ADVERTISING FORMATS - Technical Specification (mobile)

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1. General rules of advertising creations.

1.1. Mobile advertising

For smartphone devices, advertisements are displayed on mobile versions of GWP services.

It is allowed to use advertising materials in the following formats:

- jpeg/gif/png artwork

- HTML5 code

- asynchronous broadcast code

- asynchronous counting code

1.2. Advertising in applications

Advertising forms, available in IOS/Android applications are broadcast only from GWP codes - creations and in the form of jpeg/gif/png artwork, 3rd party codes are not accepted. Additional view counts can be performed only using pixels.

1.3. Cross-device advertising

In the event of cross-device broadcast day for desktop, tablet and smartphone devices, it is possible to display the advertisement in two ways:

a) The customer delivers advertising creations for the desktop (see technical specifications for desktop advertising formats) and mobile advertising (item 2.1.3).

b) The customer delivers a creation (artwork or html5) which will be adapted by us for scaling to the screen resolution on which it is viewed (item 3).

The advertisement is broadcast on the main site of WP and o2. List of scaled creations listed in item 3

It is allowed to use advertising materials in the following formats:

- jpeg/gif/png artwork

- HTML5 code

- asynchronous counting code

1.4. External communication

The mechanisms tracking user interaction must not be implemented.

The mechanisms downloading additional content from user sites must not be implemented without prior consultation with Grupa WP.

1.5. Target sites

All advertisements broadcast on mobile Grupa WP products (web tablet, web smartfon, applications) have to transfer to mobile responsive services. Transfer from mobile creations to non-responsive desktop services is not permitted.

1.6. Targeting

For mobile campaigns the following targeting is available.

Mobile web:

- declarative data (for logged in users: gender, age, education, industry, interests)

- behavioral groups

- data on the device (Device Atlas)

Mobile app:

- view in the application

- connection: WiFi or 2G/3G/4G

- geotargeting: geographic latitude and longitude based on the GPS module

1.7. False creations

The ads cannot contain any operating elements, the function of which determined by their form, inscription or convention is inconsistent with their message or operates in a non-standard fashion. In particular, the ads cannot contain the main system buttons, window minimize and

window close buttons that would operate differently from their standard function; it is also forbidden to broadcast ads in the form of system messages and warnings.

The buttons placed on the ads must perform functions consistent with the messages presented on the buttons; for example the buttons imitating a form, a drop-down list or a selection field may not be a redirection to the client's website or execute an action that is not consistent with their standard function.

1.8. Other information

A 1px frame around the ad is required if the creation has a white or transparent background and it directly touches, at any point whatsoever, the creation's edge.

In the case of creations which require typesetting on the part of GWP (e.g. Full Screen Interstitial) the complete set of materials should be available no later than 5 business days before the start of the broadcast.

2. Advertising creations (mobile)

2.1. Standard creations

Standard formats are graphic advertising elements placed in the site's structure in the tablet, mobile or application version.

The client should deliver a HTML5 creation or jpg/gif/png artwork. The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations" and the following dimensions and weights for individual creations.

2.1.1. Standard creations in the application

Name of the creation	Size	Format of the creation	Weight	Operating system
Banner in application	300x100	JPEG / GIF / PNG	20kB	Android, iOS
Rectangle in application	300x250	JPEG / GIF / PNG	40kB	Android, iOS

2.1.2. Standard creations - tablet

Name of the creation	Size	Format of the creation	Weight	Operating system
Billboard	750x100	JPG, GIF, PNG, HTML5	40kB	Android, iOS, Windows
Double billboard	750x200	JPG, GIF, PNG, HTML5	60kB	Android, iOS, Windows
Triple Billboard	750x300	JPG, GIF, PNG, HTML5	60kB	Android, iOS, Windows
Wideboard	970x200	JPG, GIF, PNG, HTML5	60kB	Android, iOS, Windows
Halfpage	300x600	JPG, GIF, PNG, HTML5	40kB	Android, iOS, Windows

Additional advertising forms are available in specified services, e.g. on the GWP main site. These forms are described in the desktop specification.

2.1.3. Standard creations - mobile

Name of the creation	Size	Format of the creation	Weight	Operating system
Banner	300x100	JPEG / GIF / PNG / HTML5	20kB	Android, iOS, Windows
Scalable Banner	600x200	JPEG / GIF / PNG / HTML5	40kB	Android, iOS, Windows
Scalable Banner XL	600x400	JPEG / GIF / PNG / HTML5	50kB	Android, iOS, Windows
Rectangle	300x250	JPEG / GIF / PNG / HTML5	40kB	Android, iOS, Windows

2.2. Interstitial

Interstitial is a layered format displayed over the service's content. The creation is broadcast in the bottom of the screen

Interstitial creation may comprise additional functionalities:

- division into several areas which are linked to different target sites

- set of 4 advertisements switched by moving to the left/right (slider)

- accelerometer readout (shake to see the advertisement)

- video broadcast

- additional animations

- impact on the layout / content of the service

In the case of a creation comprising video the creation has to satisfy the requirements described in item 2.5.3

Due to the necessity to adapt the creations, the complete set of materials and the creation operating script should be available no later than 5 business days before the start of the campaign.

Interactive Interstitial requires the typesetting of the creation on the part of GWP.
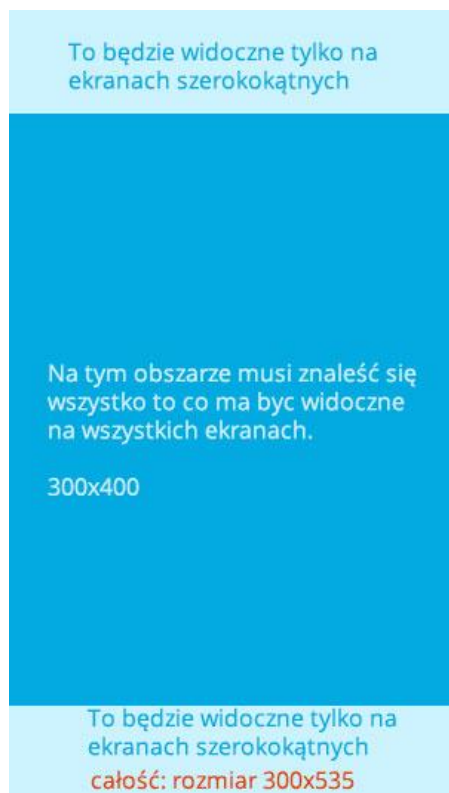
Interstitial closes automatically after 7 seconds.

2.2.1. Mobile Interstitial

Dimensions: 300x535 (portrait) and 535x300 (landscape)

Weight: up to 100 0kB, plus up to 1.5MB for video

Operating system: IOS 8.0, Android 4.0

In the case of HTML5 creations the advertisement will be loaded to a full-screen iframe. For the advertisement to fill up the whole window the client should deliver a responsive creation which will adapt to the width of the screen, otherwise additional background will be added on the sides of the creation. In order to turn off the counter counting down to the closing of the creation after the user's interaction, the client should put in the code a call for the function window.resetTimeout();

2.2.2. Interstitial in application

Dimensions: 320x370

Weight: up to 40 kB

Operating system: iOS , Android

Creation format: JPEG / GIF / PNG

2.2.3. Interstitial for tablets

Dimensions: 2048x2732

Weight: up to 200kB

Operating system: iOS , Android

Creation format: HTML5

In the case of the interstitiale for tablets creation, the client should deliver a responsive creation which will adapt to the width of the screen and location of the creation (vertical and horizontal version). In order to turn off the counter counting down to the closing of the creation after the user's interaction, the client should put in the code a call for the function window.resetTimeout();

2.3. Rich Media Creations

2.3.1. Rectangle Slider

Slider is a set of rectangle advertisements, switched by moving to the left/right (swipe), or with a pre-defined delay.

Dimensions (each creation): 300x250

Weight: up to 40 kB

Operating system: iOS, Android

2.3.2. Rectangle Multiclick

Rectangle Multiclick is an advertising format comprising several active areas. The client delivers one artwork, indicating which image is to transfer to which target site.

Dimensions: 300x250

Weight: up to 40 kB

Operating system: iOS, Android

2.3.3. Expand / Reveal

Expanded formats are displayed in the place of the top banner. At the beginning the user can see only the bottom part of the creation, and only after interaction (tapping on the banner) the advertisement expands to the full size. Depending on the selection of the creation, the expand covers the content of the site and reveal pushes the content downward. Cross collapses the full screen again to the size of the banner.

Dimensions: expanded 320x480, collapsed 320x100

Weight: up to 40 kB

Operating system: iOS, Android

2.4. Native Mobile Ad

Mobile Native Ad is a mobile advertisement whose styles are generated per service or application. This makes it possible to adapt the appearance of the advertisement to specific views. NMA advertisements are composed of an image, text and link

2.4.1. Native Ad – Mobile sites

Dimensions: 350x216

Weight: 30kB

Advertisement content: up to 70 characters

Operating system: IOS, Android, Windows Phone

2.4.2. Native Ad - Applications

Dimensions: 300x200

Weight: 30 kB

Advertisement content: up to 70 characters

Operating system: iOS, Android

2.4.3. Native Ad - Applications commentary

Native Ad Opinion is an advertisement styled for a mobile phone with the user opinion.

Advertisement content: up to 70 characters

Operating system: iOS, Android

2.4.4. Native Ad - Pudelek Foto Moda

Native advertisement broadcast on the mobile Pudelek site in the Foto Moda tab.

Dimensions: 160x140

Weight: 20 kB

Advertisement content: up to 45 characters

Operating system: iOS, Android

2.5. Audio and Video Advertising

2.5.1. Instream Audio Ad

Instream Audio Ad is an advertising spot broadcast in the Grupa Wirtualna Polska radio application: Open FM for the needs of broadcast the client should deliver a graphic file with the dimensions 300x250 (weight 40kB) and mp3 file satisfying the following conditions:

Format: MPEG Audio Layer 3

Weight: 1.5 MB

Band (bitrate): from 128 (minimum) to 320 (maximum) kilobits / second

Samplerate: 44.1 kHz

Integrated loudness: -23LUFS-

Operating system: Android

2.5.2. Instream Video Ad

Instream Video Ad is a video advertisement, shown before the video material in mobile services and GWP applications. The video materials should satisfy the following requirements.

Format: mp4 (aac + h.264 profile: baseline, level: 1.3) webm (vorbis + vp8)

Resolution: 512x288

Instream weight: up to 2MB,

Weight - other creations: 1.5MB

Operating system: IOS, Android, Windows Phone

The materials sent are checked and optimized by Grupa WP. Due to optimization of the materials, the creation should be delivered at least two business days before the planned broadcast.

2.5.3. Inbanner Video Ad

Inbanner Video Ad is a video advertisement, broadcast within any mobile advertisement (e.g. Rectangle, Slider, Interstitial). The client should deliver a psd file with the dimensions and weight corresponding to the selected creation and video clip satisfying the requirements described in item 2.5.2. The psd file should comprise an area earmarked for the video player above which, in a separate layer, the should be a "play" button.

The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations".

2.6. Additional advertising creations on WP's mobile main page

2.6.1. Mobile Screening

Mobile Screening is an advertisement on GWP's mobile main page, comprising two banners surrounding the main editorial material and optional frame surrounding the editorial block.

Dimensions: 600x200 (each Banner)

Weight: up to 40 kB (one Banner)

The advertisement is available as a dedicated mobile product or within the cross-screen offer

2.6.2. Halfpage

Halfpage is the biggest available flat format in mobile Internet. The advertisement is displayed on the Wp.pl main site in the dimensions: 300x600 px (the area visible on all telephones is 300x400 px), after tapping on the cross, it is minimized to the size 300x200 px. If the telephone has a screen with lower resolution, the user will see the second part of the advertisement only after minimizing it or scrolling down. The creation should be built in such a way as the advertising message be readable to users both in an expanded and collapsed version.

Dimensions: 300x600 px

Weight: up to 80kB

Format: jpeg, png, html5

Operating system: IOS, Android, Windows Phone

2.6.3. Parallax

This is a static advertisement broadcast from a Rectangle slot, available only on the WP main page. The Parallax is the full-screen creation which is hidden under editorial contents. By moving the finger along the screen the user gradually sees the advertising message. The visible area in all telephones is 300x400 px (vertical) and 400x300 px (horizontal), the remaining part of the creation will be visible only on telephones with higher screen resolution.

Dimensions: 300x535px (vertical) and 535xx300px (horizontal)

The area visible on all telephones is 300x400px (vertical) and 400x300px (horizontal)

Weight: up to 60kB

Format: jpeg/png

Operating system: iOS, Android

Broadcast: the advertisement is displayed from the Rectangle slot with the measurement: 300x250px or 300x300px

2.6.4. Content Box

Content box is an additional advertisement displayed over the sections: Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia.

Dimensions: 300x100 or 600x200

Weight: up to 40 kB

2.6.5. Content Box XL

Content Box XL is an additional advertisement displayed over the sections: Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia (the same advertising space as an ordinary content box)

Dimensions: 300x250

Weight: up to 40 kB

Up to content boxes XL may be working on one view of the service.

2.6.6. Text-and-graphic link (Native Ad)

Native AD is an advertisement broadcast in the content of the selected section: Wiadomości, Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia.

Dimensions: 284x176

Weight: 20kB

Advertisement content: up to 70 characters

2.7. Advertising in mobile mail

2.7.1. Login Box

Dimensions: 300x100

Weight: up to 20 kB

Operating system: IOS, Android, Windows Phone

2.7.2. Full Page Login

Full-screen branding of the mobile mail log-in page is the only available advertising format on this page, thanks to which it attracts 100% of the users' attention.

Dimensions: 570x690 (area visible in all telephones 570x440 px) + gradient overlapping the creation with the height of 60,

Weight: 50 kB

The artwork should comprise a gradient towards uniform color of the background at the bottom of the creation. Together with the creations, the client should attach the color of the background using the HEX notation (e.g. #ff0000).

Fullpage login requires the typesetting of the creation on the part of GWP.

3. Cross-device advertising

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which will be adapted by us to the scaling to the screen resolution on which it is viewed. In the case of the WP Main Page, the supported formats and output dimensions are presented in the table below.

SG WP		SG o2	
Format name	Dimensions of the creation	Format name	Dimensions of the creation
Double Billboard	750x200	Double Billboard	750x200
Wideboard	970x200	Wideboard	970x200
Mega Double Billboard	970x300	Gigaboard	1200x600 / 970x600
Content Box XL (above the TV module)	970x600	Mid Box	668x147
Content Box above the Biznes module	750x200	Content Box	905x559
Content Box above the Gwiazdy module	750x200	Content Box XL	1124x562
Content Box above the Moto&Tech module	750x200	Bottom Box	668x430
Content Box above the Styl Życia module	750x200		

A scaled creation does not require special preparation; it is enough to create it in accordance with the desktop specification for the selected advertising format.

The automatic scaling of advertisements does not apply to creations from broadcast codes. In the case of such a solution, creation scaling has to take place on the part of the client and additional creations need to be sent for each device type.

Operating system: IOS 8.0, Android 4.0