has a 16:9 aspect ratio.
- Size of the entire player area: 620x449 px (this is how much the entire graphic should have)
- Branding: the top bar dimension is 620x40 px (from the top edge of the graphic down), the bottom dimension is 620x60 px (from the bottom edge of the graphic up)
- Player: 620x349 px (almost in the middle, what the beams don't occupy)
- Branding applies to players on article pages
- Not possible on SG Gazeta.pl
- Both bars must have the inscription REKLAMA in the upper left corner. The inscription must be visible, so the font color should be properly matched to the background color. Font: Arial / Size: 10px / Color: Light Background Color #999, Dark Background Color #FFFFFF

* Spacing between branding and player can be slightly modified (up to 10px).

Illustrative visualization:
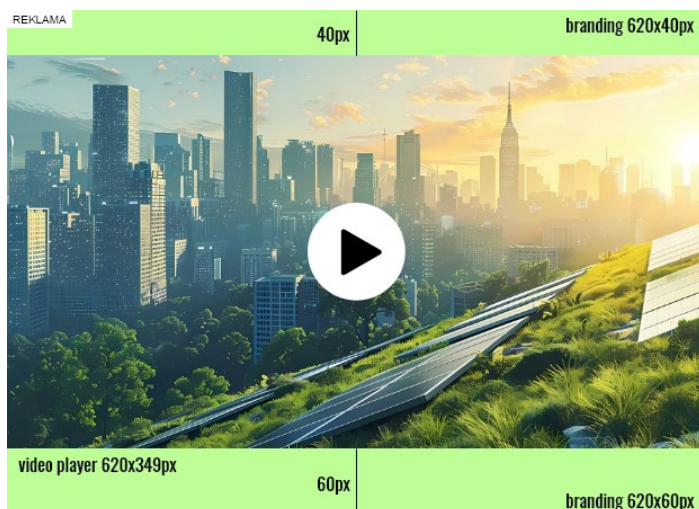
DISPLAY PERFO

Devices: Desktop, Mobile

Description: ecommerce campaign tool in the form of a personalized display creation, broadcast in standard 750x300/200/100px, 300x600/250px ad slots. The preparation and personalization of the tool to the required format is carried out by the Publisher, who only needs the Client to provide: 3 graphics, logotype, URL.

Specifications for graphics:

• Number of graphics required: 3 different
• Graphic size: recommended 1720x1000px, minimum 1200x698px (graphics without copy/CTA/logos, it is important that the product (e.g. car) is in the middle of the frame])
• File Format: jpg / png
• Weight of the maximum graphics: 150 kB

Specification for logotype:

• Size: recommended 300x300px, minimum 75x75px.
• File Format: SVG
• Weight max:150 kB

Illustrative visualization:
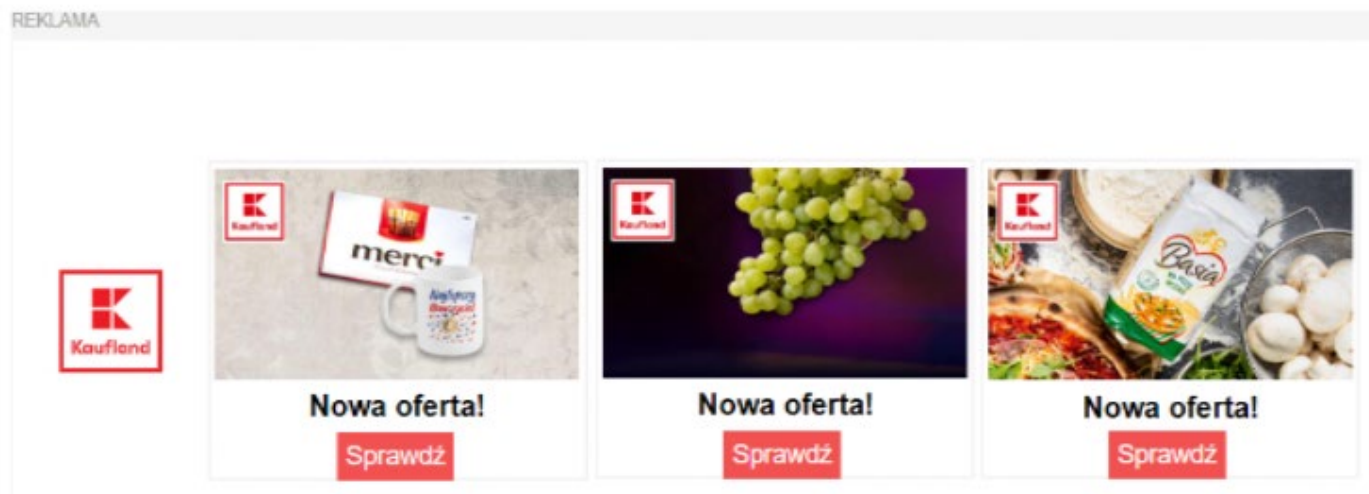
DISPLAY&VIDEO

Devices: Desktop, Mobile

Specification:

- Format: banner gif / jpg / png / html5,
- Video file .mp4 (length of video footage up to 30s)
- Video Aspect Ratio: 16:9 / 4:3
- Rozmiar: desktop 750x200 / 750x300 / 940x300 / 970x250 / 1170x300 + mobile 300x250 / 336x280
- Optional: 300x600 (desktop, mobile)
- Weight: banner up to 150 KB, video up to 3.5 MB
- Up to 3 creatives per rotation
- A set of finished materials should be delivered no later than 3 days before implementation

On a static or HTML5 banner, you can place a video anywhere. The client specifies the X and Y coordinates, where X is the horizontal space from the upper left corner of the banner and Y is the vertical space from the top of the creative. The video size preserves the aspect ratio of the original file and is provided in pixels when you set up your ad campaign.

Illustrative visualization:

CUSTOM FORMATS (BRAND ZONE)

Devices: Desktop, Mobile

Specification:

· Landing page background - 1920px width (minimum 1600px) - delicate, non-productive, suitable for the occasion
· Color Hex - for color accents and buttons
· Links to social channels (facebook, instagram, twitter)
· Photos to promote the material (non-product) - minimum 1210px width (jpg format), generated frames automatically

Additionally:

· Possibility to insert a video on the main page (landing page)

INREAD VIDEO

Devices: Desktop, Mobile

Specification:

- Format: mp4
- Video length: Maximum 30 seconds
- Size: 750x200, 750x300, 300x250, 336x280
- NOTE: the creative is emitted in an ad slot (keeping the video aspect ratio) with a size of 100% x 100%,
- Supported aspect ratios are 16:9, 4:3, or 9:16
- 16:9/4:3 video aspect ratio for horizontal and vertical ad slots, 9:16 for vertical slots only Advertising
- Weight: Maximum weight 3.5 MB
- Up to 3 creatives per rotation
- A set of finished materials should be delivered no later than 3 days before implementation

Illustrative visualization:

INTERACTIVE WALLPAPER

Devices: Desktop, Mobile

Specification:

- Format:
    - banner gif/jpg/png/html5,
    - tapeta gif / jpg / png
- Size: desktop 750x300 / 940x300 / 1170x300 + mobile creative 600x300 (scaled to 300x150)
- Desktop wallpaper: 3 versions 1920x1080
- Mobile wallpaper: 3 versions 600x720
- Additionally for desktop: 2 300x300 px banners displayed after hovering over the tooltip
- Maximum number of tooltip characters: 20
- Weight: maximum weight of a single image 150KB, maximum weight of wallpaper 150KB
- Up to 3 creatives per rotation
- A set of finished materials should be delivered no later than 3 days before implementation

Interactive Wallpaper is a static banner or HTML5 with wallpaper, containing two tooltips (tooltip - „plus" icon) with a text hint displayed next to the „pluses"). On desktop, when you hover over the „pros", or on mobile devices, after tapping, the wallpaper graphics change. In addition, a separate 300x300px banner appears on the layer, which covers the basic banner — a different banner is displayed next to each tooltip.

Each tooltip can include a text label for a creative element, and the tooltip appears on hover or tapping. Tooltips are black by default, but can be modified to any color in #hex format. The client specifies the X and Y coordinates for each „plus" (X is the horizontal space from the upper left corner of the banner, and Y is the vertical space from the top of the creative). The banner float function on mobile is possible everywhere except HP Gazeta.pl.

For broadcasting in mobile applications, you need the obligatory 600x300 (scaled to 300x150) / 300x250 / 336x280. In applications, interactive wallpaper is not supported, the usual placeholder creation is used.

Illustrative visualization:
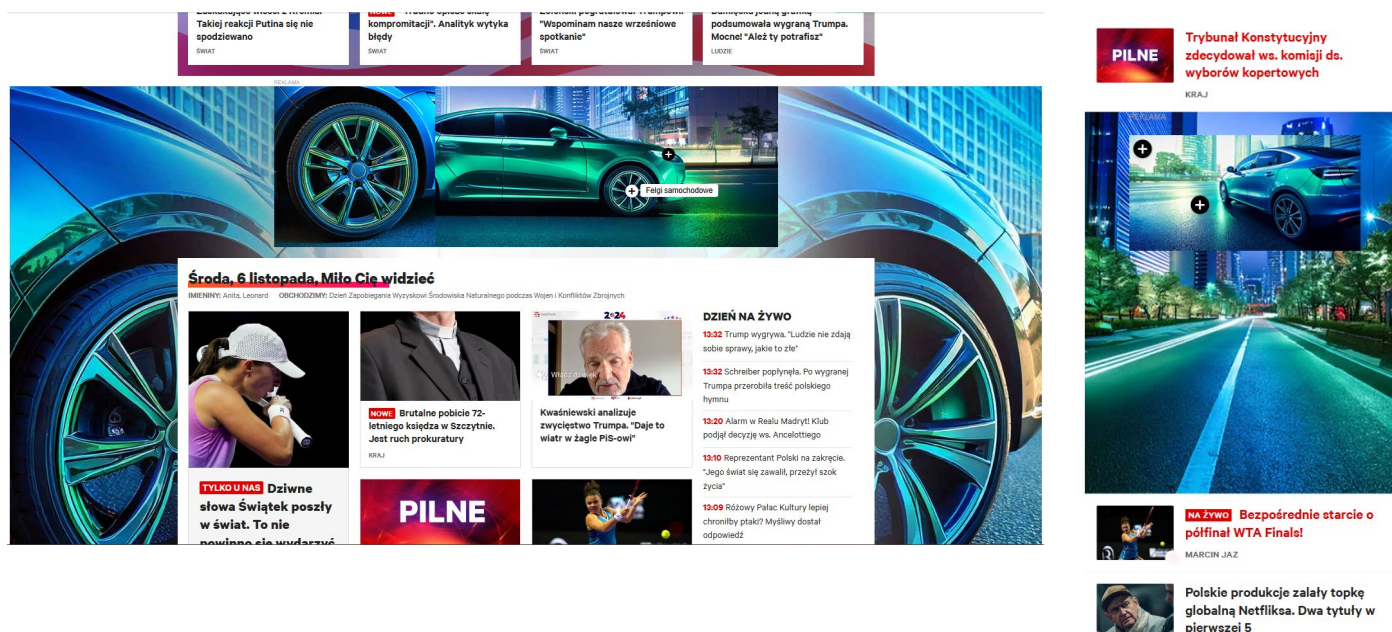
CAROUSEL

Devices: Desktop, Mobile

Specification:

