



TECHNICAL SPECIFICATION OF GAZETA.PL PORTAL'S ADVERTISING PRODUCTS

CONTENTS

1. Formats, Sizes and Weights of Standard Advertising Products	3
2. General Requirements for Advertisements	4
2.1. GIF, JPG Advertisements	4
2.2. FLASH Advertisements	4
3. Specific Requirements for layer ads	5
3.1. Reklamy rozwijane Expanded Ads	5
3.2. Toplayer / Floor Ad	6
3.3. Brandmark	7
3.4. Scroll Footer	8
3.5. Inperson.....	8
3.6. Videostitial	8
4. Screening	9
5. Video BackLayer	9
6. dHTML	10
7. Shapemark	10
8. Weather forecast branding	12
9. Headpiece ad	12
10. Streaming from standard advertising forms.....	12
11. Video ad	13
11.1. Sponsor billboard.....	13
11.2. Advertising spot.....	13
11.3. Overlayer.....	13
11.4. Player Branding.....	13
11.5. PauseAd.....	13
12. Mailing.....	13
13. Sponsored article	14
14. Additional Requirements	15

This document describes how to prepare creatives for the advertising system of the Gazeta.pl Portal. Advertisements originating in external AdServers have to meet the framework guidelines contained in this Specification, including without limitation those concerning sizes, weights and user interaction methods.

This Specification takes account of all standard advertising formats. Because these formats can be modified or new types of advertisements can be implemented, users are advised to check for updates on regular basis. These are available from the <http://www.gazeta.pl/reklama> site.

We also offer custom advertisement formats that are not covered in the price list. Please contact the Sales Department of the Gazeta.pl Portal for details.

1. Formats, Sizes and Weights of Standard Advertising Products

Advertising product	Format	Standard Size /max. Expand Size	Standard Weight/Expand Weight
Billboard ^{1 2}	gif / jpg / png / swf	750x100 / 750x300	45 KB
Doublebillboard ^{1 2}	gif / jpg / png / swf	750x200 / 750x400	55 KB
Triboard ¹	gif / jpg / png / swf	750x300 / 750x600	65 KB
Wideboard ¹	gif / jpg / png / swf	940x300 / 940x600	65 KB / 95 KB
Rectangle ²	gif / jpg / png / swf	300x250 / 600x250 / 940x600	45 KB / 85 KB
Skyscraper ²	gif / jpg / png / swf	160x600 or 120x600 / 300x600	45 KB
Halfpage	gif / jpg / png / swf	300x600 / 600x600	60 KB
Gigabanner	gif / jpg / png / swf	300x800 / 940x800	65 KB / 95 KB
Toplayer / Scroll Footer	swf	up to 800x600px or 100%x100%	60 KB
Brandmark	swf	300x300	60 KB
Floor Ad	swf	1024x300	60 KB
Banner 620x100	gif / jpg / png / swf	620x100	40 KB
Long button	static gif / jpg / png	300x45	5 KB
Expand bar	swf	940x30x300	40 KB
Lower bar	gif / jpg / png / swf	770x50	40 KB
Board (HP Gazeta.pl) ³	gif / jpg / png / swf	1170x300 / 750x200	65 KB / 55 KB
Box (HP Gazeta.pl) ³	gif / jpg / png / swf	370x300	60 KB
Button (HP Gazeta.pl) ³	gif / jpg / png / swf	370x70	30 KB
Boks HP poczta.gazeta.pl ⁴	gif / jpg / png / swf	620x400	80 KB
Mailing	HTML	specific requirements	100 KB

1 Push down option available (specification analogous to the expand format)

2 scroll option available (specification analogous to the basic format)

3 static format recommended

4 static format, animations allowed upon clicking on the ad.

2. General Requirements for Advertisements

2.1. GIF, JPG Advertisements

Each creative must meet the requirements of sections 1 and 13 of this Specification.

