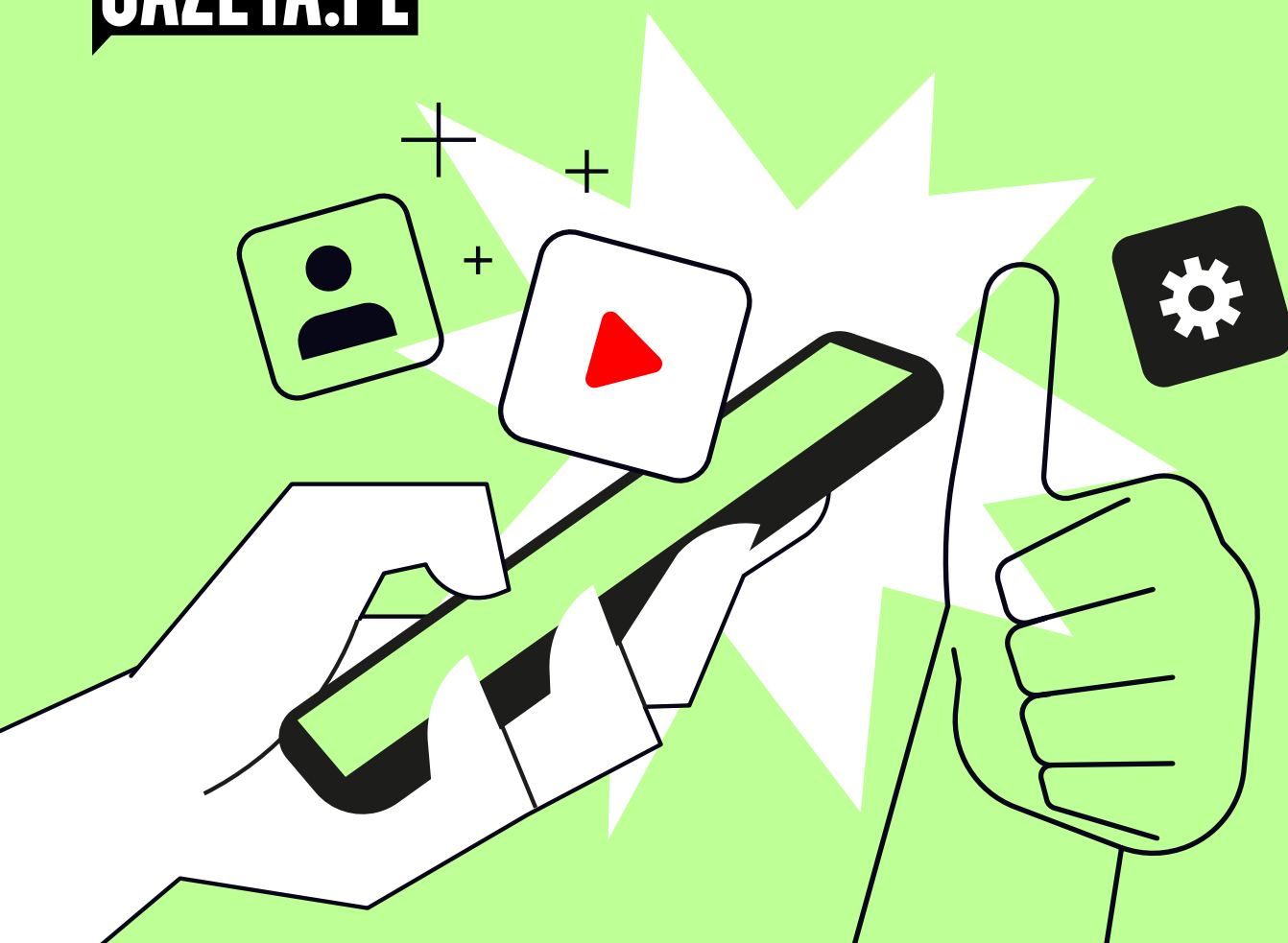


**GAZETA.PL**



# **TECHNICAL SPECIFICATION**

**OF CONTENT MARKETING PRODUCTS**

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# NATIVE STORY: STANDARD, FOODIES, VISUAL, NATIVE CONVERSATION

Devices: Desktop, Mobile

## REQUIRED MATERIALS

- **Brief and substantive materials necessary** to create the article content. For the Native Conversation format, additional information regarding the conversation topic and the expert is required (including contact details enabling the conversation to be conducted via email, phone, online, or in person).
- **Images:**
  - **Native Story Standard / Native Conversation:** up to 5 images in JPG/PNG format, minimum size 1500x2000 px. Images are subject to approval by the creative team.
  - **Native Story Foodies:** images with a minimum resolution of 1920x1420 px; the quantity is agreed individually.
  - **Native Story Visual:** up to 10 images in JPG/PNG format, minimum size 620x620 px.
- **Links:** up to 5 nofollow links placed within the article content. Additional links (up to 3) are available for an extra fee.
- **Image rights:** the client must provide written confirmation of the right to use the image of the expert/ambassador featured in the advertising materials.

## ADVERTISING CREATIVE (BRANDING) SPECIFICATION

- **Article branding:**
- Branding artykułu natywnego:
  - Desktop: Contentboard 750x300, GIF/JPG/PNG/**HTML5**, max file size 150 KB
  - Mobile: Rectangle Mobi 300x250, GIF/JPG/PNG/**HTML5**, max file size 150 KB

Both creatives (desktop and mobile) are required to ensure advertising exclusivity.

### Native Story Foodies:

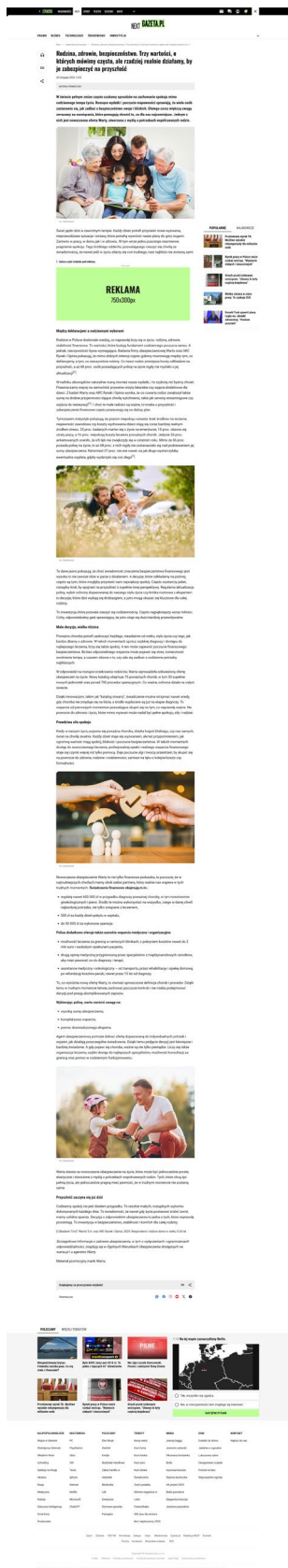
- Article branding:
  - Desktop: Content advertising banner 1170x300, GIF/JPG/PNG/**HTML5**, max file size 150 KB
  - Mobile: Rectangle Mobi 300x250, GIF/JPG/PNG/**HTML5**, max file size 150 KB

## REFERENCE VISUALIZATIONS

## Reference visualizations:

## NATIVE STORY STANDARD

Desktop:

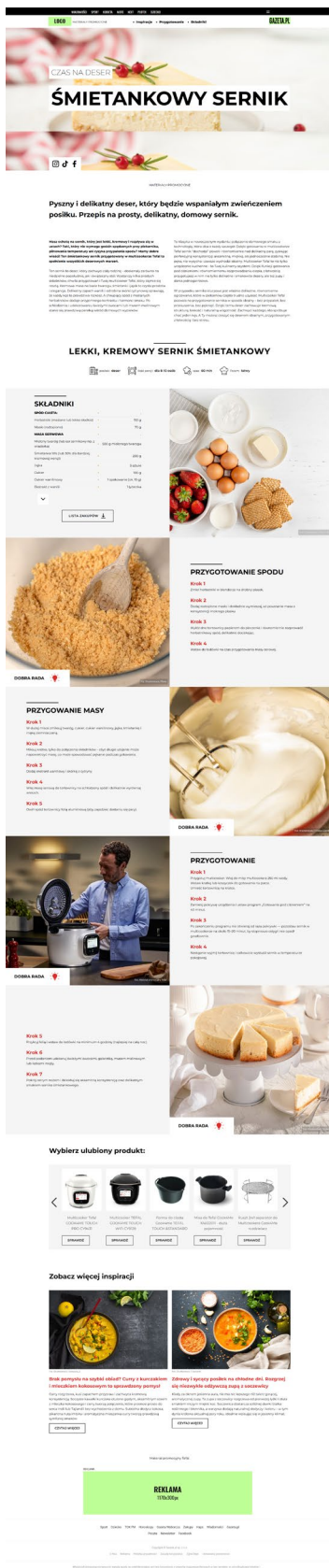


Mobile:



## NATIVE STORY FOODIES

Desktop:

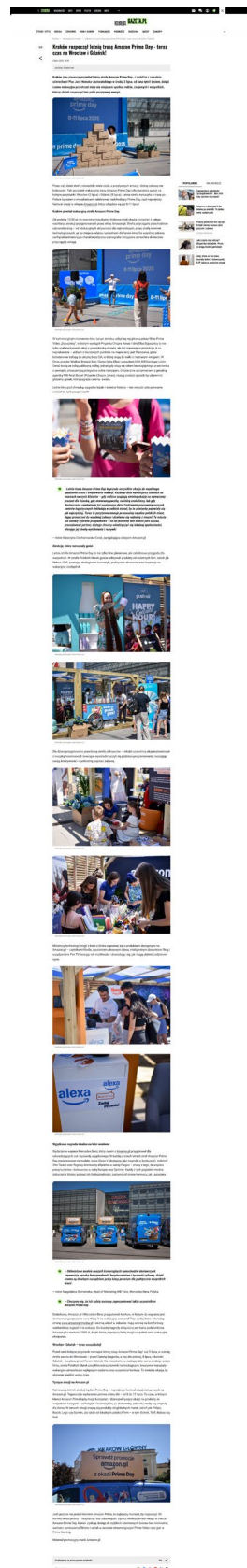


Mobile:



## NATIVE STORY VISUAL

Desktop:



Mobile:





# NATIVE STORY INTERACTIVE

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Brief and substantive materials** required to prepare the editorial content.
- **Interactive assets:** all graphic and textual materials in accordance with the specification of the selected interactions (two interactions may be selected from the list below).
- **Image specifications:** JPG/PNG format, maximum file size 350 KB. Image size depends on the selected interaction.
- **Images within article content (outside interactions):** minimum resolution 940x620 px.

## ADVERTISING CREATIVE (BRANDING) SPECIFICATION

- **Article branding:**
    - **Logo** on transparent background
    - **Desktop:** 1170x300, GIF/JPG/PNG/**HTML5**, max file size 150 KB
    - **Mobile:** Rectangle Mobi 300x250, GIF/JPG/PNG/**HTML5**, max file size 150 KB
- Both creatives (desktop and mobile) are required.

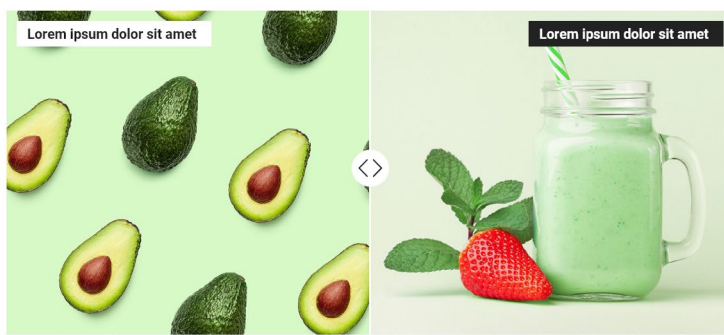
## AVAILABLE INTERACTIVE MODULES

### ZIPPER

#### Specyfikacja

- Images: width 1170 px, height 520 px
- Format: JPG/PNG
- File size: max 350 KB
- Text: max 50 characters including spaces

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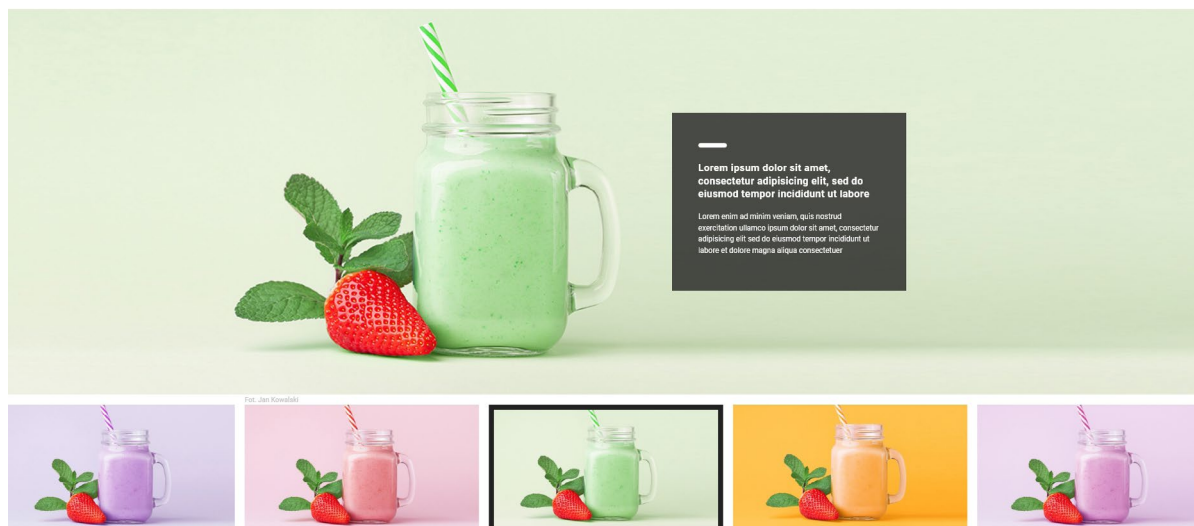


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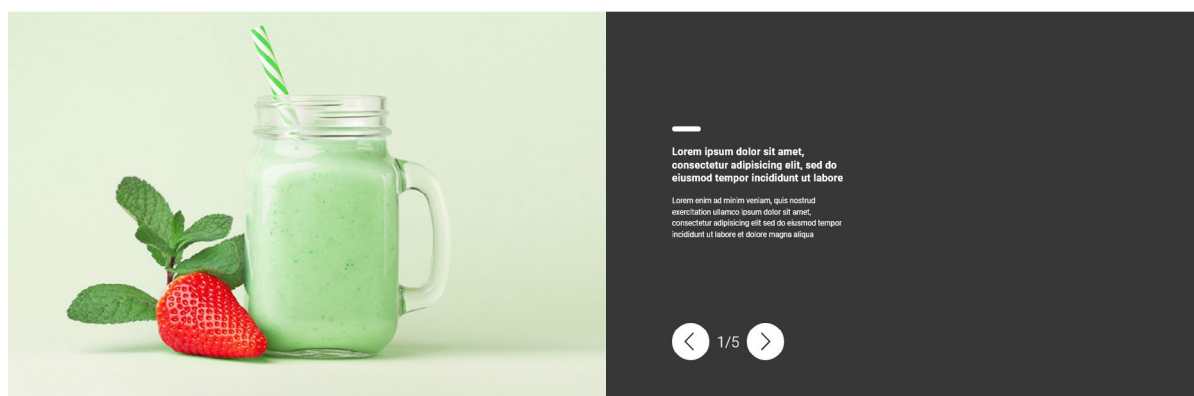
## VIEWBOOK

- Images: minimum width 1920 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 320 characters including spaces
- Maximum number of slides: 10



## STORYBOOK


- Images: minimum width 950 px, height 800 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 420 characters including spaces
- Maximum number of slides: 10



## SLIDER SHOWCASE


- Images: minimum width 1920 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 300 characters including spaces
- CTA text: max 14 characters including spaces
- Maximum number of slides: 10

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## TIMELINE

- Images: minimum width 1920 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 300 characters including spaces
- Maximum number of images: 10

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2010

2015

2020

2023

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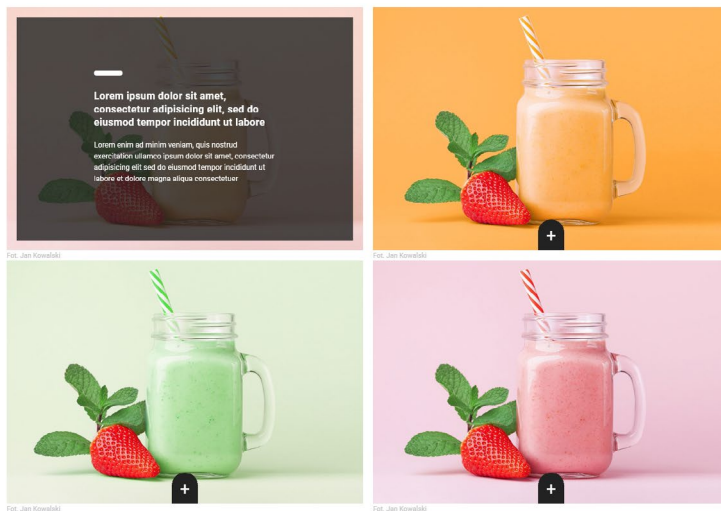
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## HOOVER GALLERIES

- Images: minimum width 1170 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Title: max 120 characters including spaces
- Text: max 400 characters including spaces
- Maximum number of images: 4



## ZOOM GALLERIES

- Images: minimum width 1920 px, height 1280 px
- Format: JPG or PNG
- File size: max 350 KB
- Maximum number of images: 4

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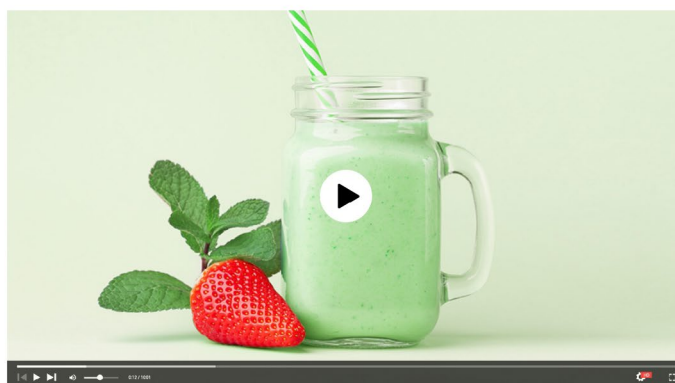
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## VIDEO

- Ready-to-publish video material (YouTube embed allowed).
- The video must include a permanently visible label “Materiały Promocyjne” throughout the entire playback duration.