- Format:
    - Product banner size 250x250, minimum number of banners 5, maximum 10
    - Optional: Desktop creative with background and logo gif / jpg / png 750x300 / 940x300 / 1170x300
    - Optional: Mobile creative with background and gif / jpg / png 672x560 logo (scaled to 336x280)
- A creative with a carousel background can include a logo in the bottom right, or left corner (except for creatives size 300x250)
- Any color in the format of the carousel can also be used as a background #hex
- The product carousel allows you to assign unique URLs to each product. In the absence of dedicated linking for individual products, all carousel elements will point to one common URL.
- Weight: Maximum weight per image 150KB
- Up to 3 creatives per rotation
- A set of finished materials should be delivered no later than 3 days before implementation

A product carousel consists of product banners and an optional banner that acts as a background for the carousel. The carousel background can include the Customer's logo in the bottom right or left corner (except for 300x250 creatives). The minimum number of product banners is 5, and the maximum is 10. Scrolling through images is done by swipe (on mobile devices) or by clicking on the arrow (on desktop).

Illustrative visualization:
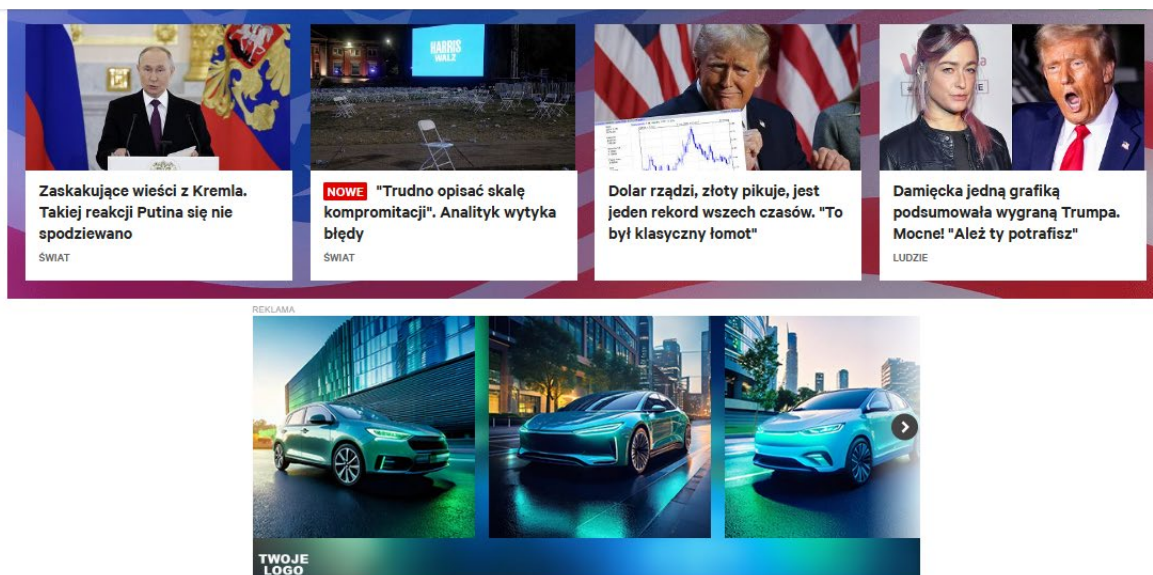
NATIVE EXCLUSIVE

Devices: Desktop, Mobile

Specification:

- Number of graphics: we recommend 10 pcs.
- Image size: 1200x628px (without copy, without CTAs/logos; aspect ratio: 1.9:1)
- Text: max. up to 90 characters (the length of the text field may vary due to the size of the containers and different breaks of different word lengths)
- File Format: jpg / png
- Max weight: 150 kB
- URL to the Client's landing page
- The monitoring code will be implemented by the Publisher

Illustrative visualization:

NATIVE GALLERIES CPC

Devices: Desktop, Mobile

Description: ecommerce campaign tool in the form of a gallery with customers' products contextually on article pages. Galleries are built from a photo, text and a CTA button. Galleries are created by the Publisher on their own on the basis of the product feed provided by the Client.

Feed specification for the fashion industry: **https://cdngazeta.pl/pixel/wymagania-do-feedu** allowing products to be placed in the Avanti24.pl marketplace.

Feed specifications for other industries:

- The feed must be listed as a single XML file
- The Client's feed must be available at a public URL, e.g http://jakasNazwaDomeny/jakasSciezkaFolderow/ jakasNazwaPliku.xml We recommend that the filename reflects the name of the Client/Brand. The publisher does not accept files from attachments, as this would prevent the publisher from controlling the file structure and updating it automatically. Only after receiving a feed in the form of a link to it is the publisher able to check it and confirm that they can use it.
- In the case of a large feed (e.g.: 100,000 products), we recommend compressing the file, which speeds up the feed import. When compressed to .gz format, the feed URL will be in the form: http://jakasNazwaDomeny/ jakasSciezkaFolderow/jakasNazwaPliku.xml.gz

- The feed must be „clean", i.e.:
  - Special characters of type & must be escaped &
  - if there is HTML (e.g. in the description) then it must be embedded in CDATA.
  - other formats are not supported, e.g.: it cannot be a file exported to XML format from Excel.

- Accepted character encoding is UTF-8
- An XML file must meet the basic requirements for its structure and must be „validated", i.e. its structure it is to comply with generally accepted principles of preparing XML files. We recommend that the file prepared by the developer be checked for structure before sending it to the Publisher. You can check the structure of an XML

  - **http://www.xmlvalidation.com/**
  - **http://www.w3schools.com/xml/xml_validator.asp**
  - http://www.validome.org/xml/

- If the Client creates an XML feed from scratch, we recommend that it be compatible with the XSD indicated by the Publisher, i.e. **https://cdngazeta.pl/pixel/wymagania-do-feedu** A link to a page where XML can be validated based on XSD is, for example: **https://www.freeformatter.com/xml-validator-xsd.html**

- Fields/data in the feed that are required:
  - „ID", which is the product identifier, which must be unique per offer/product
  - product name (we present in the product gallery max. 3 words, i.e. 18 characters with spaces, so if it is longer, it will be automatically shortened by the publisher)
  - URL = link to the product with all scripts, redirects, UTMs GA required by the Client (the Publisher sets the Redirect Gazeta.pl)
  - link to the product photo
  - price (if basic prices and promotional prices are placed on the store's website, the feed must contain both these prices)
  - omnibus_price, i.e. the lowest price of the product from the last 30 days before the last reduction, given independently from the price and the promotional price
  - category

NATIVE GALLERIES CPC

An example feed prepared in accordance with the Publisher's specifications:

```
<item>
    <g:id>20844164218934</g:id>
    <g:title>Geometric Rug 60x90 cm]</g:title>
    <g:description>The rugs in the BASIC collection are practical and decorative products.
</g:description>
    <g:product_type>Dywany</g:product_type>
    <g:link>
    https://... - link to the product
    </g:link>
    <g:image_link>
    https://... - link to the main product photo
    </g:image_link>
    <g:availability>in stock</g:availability>
    <g:price>199.00</g:price>
    <g:sale_price>100.00</g:sale_price>
    <omnibus_price>120.00</omnibus_price>
    <g:brand>NAZWA MARKI</g:brand>
</item>
```

Illustrative visualization:

La Rive Golden woda pe...   La Rive HAVE FUN woda...   La Rive Lady Diamond w...

Sprawdź!   Sprawdź!   Sprawdź!

James Bond 007 for Wo...   Katy Perry Killer Queen ...   Lacoste Pour Femme Int...

Sprawdź!   Sprawdź!   Sprawdź!

MATERIAŁY PROMOCYJNE

33

NATIVE2CLICK

Devices: Desktop, Mobile

Description: ecommerce campaign tool in the form of an advertising link or a link and advertising graphic on an article page. The publisher decides on the version and creates the creative.