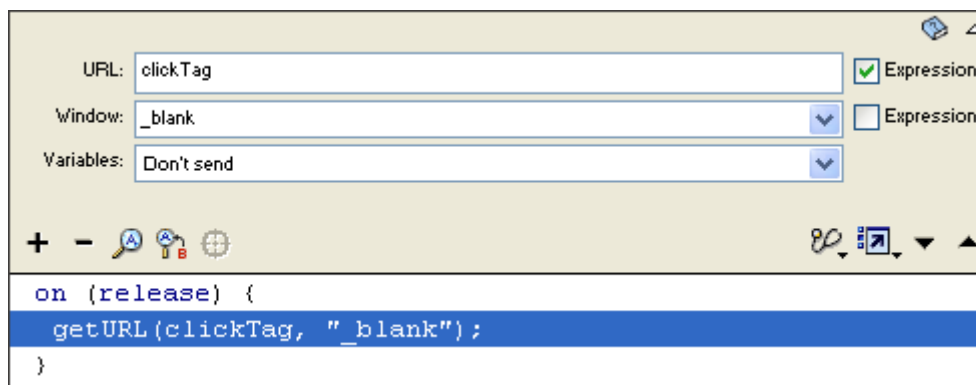
2.2. FLASH Advertisements

Each creative must meet the requirements of sections 1 and 13 of this Specification.

To ensure correct advertisement click-count, each Flash object has to have an action button on the top layer:

```
on (release) {  
    getURL(clickTag, "_blank");  
}  
// NOTE the letter case in the clickTag variable.
```

Action Script execution:



Download a sample FLA file: <http://adv.gazeta.pl/pub/inb/reklama/clickTag.zip>

You need to use a `_root.clickTag` version while this action button is outside of the main time-line and inside the movie clip:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}  
  
// NOTE the letter case in the clickTag variable.
```

3. Specific Requirements for layer ads

3.1. Reklamy rozwijane Expanded Ads

Each advertisement must meet the requirements of sections 1 and 2.2 of this Specification. Prepare creatives in the form of a single SWF file. Supply a replacement in the GIF/JPG format consistent with the specification for the base format.

The "unexpanded" creative has to have an action button on the whole of its surface:

```

on (rollOver) {
    getURL("javascript:nazwa_funkcji();" ,"_self");
}
// Please select the relevant function name depending
on the elaborated advertisement format. The banner
may only be expanded upon interaction with the user.
  
```

The expanded creative has to have an action button on the whole of its surface:

```

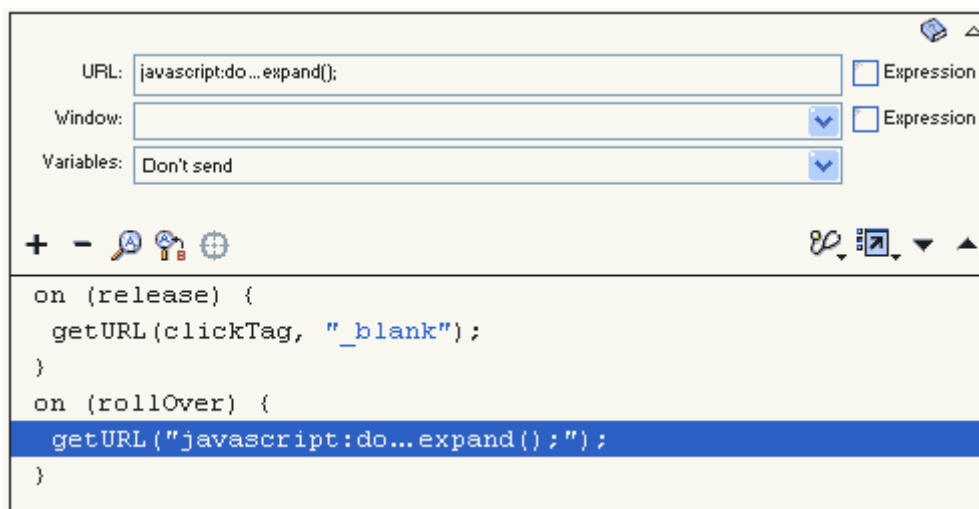
on (rollOut) {
    getURL("javascript:nazwa_funkcji();" ,"_self");
}