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## SHOWCASE STORY

- Images: minimum width 1920 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 300 characters including spaces
- CTA text: max 14 characters including spaces
- Maximum number of slides: 5

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Fot. Jan Kowalski

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## AKORDEON

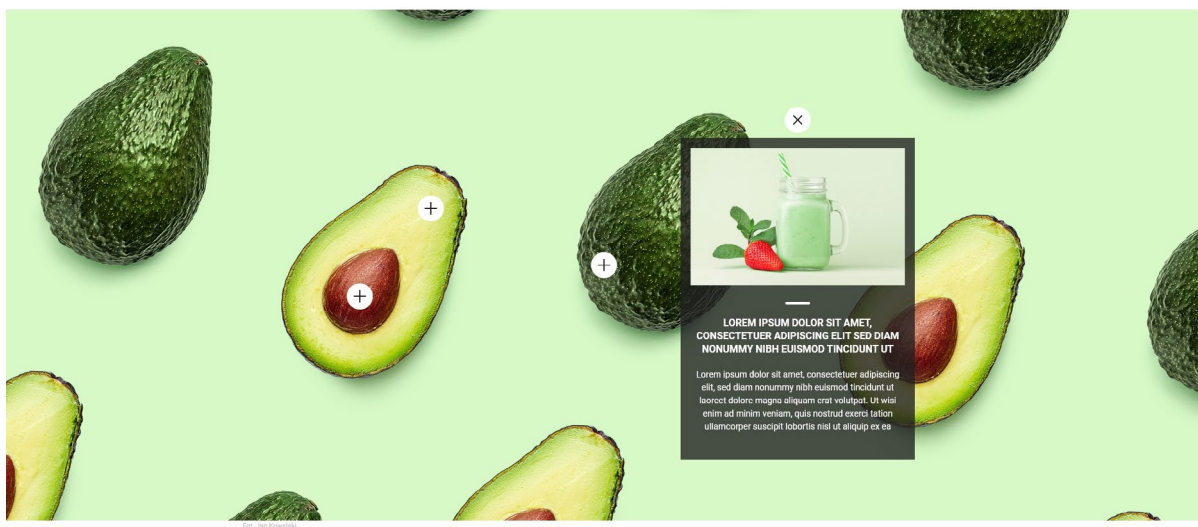
- Images: minimum width 1920 px, height 720 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 120 characters including spaces
- Number of images: fixed at 5



## PIN & FOTO

- Background image: minimum width 1920 px, height 720 px
- Pin images: minimum width 400 px, height 300 px
- Format: JPG or PNG
- File size: max 350 KB
- Text: max 300 characters including spaces
- Maximum number of pins: 5

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## SPONSORED ARTICLE

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

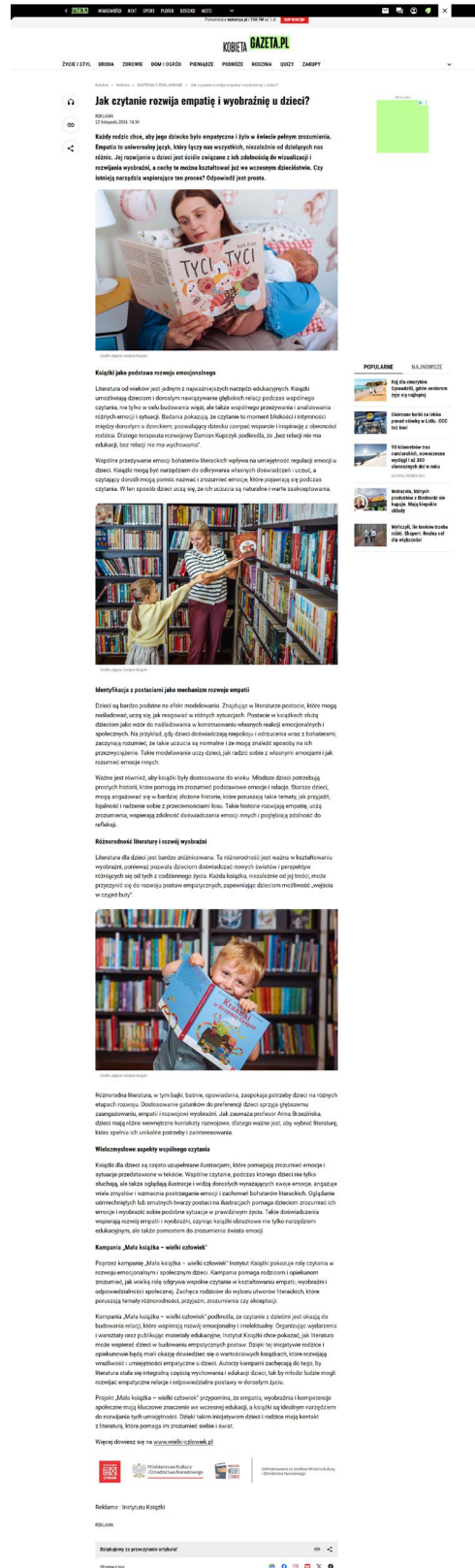
- **Final article:** text length not exceeding 10,000 characters (including spaces), with clearly indicated headline and lead. File format: .doc.
- **Images:** up to 15 files maximum, JPG / PNG / GIF, resolution 72 dpi, maximum file size 350 KB per image, width 1500–3000 px (the main image must be 1500x840 px).
- **Image credits:** the Client must provide appropriate descriptions for the images used in the article (source, author/photographer).
- **Links:** maximum of 5 text links to external websites (linking from images is not allowed).
- **Video (optional):** link to one YouTube video for embedding.
- **Banner creative (optional):** the article may include advertising formats Mainbox and Footboard Mobi.
- **Labeling:** at the end of the text, the Client must include the wording "Reklama marki XYZ", where XYZ corresponds to the name of the brand promoted in the article.

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Optional sponsored article branding:**
  - **Desktop:** Mainbox – one selected size: 300x250, 300x600, 120x600, 160x600, GIF / JPG / PNG / **HTML5**, max file size 150 KB
  - **Mobile:** Footboard Mobi – one selected size: 300x250 or 600x300 (scalable to 300x150), GIF / JPG / PNG / **HTML5**, max file size 150 KB

## Reference visualizations:

Desktop:



Mobile:



## WEEKEND PREMIUM

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Brief and materials** required for article preparation.
- **Logo:** on a transparent background, in EPS format, for the preparation of the advertising label.
- **Branding assets:** in accordance with the specification (logo, contentboard, halfpage, rectangle-mobi, background for the Weekend area on the Gazeta.pl homepage).

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

## Branding of the Weekend area on the Gazeta.pl Homepage

- **Desktop:**
  - Logo: 175x70 (logo on a transparent background, provided as vector EPS curves).
  - Background (Weekend area branding): creative size 1920x1045 (in order to reduce file size, a white area sized 1300x785 must be placed in the center), JPG, file size 150 KB\*.
- **Mobile:**
  - Logo: 100x40 (logo on a transparent background, provided as vector EPS curves).
  - Background: two banners sized 720x224 (scaled to 360x112) and one banner 720x96 (scaled to 360x48)\*

## Branding of the Weekend.Gazeta.pl homepage and article pages

- **Desktop:**
  - Logo: 150x60 (logo on a transparent background, provided as vector EPS curves).
  - Contentboard within the article: 750x200 or 750x300, plus a mandatory fallback creative 600x300. Contentboard on the Weekend.Gazeta.pl homepage: 1170x300. A static format is recommended. A static creative sized 750x200 px is mandatory for ad-block display. Format: GIF / JPG / PNG / HTML5, file size 150 KB.
  - Halfpage: 300x600, format GIF / JPG / PNG / **HTML5**, file size 150 KB.
- **Mobile:**
  - Logo: 100x40 (logo on a transparent background, provided as vector EPS curves).
  - Rectangle-mobi: 300x250, format GIF / JPG / PNG / **HTML5**, file size 150 KB.

\* Advertising disclosure:

The "REKLAMA" label must be added by the Client to the prepared creative. The label must be placed in the center of the visible creative area, 10 px below the upper edge, and must be clearly visible and legible. The recommended font is Arial, size 10 px (regular), in a color that contrasts with the background. In the mobile version, the "REKLAMA" label must be applied to all three banners.

## Branding visualization on the article page

Desktop:



Mobile:



## REFERENCE VISUALIZATIONS

## Branding visualization on the Gazeta.pl homepage\*

Desktop:

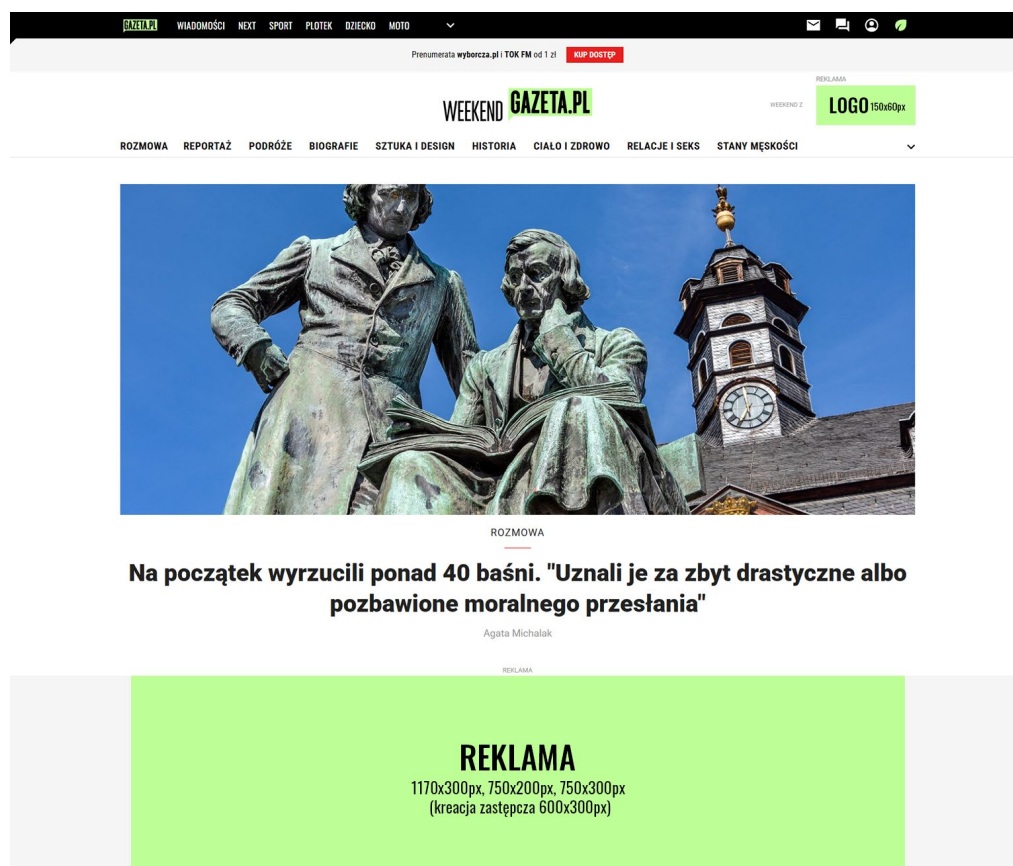


Mobile:



## Branding visualization on the Weekend.Gazeta.pl homepage

Desktop:



Mobile:





# NATIVE ONE DAY SPECIAL

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

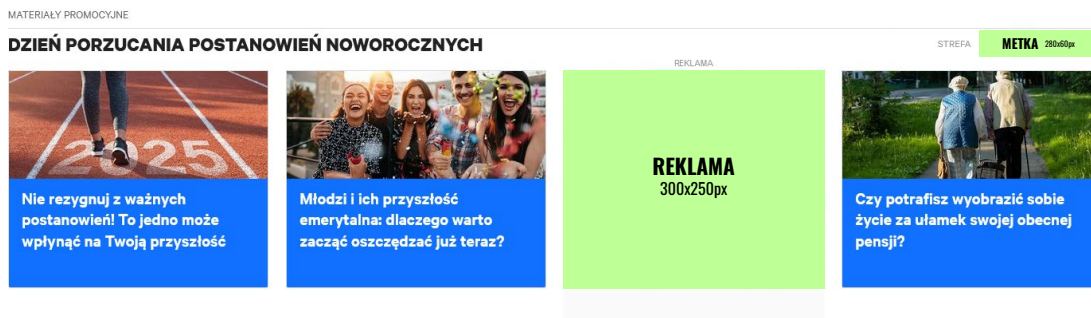
- **Brief and materials for the preparation** of three native articles
- **Logo:** provided in EPS format for the preparation of the advertising label.
- **Branding assets:** in accordance with the technical specification.

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

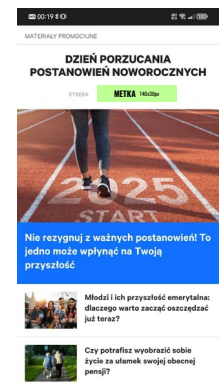
- **Branding of the area on the Gazeta.pl homepage:**
  - Label: 280x60, scaled to 140x30, GIF / JPG / PNG (static); the logo must be supplied on a transparent background as vector EPS curves, file size 15 KB.
  - Client banner: 300x250 and 600x120, scaled to 300x60, GIF / JPG / PNG (static), file size 60 KB.
- **Branding of the area on the Special.Gazeta.pl homepage:**
  - Label: 150x60 (desktop), 125x50 (mobile), on a transparent background, provided as vector EPS curves, file size 15 KB
- **Branding of native articles:**
  - Label: 175x70 (desktop), 125x50 (mobile), on a transparent background, provided as vector EPS curves.
  - Contentboard: 750x300, GIF / JPG / PNG / **HTML5**, file size 150 KB.
  - Closing bottom bar: 940x300, GIF / JPG / PNG / **HTML5**, file size 150 KB.
  - Rectangle Mobi: 300x250, GIF / JPG / PNG / **HTML5**, file size 150 KB.

## Branding visualization on the Gazeta.pl homepage

Desktop:

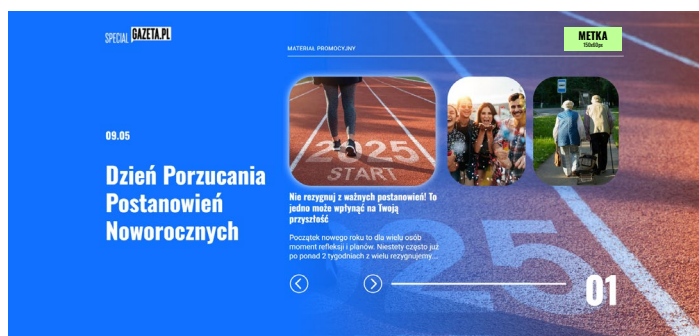


Mobile:



## Branding visualization on the Special.Gazeta.pl homepage

Desktop:



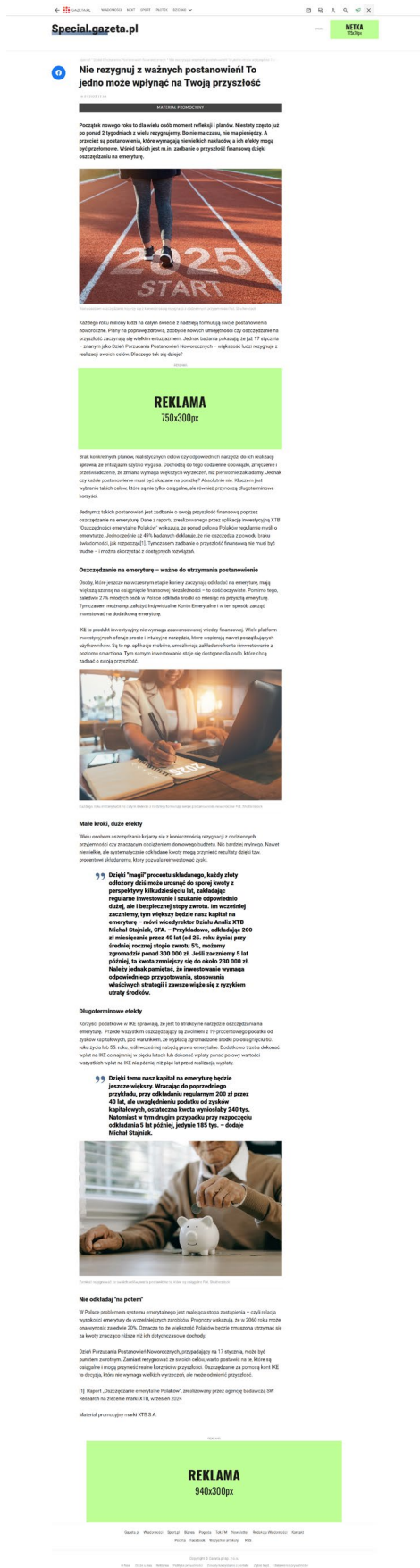
Mobile:



## REFERENCE VISUALIZATIONS

## Branding visualization on the article page

Desktop:



Mobile:



## NATIVE TOP TEMAT

Devices: Desktop, Mobile

### REQUIRED MATERIALS:

- **Brief and substantive materials** required for the preparation of four native articles.
- **Branding assets:** Contentboard and Rectangle Mobi.
- **Logo:** displayed in the promotional box.

### ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of the thematic service homepage:**
  - **Logo:** 100x50, on a transparent background, EPS format.
- **Branding of native articles:**
  - **Contentboard** 750x300, GIF / JPG / PNG / **HTML5**, maximum file size 150 KB.
  - **Mobile:** Rectangle Mobi 300x250, GIF / JPG / PNG / **HTML5**, maximum file size 150 KB.

### Branding visualization of the thematic service homepage:



## REFERENCE VISUALIZATIONS



Desktop:



Material promocijite marki Dentosept.

Material promocyjny marki Dentsoport.



## BRAND ZONE

Devices: Desktop, Mobile

### REQUIRED MATERIALS:

- **Brief and substantive materials** required for the preparation of the content, along with non-product images intended to promote the articles (JPG, minimum width 1210 px); image crops are generated automatically.
- **Branding assets:** logo, Contentboard, and Rectangle Mobi.
- **Links** to social media channels: Facebook, Instagram, Twitter.
- **Color hex code** - used for color accents and buttons.

### ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of the area on the Gazeta.pl homepage**
  - **Logo:** transparent background, minimum width of 200 px, PNG format, file size up to 60 KB
- **Branding of the Brand Zone Landing Page**
  - **Logo:** transparent background, minimum width of 200 px, PNG format, file size up to 60 KB
  - **Content advertising banner:** 1170x300 px, GIF / JPG / PNG / HTML5, file size up to 150 KB
  - **Mobile rectangle** 300x250 px on article pages, GIF / JPG / PNG / HTML5, file size up to 150 KB
- **Branding of native articles**
  - **Contentboard** 750x300, GIF / JPG / PNG / **HTML5**, file size up to 150 KB
  - **Mobile rectangle** 300x250, GIF / JPG / PNG / **HTML5**, file size up to 150 KB

### Branding visualization on the Gazeta.pl homepage

Desktop:

MATERIAŁY PROMOCYJNE

#### ŚWIATOWY DZIEŃ KAWY



Jaką kawę piją Włosi? Rytuały, które sprawiają, że każda filiżanka smakuje lepiej



Od latte po cold brew. Różnorodność kaw, które zmieniają codzienny rytuał



Poranna kawa bez stresu - prostsza niż myślisz



Ekspres, który zdobi kuchnię. Dlaczego design ma znaczenie także w kawie?

STREFA

METKA min. 200px szer.

Mobile:

MATERIAŁY PROMOCYJNE

#### ŚWIATOWY DZIEŃ KAWY



Jaką kawę piją Włosi? Rytuały, które sprawiają, że każda filiżanka smakuje lepiej



Od latte po cold brew. Różnorodność kaw, które zmieniają codzienny rytuał



Poranna kawa bez stresu - prostsza niż myślisz



Ekspres, który zdobi kuchnię. Dlaczego design ma znaczenie także w kawie?

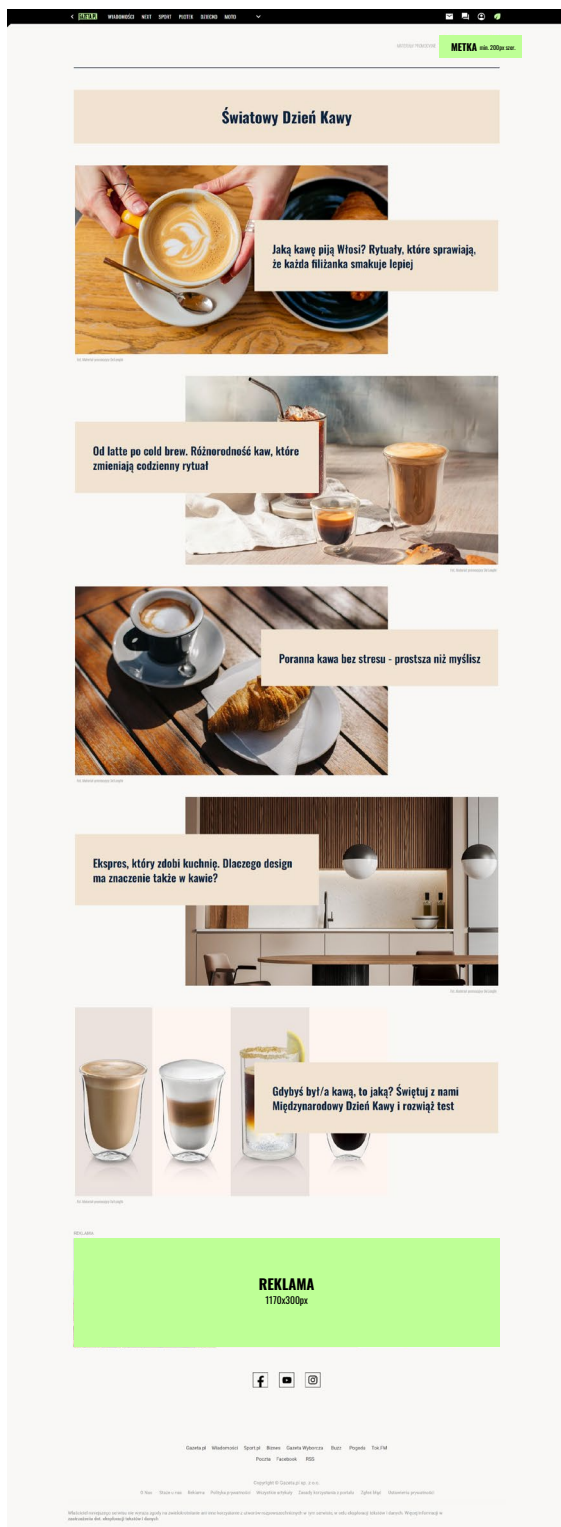
STREFA

METKA min. 200px szer.

### REFERENCE VISUALIZATIONS

## Brand Zone landing page visualization

Desktop:

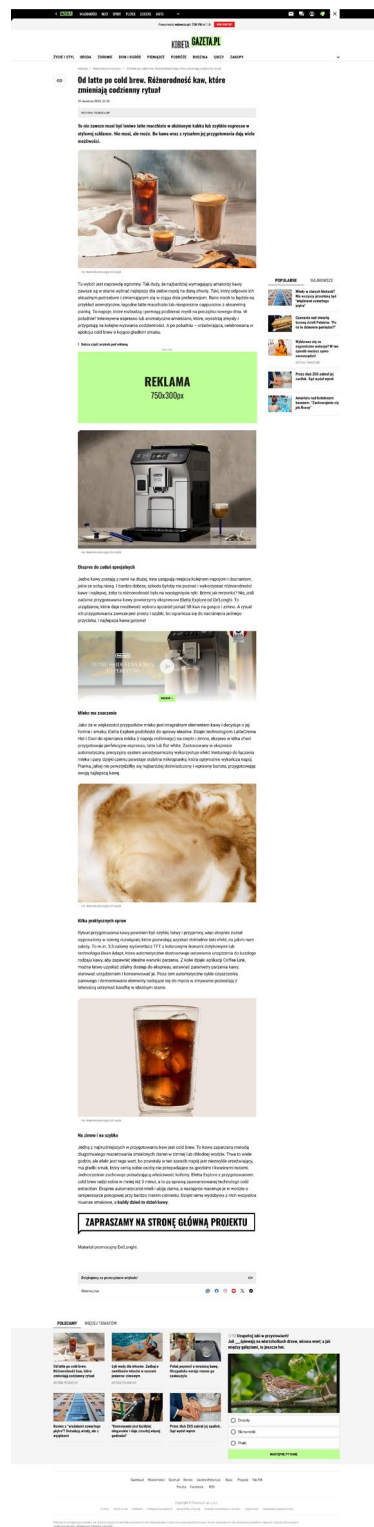


Mobile:



## Branding visualization on the article page

Desktop:



Mobile:



# NATIVE HUB

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

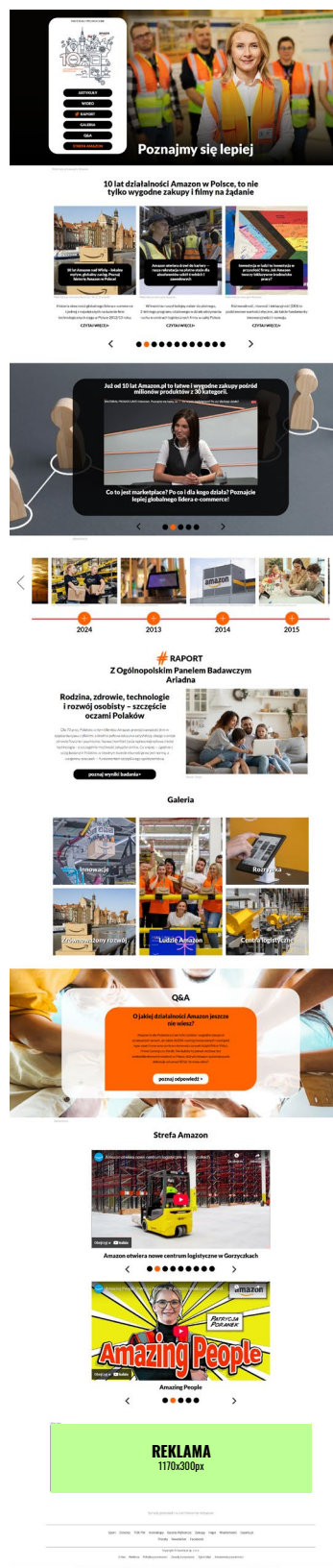
- Parameters defined individually for each project

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- Formats to be defined individually in consultation with the Client

## Reference visualizations:

Desktop:



Mobile:





# NATIVE REPORT

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

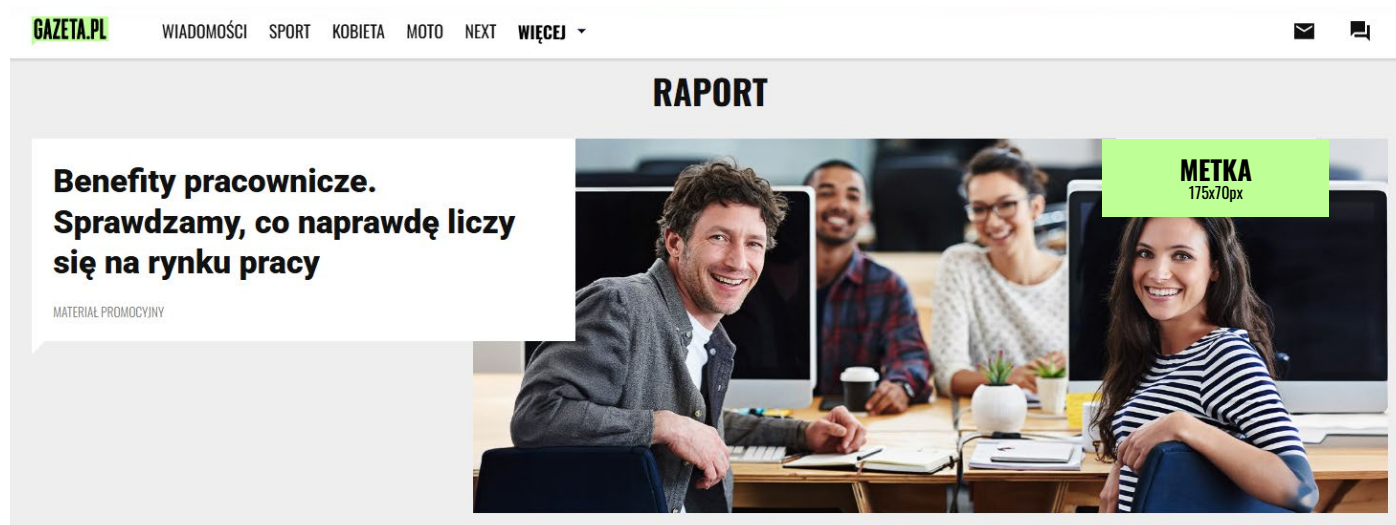
- **Brief:** required for the preparation of the study and the article
- **Logo:** transparent background, EPS format
- **Images:** for promotion on the Gazeta.pl homepage (Game Day): 1536x640 px (desktop), 740x416 px (mobile)

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of the area on the Gazeta.pl homepage**
    - **Label:** 175x70 px, transparent background, EPS format
  - **Branding of native articles**
    - **Desktop:** content advertising banner 1170x300 px, GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile:** mobile rectangle 300x250 px, GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Branding visualization on the Gazeta.pl homepage

Desktop:



Mobile:

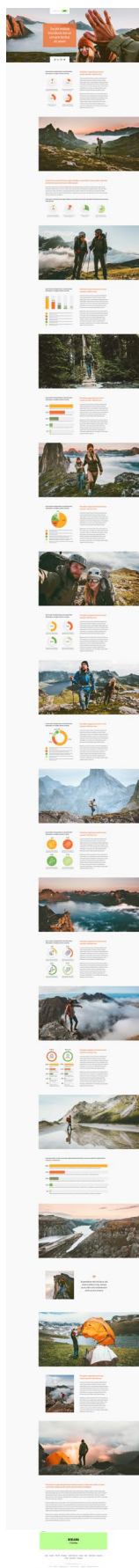


## REFERENCE VISUALIZATIONS

## Branding visualization on the article page

Desktop:

Mobile:





# DATA STORY

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Brief:** required either to conduct the study or as completed research results along with their description
- **Branding assets:** logo (mandatory), banner (optional)

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of native articles**
    - **Logo:** 170x70 px, transparent background, EPS format
    - **Optional content advertising banner:** 1170x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Optional mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Reference visualizations:

Desktop:



Mobile:



# Q&A

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

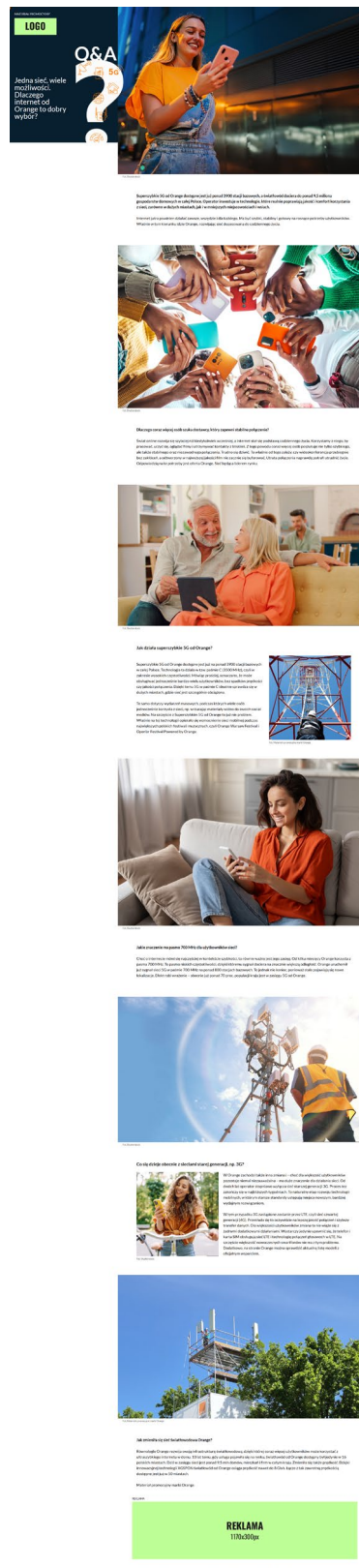
- **Brief:** required for article preparation
- **Images:**
  - Opening image and all in text images in horizontal orientation, 1920x1080 px
  - Slider images: 1050x750 px, horizontal orientation (minimum of 4 products)
  - In content images: 1050x1080 px, vertical orientation
  - Accordion images: 1025x450 px, horizontal orientation (3 items required)
- **Branding assets:** logo, banner

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of native articles**
    - **Logo:** 140x30 px, transparent background, EPS format
    - **Content advertising banner:** 1170x300 px, GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Reference visualizations:

Desktop:



Mobile:



# GIFT STORY

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

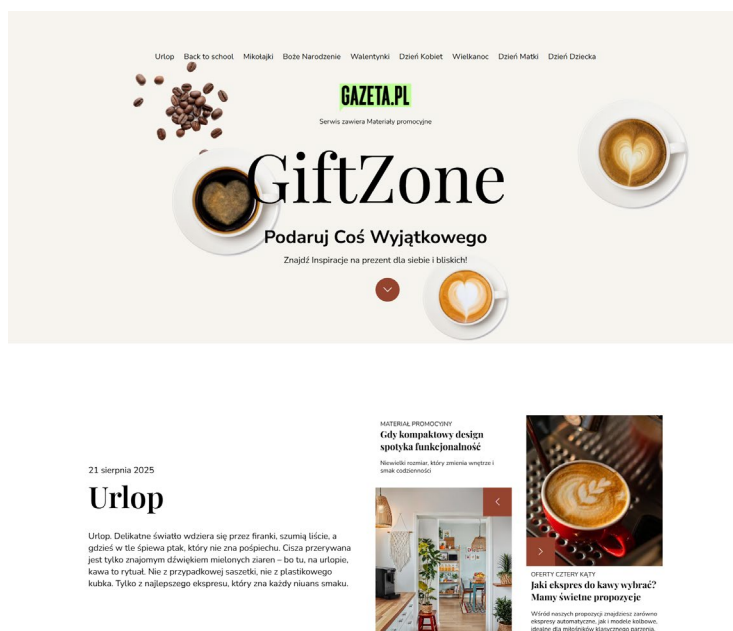
- **Brief** and materials: required for article preparation
- **Branding assets:** logo and banners
- **Product materials for the slider:** (optional, depending on the selected package)
  - product images for up to 6 products

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of native articles**
  - **Logo:** 170x70 px, transparent background, EPS format
  - **Content advertising banner:** 1170x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
  - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- **Branding on the SG GiftZone.Gazeta.pl Homepage** (optional, depending on the selected package)
  - **Logo:** 170x70 px, transparent background, EPS format
 Both creatives are required.

## Branding visualization on the GiftZone.Gazeta.pl homepage

Desktop:



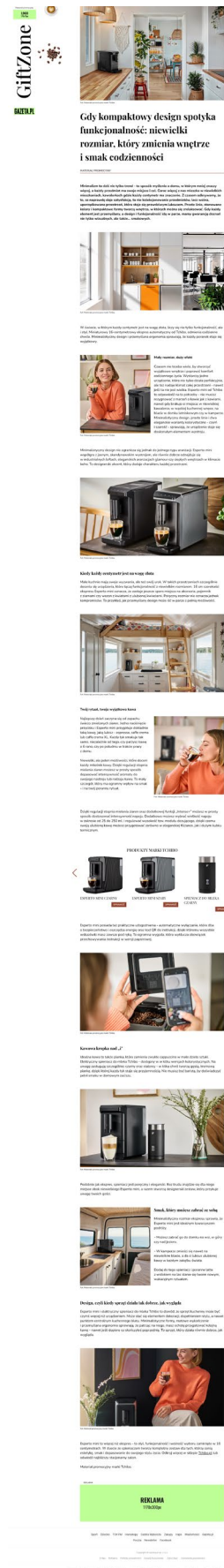
Mobile:



## REFERENCE VISUALIZATIONS

## Branding visualization on the article page

Desktop:



Mobile:





# STORYTELLING

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

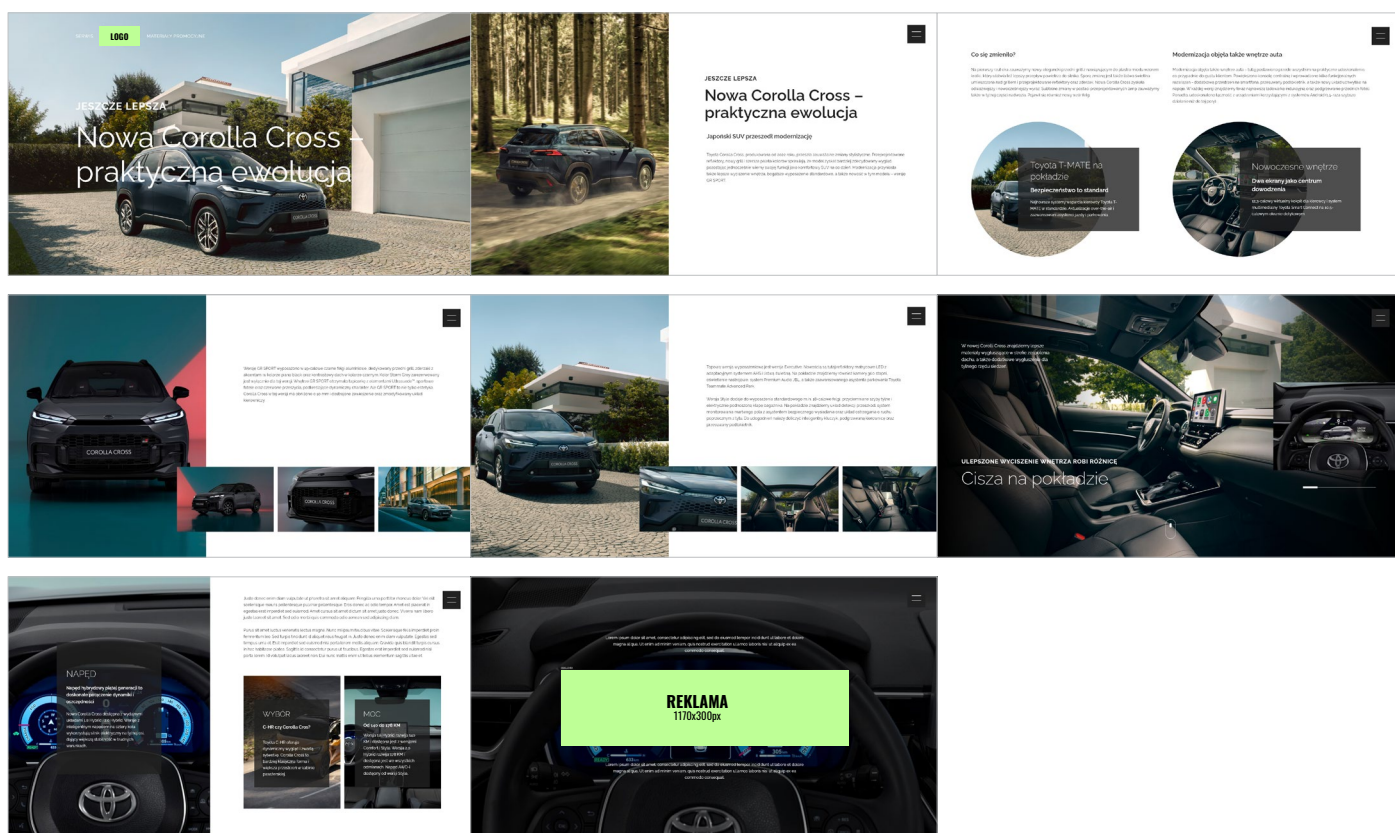
- **Brief and substantive materials:** required for text preparation
- **Interactive assets:** all graphic and textual materials in accordance with the specification of the selected interaction
- **Image specification:** approximately 20 images with a minimum width of 1920 px
- **Images for article content (excluding interactive elements):** minimum size of 940x620 px

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of native articles:**
    - **Logo** transparent background, EPS format
    - **Content advertising banner:** 1170x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Reference visualizations:

Desktop:



# STORYTELLING PREMIUM

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- Parameters defined individually for each project

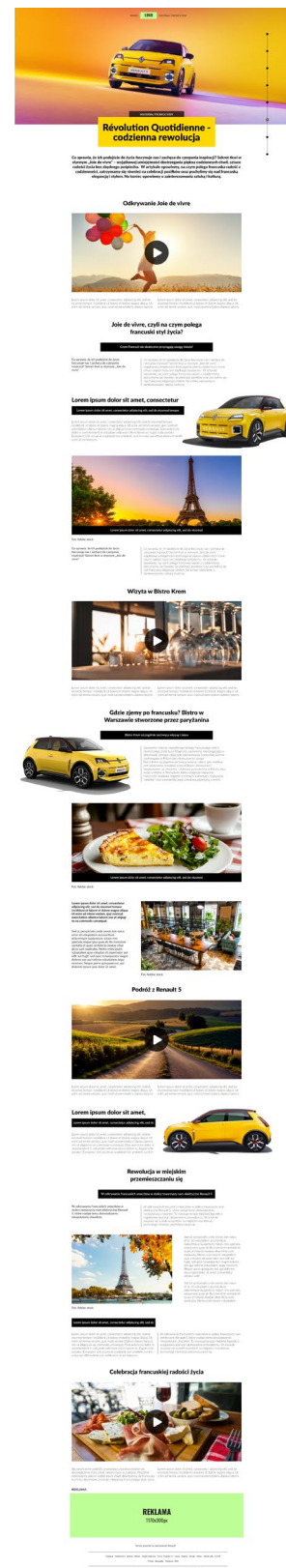
## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

### Branding of landing page:

- Logo:** transparent background, EPS format
- Content advertising banner:** 1170x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB

## Reference visualizations:

Desktop:





# NATIVE QUIZ/ PSYCHOTEST

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

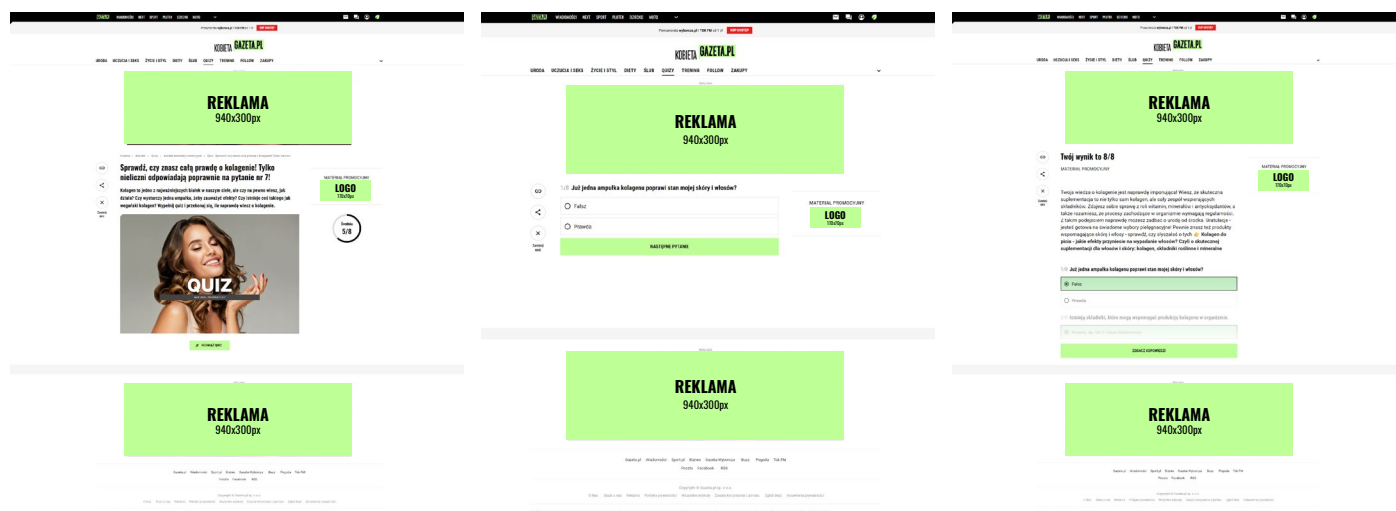
- **Brief** required for the preparation of quiz questions
- **Branding assets:** logo and banners
- **Client website URL:** link to be displayed on the results page