Specification:

- Image size: 312x208px (without copy, not including CTAs/logos)
- File Format: jpg / png
- Max weight: 150 kB
- URL to the Client's landing page
- The tracking code will be implemented by the Publisher and will be the same as in other ecommerce tools used to implement a given campaign

Illustrative visualization:

NATIVEADS

Devices: Desktop, Mobile

Description: ecommerce campaign tool in the form of graphic and text advertising broadcast on the Agora Group in selected advertising slots. The publisher independently creates a creative based on the graphics from the Client.
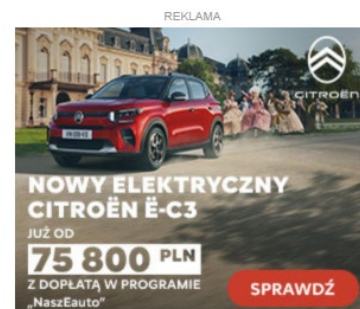
Specification:

- Number of graphics: 6 pcs.
- Image size: 1200x628px (aspect ratio: 1.9:1, creative must contain CTA), 483x398px
  (image aspect ratio 1.2:1, creative must contain copy and CTA)
- File Format: jpg / png
- Max weight: 150 kB
- URL to the Client's landing page
- The tracking code will be implemented by the Publisher and will be the same
  as in other ecommerce tools used to implement a given campaign

Illustrative visualization:

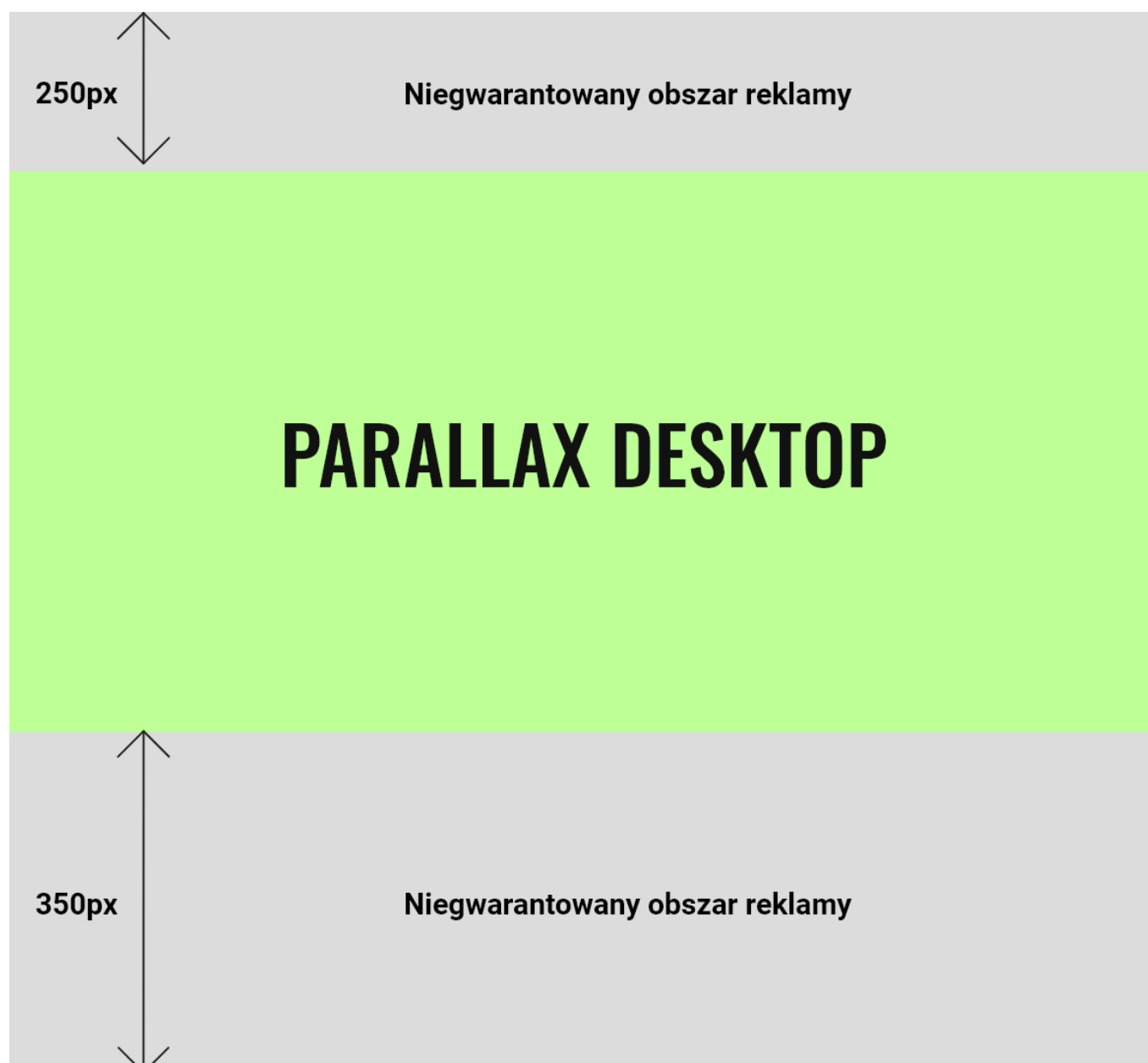# PARALLAX - 1170X600 | DESKTOP (CPD)

Devices: Desktop

Model wyceny: CPD

Specification:

- Format: jpg / png / html5
- Size: 1170x1080px. Guaranteed creative area: 1170x480px. The creative is scaled and emitted in the unit with a size of 1170x600px.
- Weight: 150 KB

Illustrative visualization:
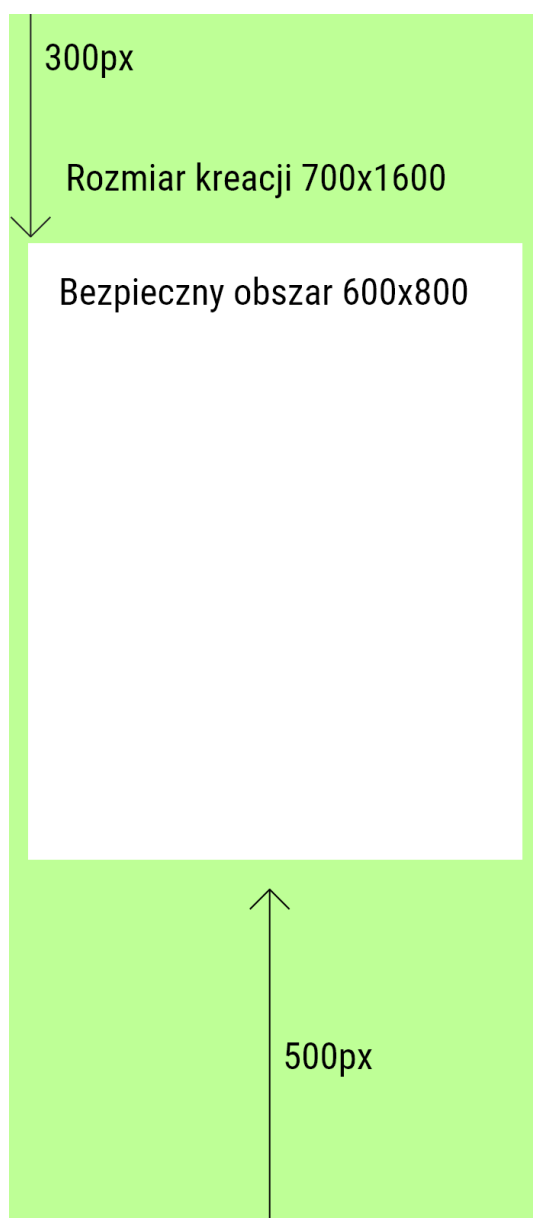
PARALLAX - 300X600 | DESKTOP/MOBILE (CPM)

Devices: Desktop

Specification:

- Format: jpg / png / html5
- Size of jpg/png static images: 700x1600, safe area 640x800px (the main advertising message is to be in this area). The creative is scaled and broadcast in a unit with a size of 300x600px.
- The HTML5 creative should be responsive, 100%x100% in size, and must not contain frames
- Weight: 150 KB

No possibility of emission from emission codes.

Illustrative visualization:

300px

Rozmiar kreacji 700x1600

Bezpieczny obszar 600x800

500px

PARALLAX - 300X600 | MOBILE

Devices: Mobile

Specification:

- Format: jpg / png / html5
- Size of jpg/png static images: 700x1600, safe area 640x800px (the main advertising message is to be in this area). The creative is scaled and broadcast in a unit with a size of 300x600px.
- The HTML5 creative should be responsive, 100%x100% in size, and must not contain frames
- Weight: 150 KB

No possibility of emission from emission codes.

Illustrative visualization:

300px

Rozmiar kreacji 700x1600

Bezpieczny obszar 600x800

500px
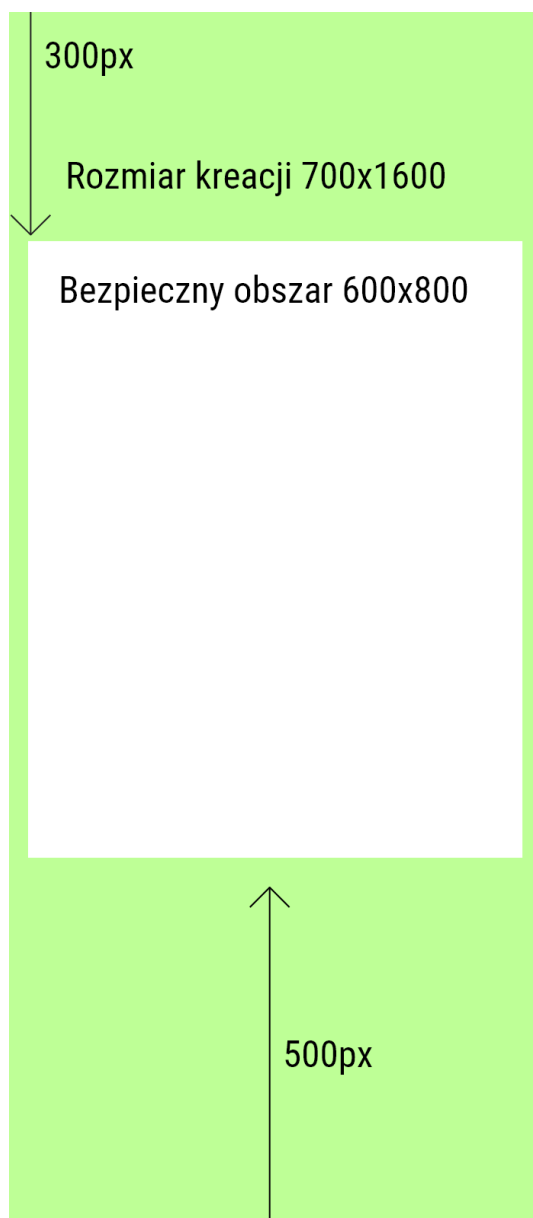
PARALLAX - 750X300 | DESKTOP (CPM)

Devices: Desktop

Specification:

- Format: jpg / png / html5
- Size: 750x1080px. Guaranteed creative area: 750x480px. The creative is scaled and broadcast in a unit with a size of 750x300px.
- Weight: 150 KB

Illustrative visualization:

PARALLAX - 940X300 | DESKTOP (CPM)

Devices: Desktop

Specification:

- Format: jpg / png / html5
- Size: 940x1080px. Guaranteed creative area: 940x480px. The creative
  is scaled and broadcast in a unit with a size of 940x300px.
- Weight: 150 KB

Illustrative visualization:

250px — Niegwarantowany obszar reklamy

PARALLAX DESKTOP

350px — Niegwarantowany obszar reklamy

POSTITIAL

Devices: Mobile

Specification:

- Format: html5 the jpg/gif/png
- Size:
  - Mobile: HTML5: One responsive creative 100%x100% viewport or jpg/gif/png: 960x1440px (vertical) and 1440x960px (horizontal)
- Weight for a single file: up to 150 KB
- We do not support implementation on emission codes.
- You can use broadcast codes indirectly if they're applied to an HTML5 creative.