// Please select the relevant function name
depending on the elaborated advertisement format.
  
```

The ad may only be expanded upon interaction with the user. Names of the functions rolling the advertisement in and out, depending on the format of the elaborated advertisement, are as follows:

Type and base size of the expanded creative	Function name - expand	Function name - little
Upper advertisements (468x60, 750x100, 750x200, 750x300, 940x300)	do1expand();	do1little();
Mid-text banner (300x250)	do3expand();	do3little();
Skyscraper (160x600, 120x600)	do11expand();	do11little();
Halfpage (300x600)	do43expand();	do43little();
Expanded bar (940x30)	do56expand();	do56little();

Action Script execution example (expand):



Download a serving code with a sample FLA file:
<http://adv.gazeta.pl/pub/inb/reklama/expand.zip>

3.2. Toplayer / Floor Ad

Each advertisement must meet the requirements of sections 1 and 2.2 of this Specification. The maximum time of displaying animation on a site is 30 seconds. If the creative contains any transparent areas, these must not block access to the WWW site.

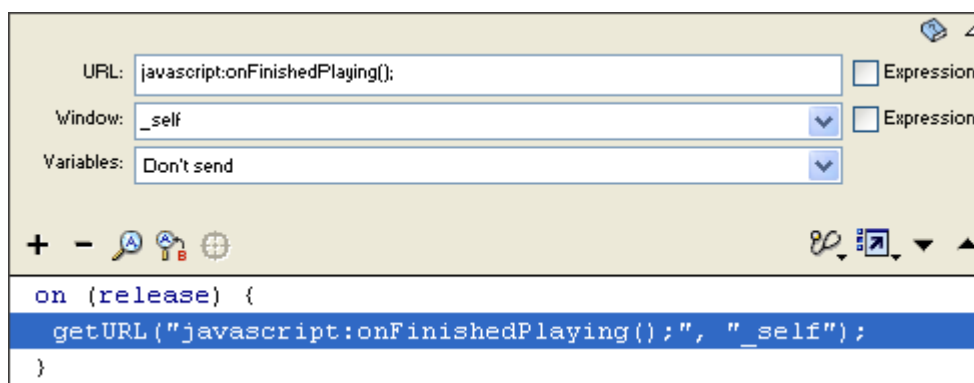
The creative must contain a closing "cross" button with the "zamknij X" label on nontransparent background - font size min 12px, cross size min. 14px. Whole "Zamknij X" label has to execute the following action:

```

on (release) {
    getURL("javascript:onFinishedPlaying();", "_self");
}

// Note the letter case in the onFinishedPlaying() function.
  
```

Action Script execution:



Assign the following action to the last animation frame:

```
stop();
  getUrl("javascript:onFinishedPlaying();", "_self");

// Note the letter case in the onFinishedPlaying()function.
```

3.3. Brandmark

Brand Mark is an extended version of Top Layer. It has Minimize, Maximize and Close buttons. Also, it has a title bar you can use to drag the creative over the contents of the WWW page. The bar must not be clickable: it must not transfer the user to the Customer's site. If the creative contains any transparent areas, these must not block access to the WWW site.

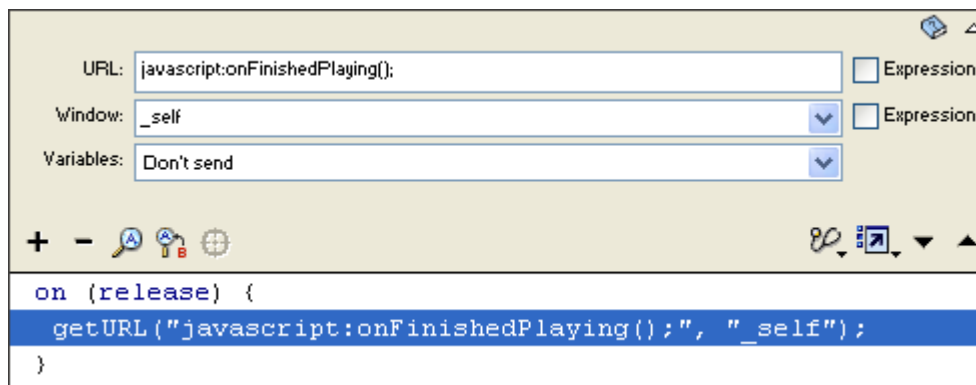
The material must meet the requirements of sections 1 and 2.2 of this Specification.

The creative must contain a closing "cross" button with the "zamknij X" label on non-transparent background - font size min 12px, cross size min. 14x14px. Whole "Zamknij X" label has to execute the following action:

```
on (release) {
    getUrl("javascript:onFinishedPlaying();", "_self");
}

// Note the letter case in the onFinishedPlaying()function.
```

Action Script execution:



The Minimize to Title Bar and Maximize buttons should be implemented on the Flash side, i.e., they should not refer to the serving code.

Once minimized, the advertisement must not obscure or block larger area of the WWW page than the outline of its title bar.

3.4. Scroll Footer

Static GIF, JPG material:

Each advertisement must meet the requirements of sections 1 and 13 of this Specification. The maximum height of a creation is 30px while the width can be any value. The movement of the advertisement starts from the bottom left corner of the browser window.

The serving code replicates the material, obscuring the whole width of the browser window. If the mouse pointer is placed on the Scroll Footer area, the scrolling effect will stop.

Pointing the Scroll Footer area can display a different GIF or JPG file (the total weight of the basic and alternative files must not exceed the value specified in section 1.2 of this Specification).

Download a serving code together with a sample GIF file:
http://adv.gazeta.pl/pub/inb/reklama/scrollfooter_gif.zip

Requirements for Adobe Flash materials:

Each advertisement must meet the requirements of sections 2.2 of this Specification.

The maximum dimensions are 30px (H) x 1,280px (W). The advertisement is positioned in the bottom right corner of the browser window and it is not replicated. The serving code is responsible only for the positioning and turning off the creative.

The creative should contain a scrolling effect and, if required, on (rollOver) or on (rollOut) effects. If the width of the advertisement is smaller than the horizontal resolution of the screen, the advertisement may not fill the whole browser window.

3.5. Inperson

Inperson is a semi-transparent toplayer with video material presenting the brand ambassador. The toplayer should be executed in accordance with the specification listed in sections 3.2 and 9. The ad is not required to turn off automatically after 30 seconds.

3.6. Videostitial

Videostitial is an advertising format consisting of the upper ad, the toplayer in the minimized version and the full-screen toplayer. Please supply the elements in accordance with the following specification:

a) Upper ad, in accordance with the general Gazeta.PL specification.

b) Toplayer in the minimized version:

- creative executed in accordance with the specification listed in sections 3.2 and 9. Designed for positioning in the lower right corner of the screen.
- recommended maximum size 400x300px.
- video file without soundtrack
- upon clicking on the creative or placing the mouse pointer above it for 3 seconds, the function `javascript:do1pop()` must be called;
- upon calling the function, the full-screen toplayer is presented.
- the creative should contain a timer counting the time remaining until the `do1pop()` function is called.

c) Full-screen toplayer

- creative executed in accordance with the specification listed in sections 3.2 and 9 of this Specification.
- the video for the full-screen player should not exceed 5.5 MB.
- the sound may be played automatically (without additional user interaction).
- automatic closing of the creative is not required.
- after single playback of the video, a screen allowing to replay it should appear or the ad should close automatically.

4. Screening

Screening is an advertising creation consisting in positioning of the wallpaper with regard to the selected upper ad format (e.g. billboard, double billboard, triboard, wideboard).

- the maximum total weight of the wallpaper and of the upper ad is 300kB.
- please supply the upper ad in accordance with sections 1 and 2 of the specification.
- the wallpaper should be horizontally centered with regard to the upper ad.
- vertically, it should take into account the distance between the upper edge of the upper ad and the upper edge of the browser window.
- we suggest finishing the background at the edges with a single colour. This colour will be used for filling the page background outside the wallpaper area.
- the visible wallpaper area depends on the user's screen resolution.

5. Video BackLayer

Video Backlayer is a combination of the upper format and the video wallpaper. Upon interaction with the user, the format becomes a full-screen video creative.

The set of correct materials together with links and counting scripts must be supplied at least 3 days before the publication.

Specification of the respective elements:

a) Wideboard (first view, capping 1)

