



Technical specifications for advertising products
of the website Gazeta.pl for mobile devices

Technical specifications for advertising products

Advertising product	Specifications
Branded Topic:	<ul style="list-style-type: none"> - Picture size: 104x69 px (if the picture is also used in a sponsored article, its dimensions should be 460x305 px) - Maximum length of a text link is 60 characters, including spaces
Banner:	<ul style="list-style-type: none"> - Creation in 1 size: 300x50 px, - Weight (respectively): 30 KB, - Format: GIF (static or animated), PNG, JPEG
Large Banner:	<ul style="list-style-type: none"> - Creation in 1 size: 300x75 px, - Weight (respectively): 30 KB, - Format: GIF (static or animated), PNG, JPEG
Mobile Rectangle:	<ul style="list-style-type: none"> - Creation in 1 size: 300x250 px, - Weight (respectively): 60 KB, - Format: GIF (static or animated), PNG, JPEG
Rich Media:	<ul style="list-style-type: none"> - Specification depends on selected Rich Media ad type
Sponsored article:	<ul style="list-style-type: none"> - Length up to 2000 characters - Contents: Text, graphics, pictures
Sponsored gallery:	<ul style="list-style-type: none"> - Up to 15 pictures in the JPG format - A description of up to 1000 characters may be added under each picture
Landing page:	<ul style="list-style-type: none"> - See specification in a separate document
Application Splash Screen(Intro):	<ul style="list-style-type: none"> - Size: 640x960 px (client's ad size: 590x845 px) - Weight: 80 KB - Format: PNG, JPEG
Application Banner:	<ul style="list-style-type: none"> - Size: 320x80 px, - Weight: 30 KB, - Format: PNG, JPEG, GIF
Upper Mobile Rectangle	<ul style="list-style-type: none"> - Size: 300x250 px, - Weight: 60 KB, - Format: PNG, JPEG