The maximum amount of time a creative stays on the page is 10 seconds. We accept a creative without a „Close ad >>" button for implementation - the mechanism is provided by the publisher's advertising template. The advertiser delivers a responsive html creative with click-through support.

Monitoring of page views in postitial creatives is only possible through measurement codes, provided by in the form of:

- a URL to a 1x1 pixel,
- URL to JavaScript code.

It is not possible to use measurement codes in the form of standard JS code placed in <SCRIPT> tags.

Illustrative visualization:

ZOBACZ ONLINE
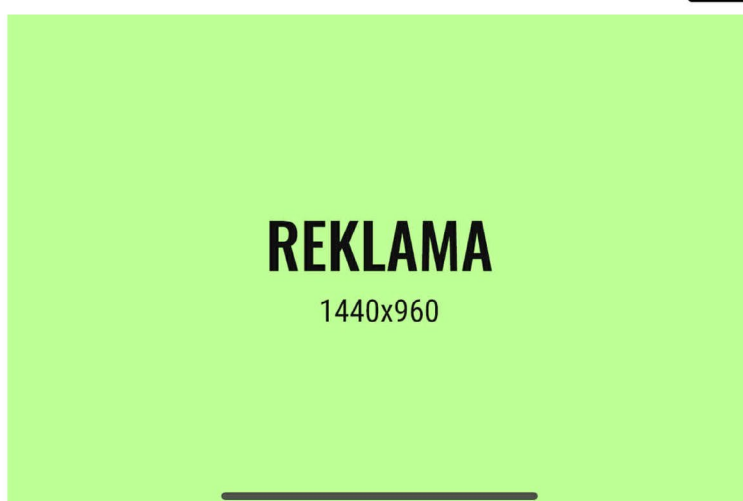
PREMIUMBOARD

Devices: Desktop, Mobile

Desktop:

- Format jpg / png
- Size: 1920x480 (visible initialization area: 1170x120px, visible area when expanded: 1170x300px, visible area after scrolling down 1170x60px). Example creative at the bottom of the page. **ONE creation consisting of THREE pictures is to be prepared.**
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color that visually matches the background of the creation.
- The button for expanding and collapsing the ad is added automatically in the lower right corner of the ad (the size of the expand/collapse button is: 94x36px) - we allow the possibility of changing the font color and background of the button.

Mobile:

- Format jpg / png
- Size: 1920x400 (visible area initializing: 320x100 px, visible area when expanded: 320x300). **ONE creation consisting of TWO pictures is to be prepared.**
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color that visually matches the background of the creation.
- The button for expanding and collapsing the ad is automatically added in the lower right corner of the ad (the size of the expand/collapse button is: 94x36px) - we allow the possibility of changing the font color and background of the button.
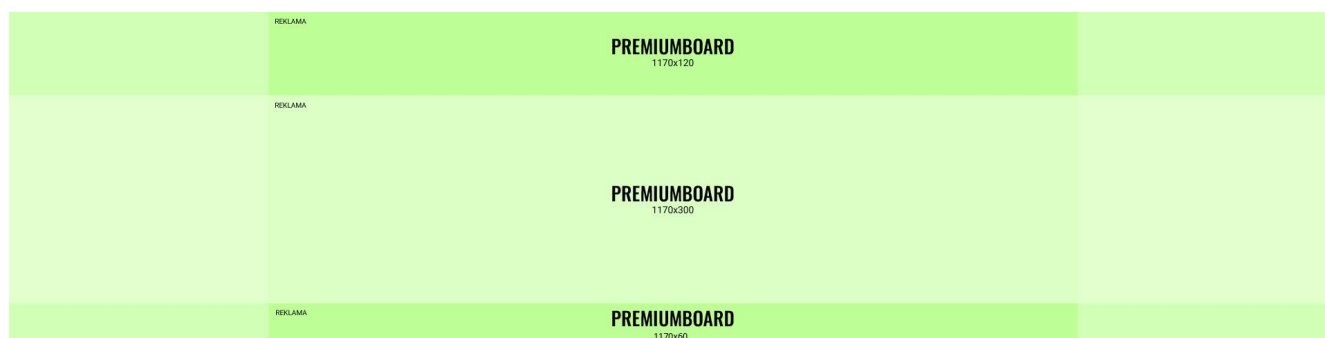
Application:

- Format jpg / png
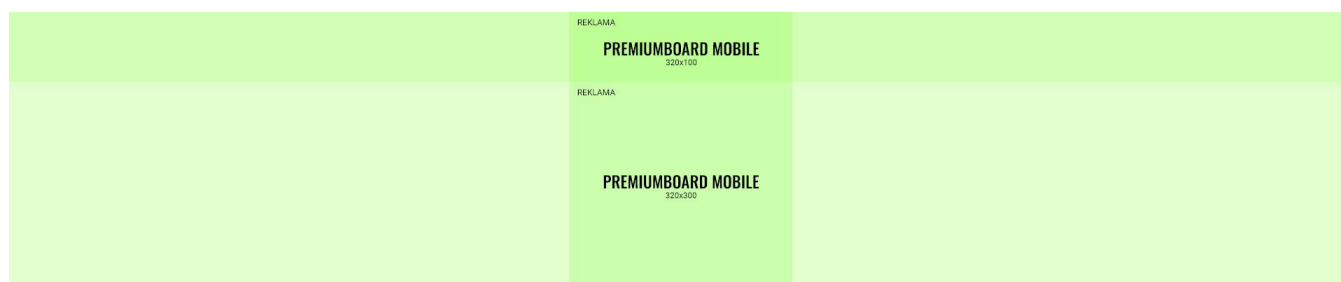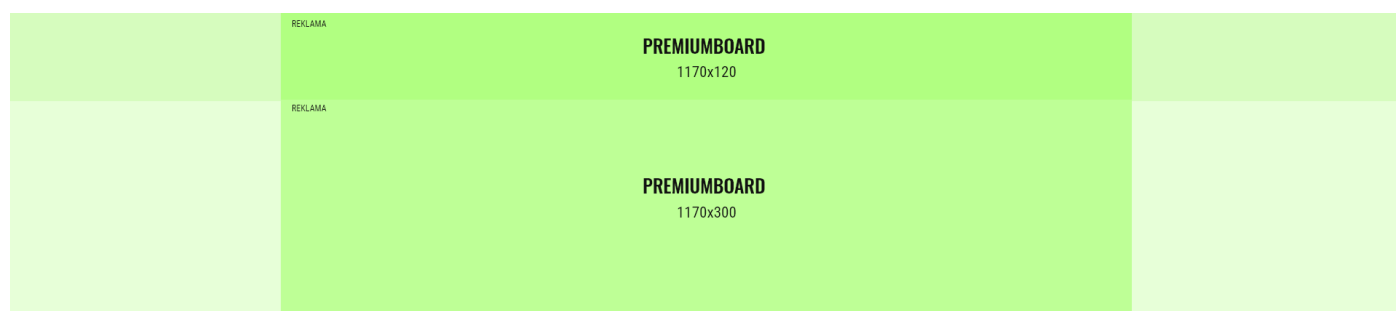- Size: 320x50
- Weight: 150kB

Important: The area in the upper right corner of the ad should not have any important elements of the ad such as Logo, CTA, because it is an area intended for advertising markings - the protective area dedicated to markings is: 100x50px.

Illustrative visualization:

Desktop:

Mobile:

PREMIUMBOARD | DNIÓWKA AGORA (GAZETA + WYBORCZA + EUROZET)

Devices: Desktop, Mobile

Desktop:

- Format jpg / png
- Size: 1920x420 (visible initialization area: 1170x120px, visible area when expanded: 1170x300px, visible area after scrolling down 1170x120px). **ONE creation consisting of TWO pictures is to be prepared.**
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color that visually matches the background of the creation.
- The button for expanding and collapsing the ad is automatically added in the lower right corner of the ad (the size of the expand/collapse button is: 94x36px) - we allow the possibility of changing the font color and background of the button.

Mobile:

- Format jpg / png
- Size: 1920x400 (visible initialization area: 320x100 px, visible area when expanded: 320x300). **ONE creation consisting of TWO pictures is to be prepared.**
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color visually matched to the background of the creation.
- The button for expanding and collapsing the ad is automatically added in the lower right corner of the ad (the size of the expand/collapse button is: 94x36px) - we allow the possibility of changing the font color and background of the button.