- material consistent with the requirements specified in sections 1 and 2.2 of this Specification.
- the creative must contain a closing "cross" button with the "zamknij X" label consistent with the specification regarding closing the Toplayer ad listed in section 3.2.
- a built-in button encouraging interaction.
- after placing the mouse pointer over the button, the javascript:onBannerOver() function should be called; After the function is called, the portal is concealed, the sound is turned on and the wallpaper becomes a full-screen video format.
- removing the mouse pointer from the button should call the function onBannerOut(); After the function is called, the full-screen video is turned off and the wallpaper mode is enabled.

b) Video file in two versions

- source file (before the conversion)
- file after the conversion to mp4 H.264/AAC format, weight up to 5MB, duration up to 45 seconds.

The video file is played by means of a background player ensured by Gazeta.pl. The background player supports counting additional statistics (beginning of full-screen playback, quartiles and endings). Video playback may be looped.

c) Wideboard (subsequent views, FF)

- standard creative consistent with points 1 and 2.2 of this Specification.

6. dHTML

dHTML is a format published on the Gazeta.pl homepage. It consists in the elaboration of a dedicated advertising creative in accordance with the script supplied by the Customer.

The set of correct materials together with links and counting scripts must be supplied at least 3 days before the publication.

In the standard version, dHTML is composed of upper creative and layered format. The set of materials should be prepared in accordance with the following specification:

- the layered creative should contain a built-in, non-scalable screenshot of the homepage, natural size, without foreign advertising elements. Access path to the screenshot should be provided as a flashvars variable.
- the weight of the set of materials (upper ad + dHTML) should not exceed 1 MB.
- the creative should comprise all the specified animation effects. It may be of any height and width.
- the creative should have the Close cross, highly visible and placed permanently in its upper right corner, throughout its display on the site.
- the creative must not be clickable in the areas which do not contain advertising content (e.g. in parts containing editorial links). The animation should begin at the latest in 1-2 seconds after the display of the material on the site.
- after closing the creative, the upper format is displayed.
- clicks in the upper format and in the dHTML layer work in accordance with section 2.2 of this Specification.
- closing the ad in the dHTML layer works in accordance with section 3.2 of this Specification.
- on the first frame, the material must call the function `javascript:startAnimate()`; which means that all the elements have been downloaded and the display of the animation may begin.

7. Shapemark

Shapemark is a rich media advertising format displayed on the Gazeta.pl article pages containing at least 400 characters of surrounding text. It enables the display in two versions: standard or expanded.

General requirements for advertising files:

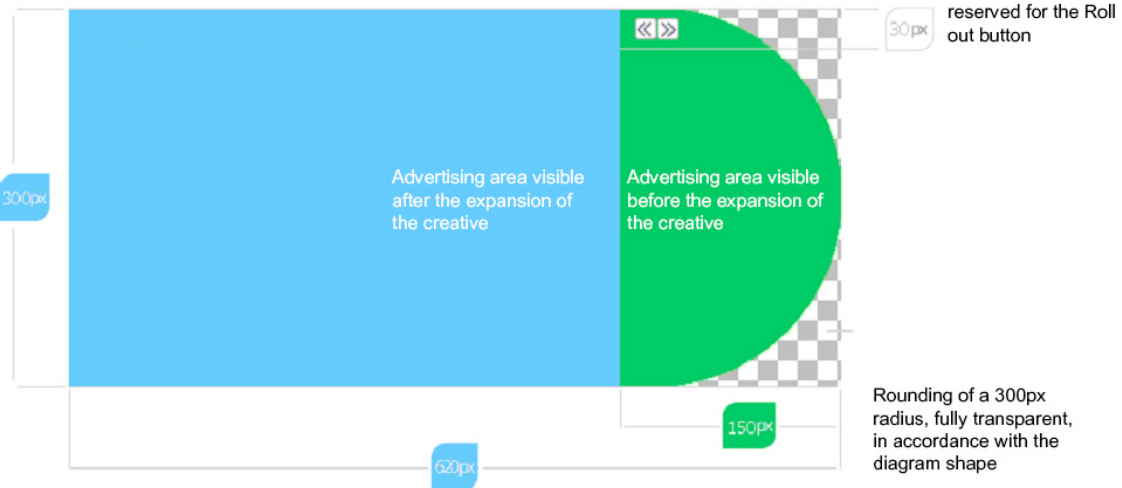
- Format and weight: SWF/PNG, max. 95 kB
- Base size: 150x300px
- Creative size upon expanding: 620x300px
- Expansion direction: right

The “resting” creative remains static and does not hinder the reception of editorial content.

Animation is allowed during the presence of the mouse pointer above the creative area or after expanding the ad by the means of the “expand” button. After the mouse pointer is removed from above the creative area or after the format is rolled in, the ad must finish the animation and remain static.

Expansion is only allowed on request – upon clicking on the “roll in/roll out” button.

Creative diagram:



Technical requirements for PNG advertisements

The creative may be executed in standard or extended version. In both cases, the material should be elaborated in the 620x300px size.

The rounding profile according to the diagram shape. Radius: 150px, outside of the circle fully transparent, upper 30px of the visible creative area reserved for the advertisement Roll In and Roll out button, which must be designed and drawn within the creation.

Technical requirements for SWF advertisements

The creative may be executed in standard or extended version. In both cases, the material should be elaborated in the 620x300px size.

To ensure correct advertisement click-count, the material must be executed in accordance with section 2.2 of the specification.

Execution of the button for expanding the ad:

```
on (release) {
  getURL("javascript:adview.shapemark.expand();", "_self");
}
```

Execution of the button for collapsing the ad:

```
on (release) {
  getURL("javascript:adview.shapemark.collapse();", "_self");
}
```

8. Weather forecast branding

Weather forecast branding is a format displayed on the Gazeta.pl homepage. It is available in two product versions and in two height versions:

- Standard branding: 300x50 or 300x90 px
- Scrolled branding 600x50 or 600x90 px

In the scrolled version, the left part of creation of 300px in width is displayed. After placing the mouse pointer over the creative, the material scrolls fluently to the right, displaying the second part of the advertising message. After the mouse pointer is removed, the creative returns to its previous condition.

File formats: static gif/jpg, maximum weight: 30 KB.

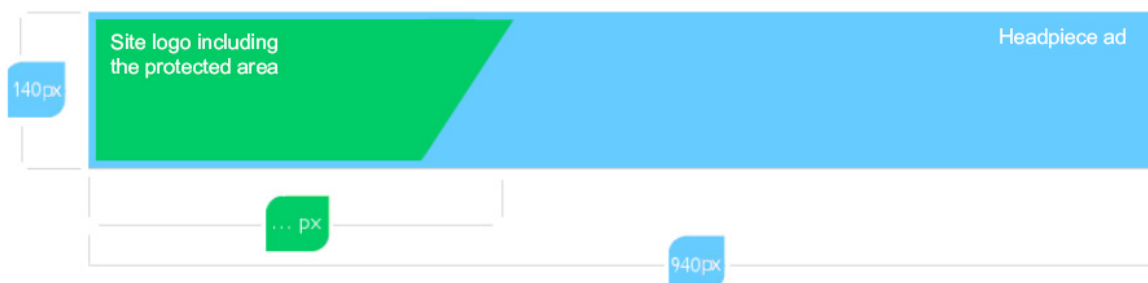
The creative and its design must comprise a legible inscription "Advertisement"

9. Headpiece ad

Headpiece ad is directly adjacent to the site logo, it constitutes its background and complements it. The size of the protected area around the logo should be determined on the basis of the visualization supplied by Gazeta.pl, elaborated for the needs of a particular website covered by the order.

Each creation is subject to editorial approval. The set of correct materials together with links and counting scripts must be supplied at least 3 days before the publication.

- Size: 940x140px
- Weight: up to 55 KB
- Format: JPG, PNG (static creative)



10. Streaming from standard advertising forms

The streaming is displayed from the standard, graphic advertising forms executed in the Adobe Flash technology. It consists of two elements: SWF player and FLV video.

The SWF player should meet all the technical requirements listed in sections 1 and 2.2 of this Specification, it should contain built-in STOP and MUTE buttons and refer relatively to the FLV file of through the "path_url" flashvars variable.

The FLV video may be played automatically, whereas the soundtrack may only be initiated by the user. If the sound is turned on after placing the mouse pointer over the creative area, it should be muted after the pointer is removed. If the sound is turned on after clicking on the creative, it may also be broadcast after the mouse pointer is removed from the creative area.

Maximum size and duration of the FLV video: 1 MB/30 sec.
Maximum bitrate: 512 kbps

The sound in the advertising video should be normalized to -4dB.
Download a sample recording: http://adv.gazeta.pl/pub/inb/reklama/dzwiek_wideo.aif

11. Video ad

11.1. Sponsor billboard

- Format: mp4 (h.264 / aac)
- Minimum resolution: 640x360 for 16:9 or 640x480 for 4:3 (higher resolutions must maintain the specified proportions).
- Mute, static material.
- Maximum weight: 1 MB
- Duration: up to 8 seconds

11.2. Advertising spot

- Format: mp4 (h.264 / aac)
- Minimum resolution: 640x360 for 16:9 or 640x480 for 4:3 (higher resolutions must maintain the specified proportions).
- Maximum weight: 5.5 MB
- Duration: up to 30 seconds
- Bitrate for video stream <650;1200> kbps
- Bitrate for audio stream <128;256> kbps
- Sound normalized to -4dB

Digital video files which fail to meet the specification will be converted to the boundary conditions specified above.

11.3. Overlayer

- Size: 480x80px
- Format: JPG/PNG
- Maximum weight: 55 kB

11.4. Player Branding

- Size: 110x25px
- Format: GIF/JPG/PNG
- Maximum weight: 10 kB

11.5. PauseAd

- Size: 534x300px
- Format: GIF/JPG/PNG
- Maximum weight: 55 kB

12. Mailing

Please provide mailing in the HTML format (encoded in ISO-8859-2 or UTF-8).

The catalogue containing the materials should include:

- a text file containing the title of the e-mail without special characters, the company's contact data, return e-mail address, e-mail addresses of the persons accepting the test dispatch and the encoding used in the mailing.
- the file with the mailing creative packed in the ZIP format. It must contain the index.html file, which is not included in any catalogues, and graphics (JPG, JPEG, GIF). Graphic files may be packed in a separate catalogue.
- we recommend that the mailing also contains the txt version. The txt version should be recorded in a zip file under the name index.txt.

The following guidelines should be complied with during the elaboration of the mailing:

- The sender ("from") is always Gazeta.pl. The advertiser may provide its own sender address in the Gazeta.pl domain, then the "from" field shall be marked as follows: Gazeta.pl / Advertiser's Name advertiser's_e-mailaddress@gazeta.pl
- Weight of the set of materials must not exceed 40 KB.
- Maximum mailing width is 600 px
- The code should be based on HTML 4.0 specification. Markers such as div, h1, strong should be avoided
- Mailing layout must be built on tables, with embedded cells <table>, <tr>, <td>
- Styles should be defined in a linear manner in tags (styles may not be downloaded from an external css file or be defined in the Style marker in the Head section)
- Non-standard fonts should be avoided in the content of the mailing. Recommended fonts are Verdana, Tahoma, Arial and Times New Roman.
- We recommend "cutting" the graphics. Relevant parts of the cut graphics should be accompanied by alternative text and links.
- Graphic files must be placed in tags . They should contain the style: style="display:block;" and the attribute alt=" ", containing the alternative text
- The mailing must not contain javascript, dHTML and Flash elements
- The mailing will contain a link enabling preview in the WWW version.

13. Sponsored article

Sponsored article is content written on any subject related to the offered products or services. The site containing the article is elaborated in accordance with the Customer's order. It may contain the company logo, the pictures of the products and one of the selected types of banner advertisement. The Customer elaborates the content of the text and the materials required for the execution of the site.

The materials should be consistent with the following requirements:

- maximum text volume: 10 000 characters (including spaces),
- up to 15 graphic elements (photographs, logotypes) of a maximum width of 620px and of any height
- graphic elements in 72 dpi resolution, jpg/gif/tiff format; weight up to 350 KB
- text links directing to external WWW pages – a maximum of 5 text links in the content of the article
- possibility of embedding YouTube videos and additional graphic forms (e.g. logos)
- possibility of displaying one banner form as presented in the article page mock-up.

14. Additional Requirements

- We request that you deliver the complete set of your creative together with URL links two business days before the start of the campaign.
- Your material must not exchange data with external servers, modify or write any cookies. In particular it is forbidden to use references to other files as well as to send files to and from the creation without the prior consent of Agora.
- You must not use any scripts that change the size and/or positioning of the browser window.
- Your material must not generate errors/warnings or block/obstruct the use of WWW sites.
- It is forbidden for advertisements to feature graphic elements which resemble elements of operating systems (e.g. windows with Minimize and Close buttons).
- For fields in advertisements must perform the functions consistent with their standard function and with the content of the communication presented on the buttons (e.g. clicking on a scroll-down list or on a text field may not redirect to the Customer's page).
- CPU usage in the client computers generated by the browser while displaying your flash advertisement must not exceed 50% for Pentium 3 PCs or 25% for Pentium 4 PCs. Factors increasing CPU usage include:

Animation of vector items of a complex shape (a large number of nodes);
Blur, gradient, shadowing effects;

Too many frames per second – 18fps is enough for the optimum view of the creative;

Too many animated sequences between layers displayed at the same time;

Event-generating script set on random events (e.g. fog, rain);

Format of animated sequences embedded/imported into the creation (e.g. jpg, png); imported graphics scaled for a long period of time.