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

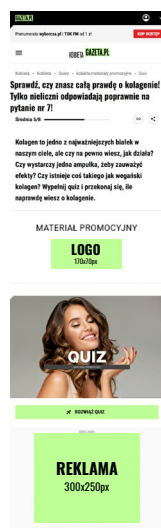
- **Branding of native articles:**
  - **Logo:** 170x70 px, transparent background, EPS format
  - **Topboard/Footboard:** 940x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
  - **Topboard / Footboard (mobile):** 300x250 px, GIF / JPG / PNG / **HTML5**, file size up to 150 KB

## Reference visualizations:

Desktop:



Mobile:



# NATIVE TEST

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

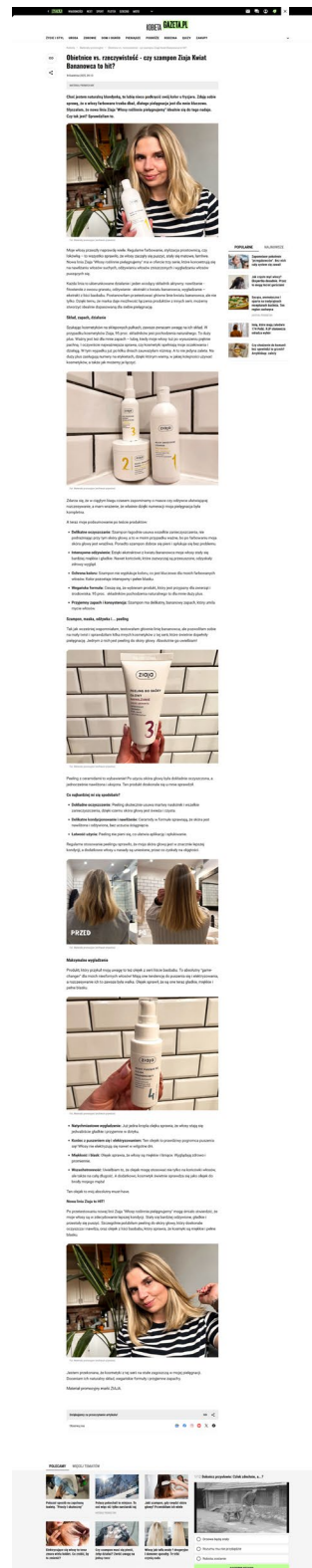
- **Products:** required for test execution
- **Branding assets**

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of Native Result Content:**
    - **Contentboard:** 750x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Reference visualizations:

Desktop:



Mobile:



# NATIVE CONSUMER TEST

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Products for testing:** up to 50 units
- **Branding assets**

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of Native Result Content:**
    - **Contentboard** 750x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives (desktop and mobile) are required.

# NATIVE SOCIAL MEDIA CONTEST

Devices: Desktop, Mobile

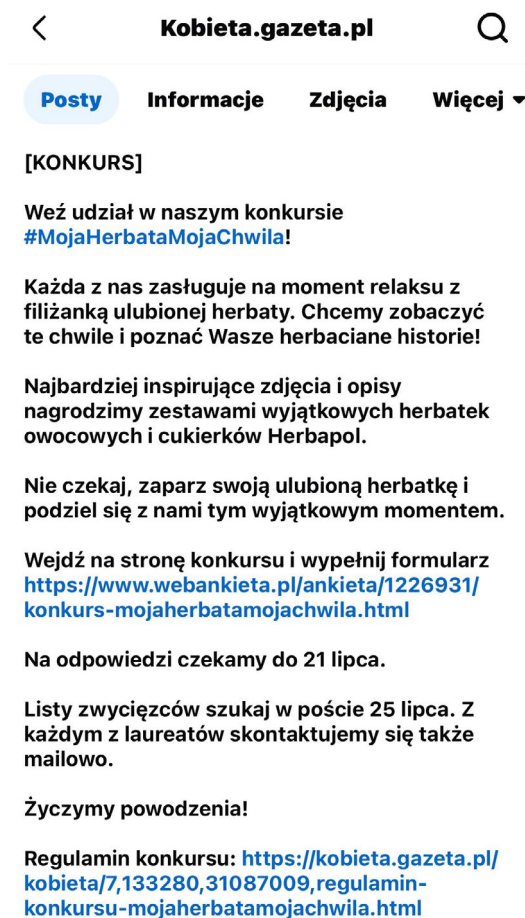
## REQUIRED MATERIALS:

- **Prize information:** the type and quantity to be defined at the briefing stage
- **Prizes:** to be physically delivered to Gazeta.pl
- **Graphic materials:** product image for the contest post visuals (with the label "FUNDATOR NAGRÓD")

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Logo** transparent background

## Reference visualizations:



# SWIPE STORY

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Logo**
- **Graphic and textual materials** for individual views:
  - images: 1280x1120 px
  - image: 1500x1600 px (on mobile only the central part of the image is visible)
  - optional video (YouTube embed)
- **Branding assets**

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding of native articles:**
    - **Logo** transparent background
    - **Contentboard** 750x300 px (desktop), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
    - **Mobile rectangle:** 300x250 px (mobile), GIF / JPG / PNG / **HTML5**, file size up to 150 KB
- Both creatives are required.

## Reference visualizations:

Mobile:

**GAZETA.PL** MATERIAŁY PROMOCYJNE

**LOGO**

**Gaz to pomost do zielonej przyszłości - wzmacnia bezpieczeństwo energetyczne Polski**

**Dlaczego niezależność energetyczna jest ważna?**

**ORLEN realizuje ten cel poprzez:**

**Niezależna energetycznie Polska**

**Wydobywcze krajowe** **Import drogą morską**

**Baltic Pipe** **Interkonektory**

**Gaz to pomost do zielonej przyszłości - wzmacnia bezpieczeństwo energetyczne Polski**

**Jak wygląda mix energetyczny - czy to system gwarantujący bezpieczeństwo energetyczne?**

**Gdzie ORLEN buduje zaplecze na rosnące zapotrzebowanie energetyczne?**

**Niezależna energetycznie Polska**

**Co warto zapamiętać?**

**Gaz to pomost do zielonej przyszłości, ponieważ:**



# SPONSORSHIP OF AN EDITORIAL PUBLICATION / SERIES

Devices: Desktop, Mobile

## REQUIRED MATERIALS:

- **Logo:** sponsor attribution within the editorial content

## ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Editorial article branding**
  - **Logo** transparent background

## Reference visualizations:

Desktop:





## SECTION BRANDING

Devices: Desktop, Mobile

### REQUIRED MATERIALS:

- **Branding assets:** logo and advertising banner

### ADVERTISING CREATIVE SPECIFICATION (BRANDING)

- **Branding on the Section Index Page:**
  - **Logo:** 150x60 px (desktop), 100x40 px (mobile), transparent background, JPG / PNG
- **Branding of Editorial Articles within the Section:**
  - **Logo:** 150x60 px (desktop), 100x40 px (mobile), transparent background, JPG / PNG
  - **Advertising banner:** 1200x100 px (desktop), 480x80 px (mobile), JPG / PNG / GIF, file size up to 150 KB

No rotation available.

### Reference visualizations:

Desktop:



Testy • DługiDystans • Opinie • Używany samochód za 40 tysięcy złotych? Jest dużo kuszących propozycji, ale król tylko jeden

**Używany samochód za 40 tysięcy złotych? Jest dużo kuszących propozycji, ale król tylko jeden**

Piotr Mokwiński  
18.01.2025 15:10

Postuchaj artykułu

Mimo że w ostatnim czasie gospodarka dostaje lekkiej zadyszki, rynek wtórny samochodów rządzi się swoimi prawami. Tutaj nie ma miejsca na zastój, choć niektóre pułapy cenowe przeżywają kryzys. Nie dotyczy on jednak samochodów w cenach od 30 do 40 tysięcy zł.



Mobile:



Mimo że w ostatnim czasie gospodarka dostaje lekkiej zadyszki, rynek wtórny samochodów rządzi się swoimi prawami. Tutaj nie ma miejsca na zastój, choć niektóre pułapy cenowe przeżywają kryzys. Nie dotyczy on jednak samochodów w cenach od 30 do 40 tysięcy zł.



## 2. 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 Interventions** 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.

### 3. 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.org.pl/wp-content/uploads/2020/04/Standardy_IABPolska_2016.pdf)

[https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio\\_LW\\_FixedSizeSpec.pdf](https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf)

## 4. GENERAL REQUIREMENTS FOR HTML5 ADVERTISEMENTS

The creation must meet the requirements specified for each product and the conditions below.

### 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 -->
  
</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">
  
</a>
```



Sample creative code, including all the modifications indicated above:

```
<html>
<head>
</head>
<body>
<a id="creativelink" target="_blank">
  
</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):

```
<!-- basic clickable area -->
<a id="creativelink" target="_blank"></a>
<!-- clickable area 1 -->
<a id="creativelink1" target="_blank"></a>
<!-- clickable area 2 -->
<a id="creativelink2" target="_blank"></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):

```
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.