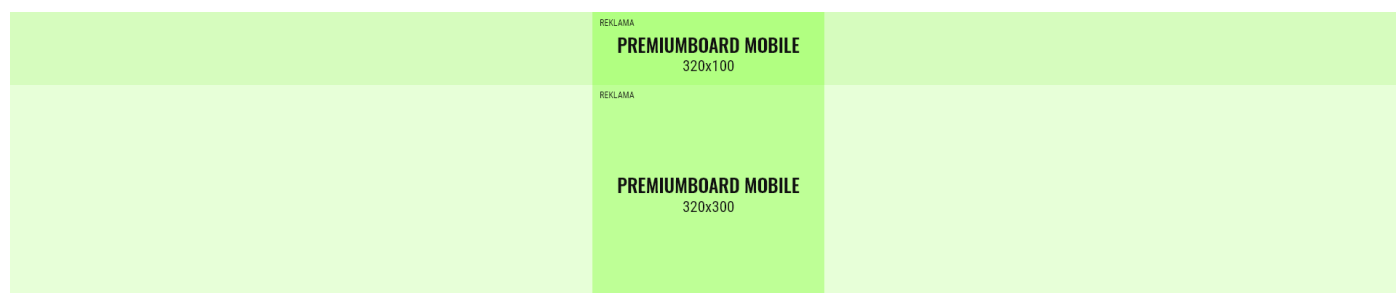### Application (only in the Gazeta Live app):

- Format jpg / png
- Size: 320x50
- Weight: 150kB

Illustrative visualization:

Desktop:

REKLAMA
PREMIUMBOARD
1170x120

REKLAMA
PREMIUMBOARD
1170x300

Mobile:

REKLAMA
PREMIUMBOARD MOBILE
320x100

REKLAMA
PREMIUMBOARD MOBILE
320x300

PREMIUMBOARD MEGA

Devices: Desktop, Mobile

Desktop:

- Format jpg / png
- Size: 1920x880 (visible initialization area: 1170x120px, visible area when expanded: 1170x700px, visible area after scrolling down 1170x60px). Example of a creative on bottom of the page. **ONE creation consisting of THREE pictures is to be prepared.**
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color that visually matches the background of the creation.
- The button for expanding and collapsing the ad is added automatically - we allow the possibility of changing the font color and background of the button.

Mobile:

- Format jpg / png
- Size: 1920x700 (visible initialization area: 320x100 px, visible area when expanded: 320x600)
- Weight: 150kB
- In the upper left corner of the visible area of the creative, you should place a noticeable and clear inscription REKLAMA. Recommended Arial font in 10px (normal) size and color that visually matches the background of the creation.
- A button to expand and collapse your ad is added automatically - we allow the possibility of changing the font color and background of the button.
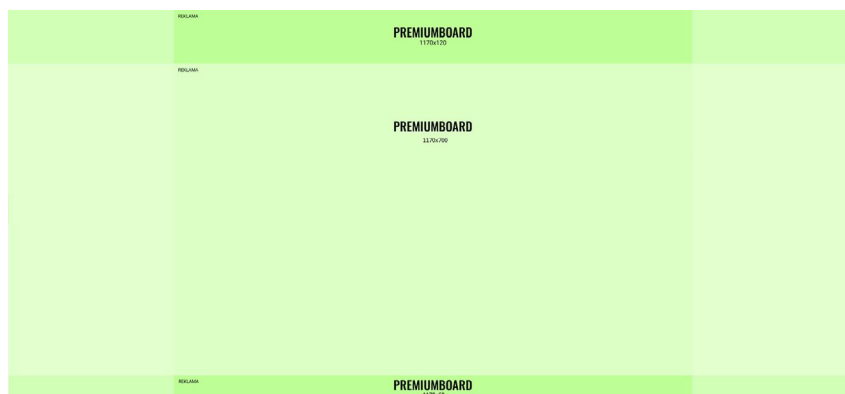
Aplikacja:

- Format jpg / png
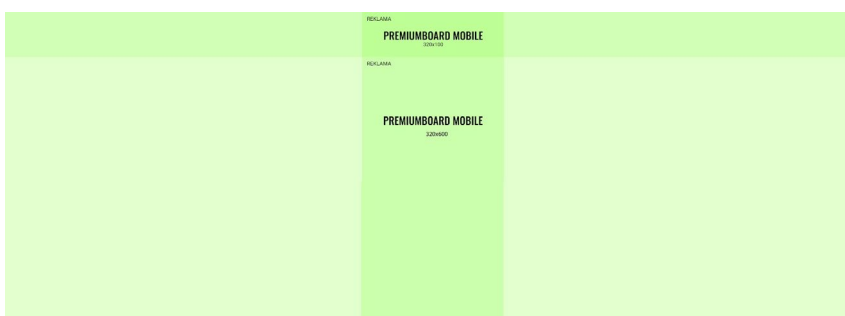- Rozmiar: 320x50
- Waga: 150kB

Important: The area in the upper right corner of the ad should not have any important elements of the ad such as Logo, CTA, because it is an area intended for advertising signs - the protective area dedicated to the signs is: 100x50px.

Illustrative visualization:

Desktop:

Mobile:

PREROLL ADVERTISING SPOT

Devices: Desktop, Mobile

Specification:

- All creative components, including broadcast or serving codes, must work after https
- Format: mp4 (h.264 / aac)
- Minimum resolution: 640x360 for 16:9 or 640x480 for 4:3
  (higher resolutions while maintaining the indicated aspect ratio)
- Maximum weight: 3.5 MB
- Duration: up to 30 seconds
- Bitrate for video stream <650; 1200> kbps
- Bitrate for audio stream <128; 256> kbps
- FPS: Above 25
- Sound normalized to -4dB

Digital video files that do not meet the specifications will be converted to the boundary conditions indicated above.

Illustrative visualization:

RECTANGLE ADBLOCK

Devices: Desktop

Specification:

- Formats: 300x250
- Creatives: jpg or png
- Weight: up to 150 KB

IMPORTANT: Each creative is reviewed by the Gazeta.pl team and must meet the following conditions:

- they can't pretend to be content
- must be static
- avoid excessive use of intense or overwhelming colors (e.g., intense red, pink, etc.), especially as an ad background.
- we recommend that engaging, detailed graphics and logos do not take up more than half of the advertising space
- we recommend that the background of the creation should be as close as possible to the background of the website (in our case, the lighter the better)
- it is desirable to clearly mark the boundaries/area of the advertisement

Illustrative visualization:
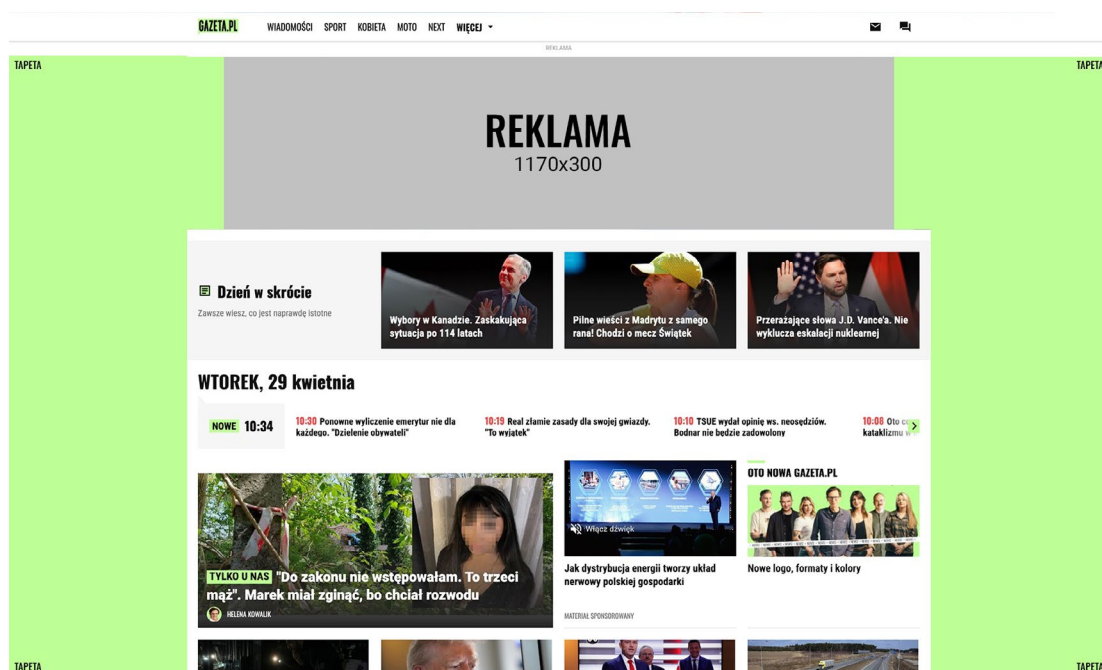
SCREENING

Devices: Desktop, Mobile

Specification:

Screening desktop is an advertising implementation consisting in positioning the wallpaper in relation to the selected format of the top advertisement (e.g. double billboard, triboard, wideboard and obligatory 336x280 gif/jpg/png substitute creative or 336x280 html5 responsive creation for broadcast on mobile screens). Maximum total wallpaper weight and top ad is 300kB.

· The wallpaper should be centered in the „X" axis relative to the top advertisement.
· In the „Y" axis, it should take into account the distance between the top edge of the top ad and the top edge of the browser window.
· We suggest that the background be finished in a solid color at the edges. This color will be used to complement the background of the page outside of the wallpaper area.
· The visible area of the wallpaper depends on the user's screen resolution and the width of the website in question.
· The recommended wallpaper size is 1920x1080 pixels provided in two files with different advertising spaces: for websites with a width of 960 pixels: and 1240 pixels
· the recommended wallpaper size for HP Gazeta.pl is 1920x1080 pixels, taking into account the width of the website 1300 pixels
· The wallpaper positioned in relation to the banner cannot be in the fixed version - it cannot remain in the visible area of the browser window despite scrolling down the page
· We allow the wallpaper to be positioned to the top edge of the browser window, but then it is not possible to match the advertising message from the topboard with the advertising message on the wallpaper (the wallpaper must be prepared in a universal form, which does not require a fixed distance of the topboard from the top edge of the browser window)
· We allow the positioning of the wallpaper to the top edge of the browser window in the fixed version (the wallpaper is visible all the time despite scrolling down), but then it is not possible to synchronize the advertising message from the topboard with the advertising message on the wallpaper
· Up to 3 creatives per rotation

ILLUSTRATIVE VISUALIZATION

Example of screening with a topboard on the Home Page Gazeta.pl

Example of screening with a topboard on article pages

SCREENING NEW

Devices: Desktop, Mobile

Specification:

Desktop screening is an advertising project consisting in positioning the wallpaper in relation to the selected format of the top advertisement (e.g. double billboard, triboard, wideboard. The maximum total weight of the wallpaper and the top ad is 300kB.

·   The wallpaper should be centered in the „X" axis relative to the top advertisement.
·   In the „Y" axis, it should take into account the distance between the top edge of the top ad and the top edge of the browser window.
·   We suggest that the background be finished in a solid color at the edges. This color will be used to complement the background of the page outside of the wallpaper area.
·   The visible area of the wallpaper depends on the user's screen resolution and the width of the website in question.
·   The recommended wallpaper size is 1920x1080 pixels provided in two files with different advertising spaces: for websites with a width of 960 pixels: and 1240 pixels
·   the recommended wallpaper size for HP Gazeta.pl is 1920x1080 pixels, taking into account the width of the website 1300 pixels
·   The wallpaper positioned in relation to the banner cannot be in the fixed version - it cannot remain in the visible area of the browser window despite scrolling down the page
·   We allow the wallpaper to be positioned to the top edge of the browser window, but then it is not possible to match the advertising message from the topboard with the advertising message on the wallpaper (the wallpaper must be prepared in a universal form, which does not require a fixed distance of the topboard from the top edge of the browser window)
·   We allow the positioning of the wallpaper to the top edge of the browser window in the fixed version (the wallpaper is visible all the time despite scrolling down), but then it is not possible to synchronize the advertising message from the topboard with the advertising message on the wallpaper
·   Up to 3 creatives per rotation

Mobile screening is an advertising project consisting of two elements: a wallpaper and a banner. Banner size 600x300 (scaled to 300x150) / 300x250 / 336x280, gif / jpg / png format or responsive HTML5 creative for mobile screens.

·   The maximum total weight of the wallpaper and banner is 300kB.
·   The recommended wallpaper size is 600x720 (jpg / png format), 1:1.2 aspect ratio.
·   Up to 3 creatives per rotation

The banner float function on mobile is possible everywhere except HP Gazeta.pl.

For broadcasting in mobile applications, you need the obligatory 600x300 (scaled to 300x150) / 300x250 / 336x280. Mobile screening is not supported in applications, the usual placeholder creation is used.

ILLUSTRATIVE VISUALIZATION

Example of screening with a topboard on the Home Page Gazeta.pl

Screening mobile:

SHOWCASE

Devices: Desktop, Mobile

Specification:

Static version:

- Format: gif/jpg/png
- Size: 750x300, 300x600, 300x250 (optional size for mobile 336x280)
- Number of product graphics required: 3 different graphics 190x168px (optional 380x336px scaled to 190x168px)
- For all three products, you will need a title, linking and price
- The maximum number of title characters is 20 symbols
- Background for all creatives of identical size in jpg/png format (size 750x300, 300x600, 300x250)
- Logo 100x40 (optional)
- Weight: 150 KB (for the entire ad)
- Up to 3 creatives per rotation
- We can also show products without a price or with a promotional price and an appropriate note:
- „The lowest price in the period of 30 days before the introduction of the reduction... (amount)"

Feed version:

- The 100x40 logo is to be sent as a separate file (optional)
- Background for all sizes of identically sized creatives in jpg/png format (size 750x300, 300x600, 300x250)
- The Client's feed must be issued in the form of a single XML file
- The Client's feed must be available at a public URL, e.g.
  http://jakasNazwaDomeny/jakasSciezkaFolderow/jakasNazwaPliku.xml
  Maximum number of products in the feed 20, 3 products from the feed will be randomized.

- The feed must be „clean", i.e.:
  - Special characters of type & must be escaped &
  - if there is HTML (e.g. in the description) then it must be embedded in CDATA.
  - other formats are not supported, e.g.: it cannot be a file exported to XML format from Excel.

- Accepted character encoding is UTF-8
- An XML file must meet the basic requirements for its structure and must be „validated", i.e. its structure must comply with generally accepted principles of preparing XML files. We recommend that the file prepared by the developer be checked for structure before sending it to the Publisher. You can check the structure of an XML file with tools available on the web, such as:

  - **http://www.xmlvalidation.com/**
  - **http://www.w3schools.com/xml/xml_validator.asp**
  - http://www.validome.org/xml/

- If the Client creates an XML feed from scratch, we recommend that it be compatible with the XSD indicated by the Publisher, i.e. **https://cdngazeta.pl/pixel/wymagania-do-feedu** A link to a page where XML can be validated based on XSD is, for example: https://www.freeformatter.com/xml-validator-xsd.html
- Fields/data in the feed that are required:

  - „ID", which is the product identifier, which must be unique per offer/product
  - product name (we present in the product gallery max. 3 words, i.e. 20 characters with spaces, so if it is longer, it will be automatically shortened by the publisher)
  - URL = link to the product with all scripts, redirects, UTMs GA required by the Client
  - link to the product photo
  - price

SHOWCASE

- Weight: 150 KB
- We can also show products without a price or with a promotional price and an appropriate note: „the lowest price in the period of 30 days before the introduction of the discount... (amount)"

An example feed prepared in accordance with the Publisher's specifications:

```
<item>
    <g:id>20844164218934</g:id>
    <g:title>Geometric Rug 60x90 cm]</g:title>
    <g:description>The rugs in the BASIC collection are practical and decorative products.
</g:description>
    <g:product_type>Dywany</g:product_type>
    <g:link>
    https://... - link to the product
    </g:link>
    <g:image_link>
    https://... - link to the main product photo
    </g:image_link>
    <g:availability>in stock</g:availability>
    <g:price>199.00</g:price>
    <g:sale_price>100.00</g:sale_price>
    <omnibus_price>120.00</omnibus_price>
    <g:brand>NAZWA MARKI</g:brand>
</item>
```

SPONSORSHIP OF THE SPORT AREA

Devices: Desktop, Mobile

Specification:
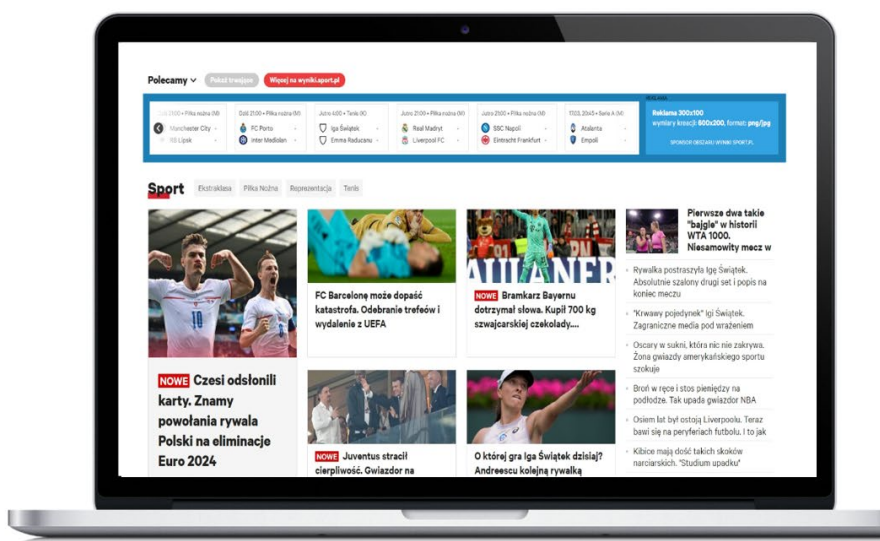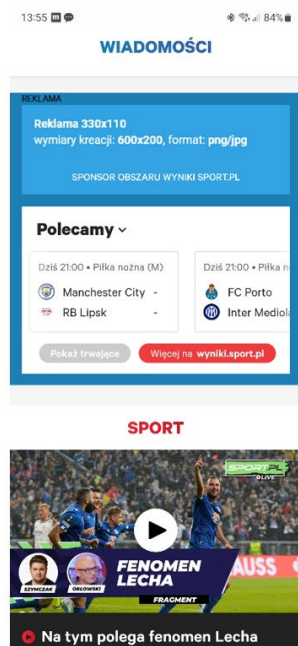
- Format: jpg
- Weight: up to 150KB

Desktop:
- 600x200px scaled to 300x100px, background: 1300x140px

Mobile:
- 600x200px scaled to 330x110px, background 360x432px

Desktop and mobile creatives must contain the „REKLAMA" mark (it is added by default on the website page)
and **a clear sponsorship indication** „SPONSOREM OBSZARU SPORT JEST <BRAND NAME> on the bar with **dimensions consistent with the width of the creative, not lower than 20px – according to the visualizations.**

Illustrative visualization:

CURRENCY AREA SPONSORSHIP & STOCK MARKET

Devices: Desktop, Mobile

Specification:

• Format: jpg
• Weight: up to 150KB

Desktop:
• 600x200px scaled to 300x100px, background: 1300x140px

    Mobile:
• 600x200px scaled to 330x110px, background 360x432px

Desktop and mobile creatives must contain the „REKLAMA" mark (it is added by default on the website page) and **a clear sponsorship indication** „SPONSOREM OBSZARU WALUTY I GIEŁDA JEST <BRAND NAME>" in a bar with **dimensions consistent with the width of the creative, no smaller than 20px – according to the visuals.**

Illustrative visualization:

WEATHER SPONSORSHIP

Devices: Desktop, Mobile

Specification:

- Format: jpg
- Weight: up to 150KB

Desktop:
- 600x200px scaled to 300x100px, background: 1300x140px

    Mobile:
- 600x200px scaled to 330x110px, background 360x355px

The desktop and mobile creative must contain **the „REKLAMA" mark** (it is added by default on the website side) and **a legible sponsor indication** „SPONSOREM POGODY JEST <BRAND NAME>" on a bar with **dimensions consistent with the width of the creative, not lower than 20px – according to the visuals.**

Illustrative visualization:
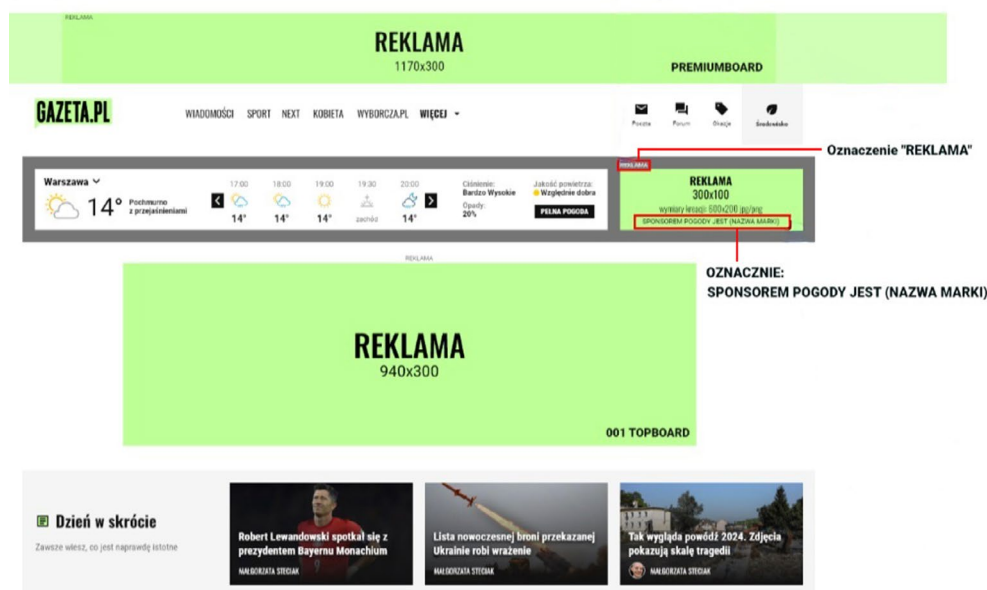
BRAND ZONE – CZTERY KĄTY, AVANTI24

Devices: Desktop, Mobile

Specification:

TOP BANNER:
Photo size: 2400 x 648px and Slug/URL

LOGO
Dimension 600x600

BRANDED BANNER:
The format is prepared by the Publisher on the basis of the product feed provided

MODULE WITH INSPIRATIONS:
The format is prepared by the Publisher on the basis of the provided image photos of 1260x660px (desktop)
and 448x716px (mobile) and the product feed.

FEED BOARD:
The format is prepared by the Publisher on the basis of the provided image photo 448x560px and the product feed.

PRODUCT LISTING:
The format is prepared by the Publisher on the basis of the product feed provided.

BRAND ZONE - MOTO

Devices: Desktop, Mobile

Specification:

TOP BANNER
Photo dimensions: 1920x1080px
Photo format: jpg
Article title: max 50 characters
Description: max 100 characters

LOGO
Dimension: min. 200px
File Format: png

MODULE WITH INSPIRATION V1
Number of teasers: 2 articles
Photo dimensions: 1920x1080px
File format: jpg
Module title: max 90 characters
Article title: max 50 characters
Description: max 120 characters
CTA: max 40 characters

INSPIRATION MODULE V2
Minimum 1 item
Photo dimensions: 1920x1080px
File Format: jpg
Module title: max 55 characters
Description: max 235 characters
CTA: max 40 characters

INSPIRATION MODULE V3
Car photo size: 1920x1080
Format: jpg
Module title: max 90 characters
Column title x 3 versions: max 50 characters
Description x 3 versions (corresponding
to the column title): max 100 characters
CTA: max 40 characters

PHOTO MODULE / GALLERY
Number of photos: 3 photos
Dimensions: 1920x1080px
Module title: max 80 characters
Description: max 100 characters
CTA: max 40 characters

PRODUCT LISTING V1
Minimum 1 tab, optimally 2-8 tabs
(including 1-2 rows per tab)
Photo dimensions: 1920x1080px
File Format: jpg
Module title: max 100 characters
Additional elements:
Car model name/price – max 80 characters
Tag – max 30 characters

PRODUCT LISTING V2
Number of products: max 4 Photo
dimensions: 1920x1080px
File format: jpg
Module title: max 100 characters
Additional elements:
Car model name/price – max 80 characters
Tag – max 30 characters

VIDEO MODULE
Video resolution: min. Full HD
Format: mp4

BRAND ZONE - SELECTED PRESS SERVICES

Devices: Desktop, Mobile

Specification:

TOP BANNER
Photo dimensions: 1920x1080px
Photo format: jpg
Article title: max 50 characters
Description: max 100 characters

LOGO
Dimension: min. 200px
File Format: png

MODULE WITH INSPIRATION V1
Number of teasers: 2 articles
Photo dimensions: 1920x1080px
File format: jpg
Module title: max 90 characters
Article title: max 50 characters
Description: max 120 characters
CTA: max 40 characters

INSPIRATION MODULE V2
Minimum 1 item
Photo dimensions: 1920x1080px
File Format: jpg
Module title: max 55 characters
Description: max 235 characters
CTA: max 40 characters

INSPIRATION MODULE V3
Photo size: 1920x1080
Format: jpg
Module title: max 90 characters
Column title x 3 versions: max 50 characters
Description x 3 versions (corresponding
to the column title): max 100 characters
CTA: max 40 characters

PHOTO MODULE / GALLERY
Number of photos: 3 photos
Dimensions: 1920x1080px
Module title: max 80 characters
Description: max 100 characters
CTA: max 40 characters

PRODUCT LISTING V1
Minimum 1 tab, optimally 2-8 tabs
(including 1-2 rows per tab)
Photo dimensions: 1920x1080px
File Format: jpg
Module title: max 100 characters
Additional elements:
Product name/price – max 80 characters
Tag – max 30 characters

PRODUCT LISTING V2
Number of products: max 4
Photo dimensions: 1920x1080px
File format: jpg
Module title: max 100 characters
Additional elements:
Product name/price – max 80 characters
Tag – max 30 characters

VIDEO MODULE
Video resolution: min. Full HD
Format: mp4

TOPBOARD DOUBLEBILLBOARD ADBLOCK

Devices: Desktop

Specification:

- Formats: 750x200
- Creatives: jpg or png
- Weight: up to 150 KB

IMPORTANT: Each creative is reviewed by the Gazeta.pl team and must meet the following conditions:

- they can't pretend to be content
- must be static
- Avoid excessive use of intense or overwhelming colors (e.g., intense red, pink, etc.), especially as an ad background.
- We recommend that engaging, detailed graphics and logos do not take up more than half of the area Ad
- We recommend that the background of the creation should be as close as possible to the background of the website (in our case, the lighter the better)
- it is desirable to clearly mark the boundaries/area of the advertisement

Illustrative visualization:
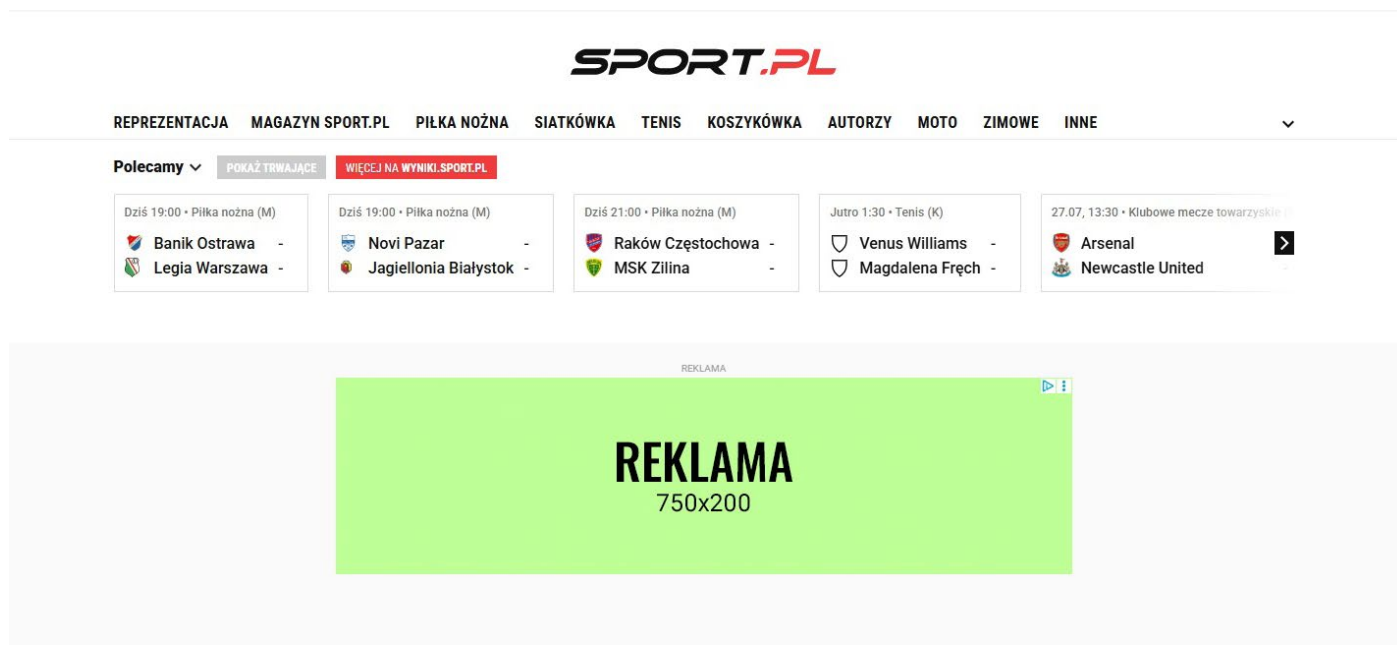
VIDEO BACKLAYER

Devices: Desktop

Specification:

Format broadcast on the Gazeta.pl Group's websites outside the home page - HP gazeta.pl

A set of correct materials with links and counting scripts must be delivered at least 3 working days before the broadcast

Video Backlayer is a combination of a top format and a video wallpaper. After interacting with the user, the format becomes an interstitial video creative.

The video material starts with the <body> element of the page. We recommend that the most important elements such as logotype, text should be placed in the banner area, and the video should only complement the creation.

1. Wideboard:

· Your creative must have a „Close X" button in the top right of your ad

Closing creatives is handled by the ad template through the following code:

```
window.parent.postMessage(params.onCrossClick, '*');
```

„Close X" placed on an opaque background, in the upper right corner of the creative, font min. 20px, the whole inscription should be 50x20 px. The entire button area must cause the creative to close.

and built-in buttons to encourage interaction:

· After hovering the mouse cursor over the button, the function should be executed
`window.parent.postMessage(params.onBannerOver, '*');` After its execution, the portal is hidden, and the wallpaper goes into full-screen video format, the sound is turned on after clicking on the button that initiates its launch.
· removing the mouse cursor from above the button area should `window.parent.postMessage(params.onBannerOut, '*');` After calling it, the full-screen video is turned off and the wallpaper mode is switched off.

2. Video file in two versions

· Source file (before conversion).
· Basic file after conversion to mp4 H.264/AAC format, weight up to 3.5MB, duration up to 30 seconds.

Optional:

1. Poster 1920x1080px: jpg/png image (weight up to 150 KB), the image appears after the video ends as the last frame of the video for the primary and secondary files. The poster disappears when the video is re-played.
The poster starts with the <body> element, it replaces the video material. A safe area for additional content on the poster is the left and right sides, taking into account the width of the wideboard and the width of the website (1300px), height 300px.
2. Additional file after conversion to mp4 H.264/AAC format, weight up to 3.5MB, duration up to 30 seconds.
It is played when you hover over the ‚EXPAND' button.

The video file is played using a background player provided by Gazeta.pl. **The video being played must NOT be looped.**
If the Poster was not delivered, then the video stops at the last frame.

ILLUSTRATIVE VISUALIZATION

VIDEO BACKLAYER

Illustrative visualization:

3. Wideboard (banner that airs when the creative closes)

- Format: html5
- Size: 940x300
- Weight: 150 KB
- The product requires a gif/jpg/png placeholder creative in the size of 336x280 pixels for broadcasting on mobile screens (all screen)

WELCOME SCREEN

Devices: Desktop

Specification:

- Format: gif/jpg/png
- Size: 1920x1080
- Weight: 300 KB

Welcome Screen Viewable Area: 1280x900 px.
The area on the left and bottom of the creative is reserved for the login window and footer, as visualized.
We don't guarantee that your creative will be visible in these places.

Illustrative visualization:

Obszar widoczności
format Welcome Screen
1280x900px

Welcome Screen

Format: gif/jpg/png
Rozmiar: 1920x1080
Waga maksymalna: 300 kB

Niegwarantowany obszar
widoczności kreacji
przeznaczony na boks logowania
i stopkę serwisu
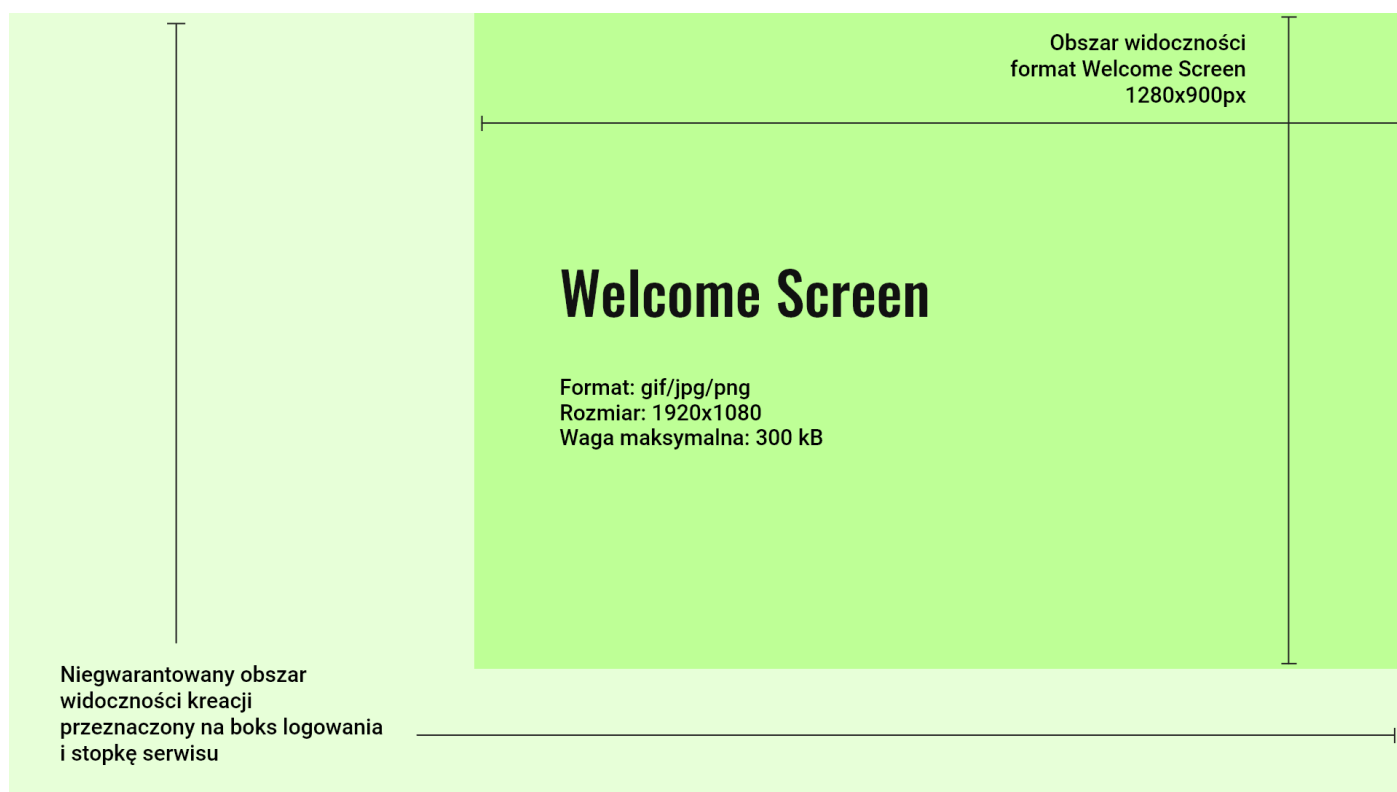
WIDEO | CLICK2SHOP

Devices: Desktop

Specification:

- A photo of each product on a transparent background in PNG format – recommended size 140x74px (maximum 200-300 kB),
- 1 photo of the logo on a transparent background in PNG format – recommended size 80x24px,
- Subtitles: the name of each product up to 42 characters with spaces, the price of each product up to 20 characters with spaces, a CTA button up to 20 characters with spaces
- Number of products: minimum 1, maximum 10,
- Preroll: video creation in mp4 format, 16x9, resolution preferably fullhd, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s.

Gazeta.pl provides:

- Area background color

WATCH ONLINE

VIDEO | HORIZONTAL OR VERTICAL CURTAIN

Specification:

Curtain:

- Curtain background: A JPG or PNG graphic file if you want to include transparencies, size 1280x720.
- preroll: video creation in mp4 format, 16x9, resolution preferably fullHD, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s.

Button:

- Graphic file of the button in desktop and mobile versions in png/jpg format – any size, but you should remember about the legibility of such graphics on different player sizes (on mobile the typical width of the player is 340-360px, on desktop: 600-850px, fullhd is 1920px)
- preroll: video creation in mp4 format, 16x9, resolution preferably fullHD, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s.

Gazeta.pl provides:

- Mandatory: Colors and content of the collapse/expand button.
- Optional: Additional button styling.

Horizontal curtain:

WATCH ONLINE

Vertical curtain:

WATCH ONLINE

VIDEO | BUTTON ON THE AD

Devices: Desktop

Specification:

Button on a video ad:

- Graphic file of the button in desktop and mobile versions in png/jpg format – any size, but you should remember about the legibility of such graphics on different player sizes (on mobile the typical width of the player is 340-360px, on desktop: 600-850px, fullhd is 1920px)
- Preroll: video creation in mp4 format, 16x9, resolution preferably fullhd, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s

WATCH ONLINE

VIDEO | SLIDER

Specification:

• Preroll 1: video creation in mp4 format, 16x9, resolution preferably fullhd, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s.
• Preroll 2: video creation in mp4 format, 16x9, resolution preferably fullhd, bitrate not less than 5Mbps, size not more than 250MB, maximum length 30s.

Preroll 1 and Preroll 2 must be the same length!

Gazeta.pl provides:

• Slider color (gradients are undesirable), possible additional styling.

WATCH ONLINE

SCRATCH OFF

Devices: Deskto, Mobile

Specification:

- Format: gif/jpg/png
- Size: 750x200 / 750x300 / 940x300 / 1170x300 + 600x300 mobile creative
  (scaled to 300x150) / 300x250 / 336x280 gif/jpg/png (all screen)
- You need to prepare two creations — one for desktop and the other for mobile.
  Each of them consists of two versions: the pre-scratch and post-scratch outfits
- Weight: Maximum weight per image 150KB
- Up to 3 creatives per rotation
- A set of finished materials should be delivered no later than 3 days before implementation

A scratch card is a format that encourages users to „scratch off" an ad layer to reveal hidden content.
We recommend adding a CTA on the layer before scratching to get the user to click and scratch off the layer.

Illustrative visualization:

Desktop:

Mobile: