ADVERTISING FORMATS - Technical Specification (desktop)

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1. General rules of advertising creations

1.1. Performance and errors

The creation may not cause errors on the page, that is incorrect display of the site or error warning pop-ups.

The ad cannot cause a load exceeding 10% of a standard computer CPU. A standard computer is assumed to be an Intel Core i5 4200M PC with version 23 Flash Player installed.

1.2. External communication

The mechanisms tracking user interaction or downloading additional content from external sites must not be implemented without prior consultations with Wirtualna Polska Media.

1.3. 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.

1.4. RichMedia creations

RichMedia creations may be max. 300kB without the user's interaction. All additional elements may be loaded after the action only. An action should be understood as a click or moving and hovering a mouse cursor over the hotspot area (which cannot be larger than 1/4th of the creation) for 3 seconds.

1.5. Sound in advertising creations.

Sound in creations may only be turned on after the user's action (click, move and hover). This restriction applies to both display ads and video pre-rolls.

1.6. Counts and broadcast codes

The counts and broadcast codes, which are designated for broadcast on the Wirtualna Polska Media space may not contain synchronous elements. In particular, the use of document.write() command is not permitted.

It is recommended that every campaign is broadcast on WP creations and third party counts are delivered in the form of pixels. For campaigns broadcast in video and audio players, pixels only are allowed.

All the counts and broadcast codes must be loaded through the site protocol.

So, instead of

<script src="http://mypage.pl/mycode.js"></script>

or

The following syntax should be used:

      src="//mypage.pl/mycode.js" and src="/mypage.pl/mypixel.gif"

Moreover, each 3rd party element used on Wirtualna Polska Media sites must support SSL communication.

1.7. HTML5 creations

HTML5 creations are advertising forms consisting of HTML, style sheets, artworks, video and a script, broadcast instead of standard advertising forms. If created correctly, HTML5 creations support ad broadcasts on any device, including a desktop computer, smartphones and tablets. These creations have different structures and, in order to be properly embedded, the materials must be delivered at least 3 business days before the planned broadcast. It is recommended that the creation should be accompanied by a manifest containing all the references to external files.

1.7.1. 3rd Party Codes

Creations developed using html5 banner generation tools, such as: Google Swiffy, Adobe Edge. We cannot guarantee that these forms will be properly displayed on mobile devices. Google Swiffy creations should be executed in accordance to the specifications for flash creations.

html5 creations may use external libraries, such as createjs, tweenlite, jquery etc. however the use of external libraries may adversely affect the creation's performance; in such a case we are not responsible for how correctly and how fast the ad will load. Please use them with caution.

1.7.2. Basic structure

The creations should be prepared in such a way as to load correctly in frames. If the format specification requires a creation to be scalable then a html5 creation should be prepared as scalable. The margin of the <body> element should be set at 0 so that the creation begins in the top left corner without any shift. Clickable elements should have the "cursor: pointer;" style set, those executed in Google Swiffy: buttonMode = true;

1.7.3. Click handling

All the clickable elements should use the "window.clickTag" global variable or the "window.clickFn()" function

In the case of multi-clicks, it will be "clickTag" or "window.clickFn()" with an incremental index. For the clickTag variable: window.clickTag1, window.clickTag2 etc.

For the clickFn() function: window.clickFn1(), window.clickFn2() etc.

Example of window.clickTag:

html: <div onclick="window.open(window.clickTag, '_blank ')"></div>

Example of window.clickFn():

html: <div onclick="clickFn();"></div>

Creations executed in Google Swiffy should read click addresses using flashVars in the "click" variable, just as flash creations do.

1.7.4. Creation closing

To close a full-screen creation, the window.closeFn(); global function must be called

Creations executed in Google Swiffy should be prepared as flash creations: they should read the "zamknij" variable using flashVars and then, after the button is clicked, execute the function: flash.external.ExternalInterface.call(loaderInfo.parameters.zamknij);

1.7.5. Expanding and collapsing

To expand an expandable creation, the labelAction() global function must be called:

window.labelAction("expand");

Collapsing is executed by the same function with the "collapse" parameter:

window.labelAction("collapse");

1.7.6. Permitted elements

An HTML5 advertisement may contain:

- javascript

- style sheets (CSS)

- HTML

- Artworks (jpeg, gif, png)

- Video (mp4, webm)

1.7.7. SSL support

The creation should work correctly for both the standard (http) and the encrypted (https) protocols. This applies to all the elements loaded by the creation: scripts, artworks and videos.

1.8. Actions in flash creations

1.8.1. Click

Action script 3

The following function, which must be defined in the 1st frame of the creation, is responsible for the click:

```
var paramList:Object = this.root.loaderInfo.parameters;

function butClick(e:MouseEvent): void {

        var req:URLRequest = new URLRequest(paramList["click"]);

        navigateToURL(req, "_blank");

}
```

The function should be linked to the button with the following code entered in the first frame:

mainBtn.addEventListener(MouseEvent.CLICK, butClick);

[where mainBtn is the name of the button]

If the creation is to have several clickable areas, the variables carrying target addresses should be named *click1*, *click2*, …

1.8.2. Closing

All layered creations (see item. 2.5) should have a visible "close X" element in the top right corner used to hide the ad. The font used for the word "close" must be at least 12px high and the smallest permitted X size is 14x14px. The entire area of the element must be on a solid background and must be clickable.

Action script 3

Closing is executed by the following function, which must be defined in the 1st frame of the creation:

var paramList:Object = this.root.loaderInfo.parameters;

function closeAd(e:MouseEvent): void {

   import flash.external.ExternalInterface;

   ExternalInterface.call(paramList["zamknij"]);

}

The function should be linked to the button with the following code entered in the first frame:

closeBtn.addEventListener(MouseEvent.CLICK, closeAd);

[where closeBtn is the name of the button]

1.8.3. Expanding and collapsing

An expandable creation should execute the following actions after the mouse is moved over the creation.

Action script 3

Expansion is executed by the following function, which must be defined in the 1st frame of the creation.

var paramList:Object = this.root.loaderInfo.parameters;

function expAd(e:MouseEvent): void {

   import flash.external.ExternalInterface;

   ExternalInterface.call(paramList["rozwin"]);

}

Collapsing is executed by the following function, which must be defined in the 1st frame of the creation.

```
var paramList:Object = this.root.loaderInfo.parameters;

function contAd(e:MouseEvent): void {

        import flash.external.ExternalInterface;

        ExternalInterface.call(paramList["zwin"]);

}
```

Additionally, the same actions should be linked to the "expand/collapse" brandmark buttons (see item 2.5.2) and by moving over/off a push type creation (see item 2.3).

1.8.4. Video loading

The address of the video clip used in the creation should be transmitted in the _root.movie_ variable. If several clips are loaded then the names of the variables are: _root.movie1_, _root.movie2, _root.movie3_.

1.8.5. Counting additional actions

If a flash creation is to count any additional actions, it should call a javascript function provided in the statsFn variable

The correct form of this function call is as follows for Action Script 3:
flash.external.ExternalInterface.call(loaderInfo.parameters.statsFn, 'zlicz', ID); where ID is the action's unique ID.

Where time is counted (video play, time on creation), it is suggested that statsFn is called every X second or the percentage of play is used.

Every instance in which such counts should be used must be notified when the materials are sent in. Preparation of the statistics module for a specific campaign may prolong the campaign preparation time by one business day.

1.9. Other information

A scroll creation is created exactly as a static one. The scrolling mechanism is executed entirely by WP.

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 all Flash creations, we require that a backup image is sent in the GIF/JPG/PNG format. Backup images in this format also require a frame if white or transparent background of the creation touches an edge of the ad

None of the files sent (gif/jpeg/png creations, swf creations, HTML5 creations and their elements) may contain Polish characters, special characters and spaces.

2. Advertising creations (display)

2.1. Standard creations

Standard formats are graphic advertising elements placed in the site's structure.

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".

Format	Dimensions	jpeg/png/gif weight	HTML5 weight
Billboard	750x100	40kB	150kB
Double Billboard	750x200	40kB	150kB
Wideboard	970x200	60kB	150kB
Mega Double Billboard	970x300	60kB	150kB
Power Content	986x430	100kB	300kB
Content Box XL	970x600	100kB	300kB
Rectangle	300x250	40kB	150kB
Box	160x150	15kB	150kB
Skyscraper	160x600	40kB	150kB
Megabox	300x150	40kB	150kB
Halfpage	300x600	60kB	150kB
Megarectangle	450x250 i 300x250	40kB	150kB
Advertising Bar	970x30	20kB	150kB

2.2. Expandable creations

Expandable creations are layered formats broadcast in the locations of standard creations and expandable when a cursor is hovered over them

The client should deliver a HTML5 creation. The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations". The HTML5 creation should contain the actions described in item 2.1.4.

Format	Dimensions	Expanding	jpeg/png/gif weight	HTML5 weight
Expand Billboard	750x100 -> 750x200	down	60kB	150kB
Expand Double Billboard	750x200 -> 750x300	down	60kB	150kB
Expand Wideboard	970x200 -> 970x300	down	60kB	300kB
Expand Megabox	300x150 -> 600x150	left	60kB	150kB
Expand Halfpage	300x600 -> 600x600	left	60kB	150kB
Expand Rectangle	300x250 -> 400x400	in all directions	60kB	150kB
Expand bar	970x30 -> 970x200	down	60kB	150kB

2.3. Push down creations

Push down creations are formats similar to expandable creations, which push down the site's content after the mouse cursor is moved on them.

The client should deliver a HTML5 creation. The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations". The HTML5 creation should contain the actions described in item 1.7.

Format	Dimensions	Pushing down	Jpeg/png/gif weight	HTML5 weight
Push Billboard	750x100 -> 750x300	down	60 kB	150 kB
Push Double Billboard	750x200 -> 750x300	down	60 kB	150 kB
Push Wideboard	970x200 -> 970x300	down	60 kB	300 kB
Push Bar	970x300 -> 970x200	down	60 kB	150 kB

2.4. Scroll creations

Scroll creations are layered formats broadcast over the site's content. After closing, the formats are inserted in the place corresponding to the standard formats.

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".

Format	Dimensions	Jpeg/png/gif weight	HTML5 weight
Scroll Billboard	750x100	40kB	150kB
Scroll Double Billboard	750x200	40kB	150kB
Scroll Wideboard	970x200	60kB	150kB

2.5. Layered creations

2.5.1. Toplayer

Toplayer is an HTML5 animation using movable artwork elements in any configuration and sound effects. The broadcast time of the individual parts of the ad as well as the frequency of display to a single user are set individually for the purposes of the campaign.

The client should deliver a specially prepared jpg/gif/png artwork or html file with the required files (item 1.7 – HTML5 creations) Creation dimensions are defined by the client, however the minimum size is 400x300px and the maximum size is a full screen creation. The maximum weight of the creation is 60kB for jpeg/gif/png and 300kB for HTML5.The creation should satisfy the requirements described in chapter "General rules of advertising creations".

Additionally, the closing described in item 1.7.4 should be performed at the end of the animation (no later than 15 seconds for regular creations, 30 seconds for creations containing a video clip).

2.5.2. Brandmark

Brandmark is a graphic advertising element similar to a pop-up but not limited with the standard browser window. It may take any shape within the assumed space.

The client should deliver a specially prepared html file with all the necessary files (item 1.7 – HTML5 creations). Creation size is 300x300px and the maximum weight is 60kB. In addition to the standard "close X" button, the creation should also have the minimization button (down to a 20px bar) and the maximization button (to the full 300x300px creation).

The creation should satisfy the requirements described in chapter "General rules of advertising creations".

2.5.3. Billboard FX

Billboard FX is an HTML5 advertising displayed on the billboard site and partially covering the site's content. The ad may start in an expanded or collapsed form. It expands and collapses after a user action (click).

The client should deliver a specially prepared html file with all the elements (see item 1.7 – HTML5 creations). The maximum size of the creation is 970x600px, while the top 200px is displayed in the billboard location and the remaining 400px is a layer element overlapping the site. The layer part must have a transparent, slightly opaque background (opacity = 0.1 or higher). The maximum weight of the creation is 300 kB (without any video materials).

The creation should contain a "collapse" or "close" button used to hide the layer element. Moreover, a similar button "expand" should be added to the collapsed creation. Each of the buttons should call a javascript function *window.closeFn();*

Additionally, for the expanded version, this function should be called automatically after 15 seconds (or 30 seconds if the creation contains a video).

The creation should satisfy the requirements described in chapter "General rules of advertising creations". When the creation is delivered, one must attach information about the size of the area that should be placed on a layer and about the initial state of the creation (expanded/collapsed).

2.5.4. Floor Ad

Floor Ad is a scalable layered creation positioned at the lower edge of the browser window.

The client should deliver a specially prepared html file with all the necessary files (item 1.7 – HTML5 creations). The maximum creation size is 970x300px and the maximum weight is 150kB. The design of the creation should allow it to be scaled to the width of the browser window. The creation should satisfy the requirements described in chapter "General rules of advertising creations".

2.5.5. Site Takeover

Site takeover is a full-screen jpeg/gif/png, HTML5 or video creation, executed after hovering the mouse for 4 seconds over a selected standard creation. The standard time of the layered form broadcast is 15 seconds.

The client should deliver a jpeg/gif/png creation or an HTML5 file satisfying the requirements described in item 2.1. All the formats are permitted, with the exception of a banner, a box and a bar.

The client should also provide the layer creation in the form of a jpg/gif/png artwork or html file with the required files (see item 1.7 – HTML5 creations) Creation dimensions are defined by the client, however the minimum size is 400x300px and the maximum size is a full screen creation. In the case of formats that are not scalable to full screen, the color of the background on which the creation will be displayed should be provided. The html version should satisfy the requirements described in chapter "General rules of advertising creations".

The html layer creation may contain video elements; in such a case the following recommendations should be followed:

- format: mp4/webm

- video codec: H.264

- audio codec: AAC

- integrated loudness: from -3 to -6 LU

- interlacing: none (progressive)

- frame rate: 25

- weight: up to 1.5 MB

For the Site Takeover format, the multiple device broadcast option is available (desktop, tablet, smartphone). In such a case, mobile versions must meet the requirements described in item 2.10 of the mobile specification.

2.6. Screening

2.6.1. Standard screening

Screening is an ad consisting of a Billboard / Double Billboard / Wideboard and a watermark.

The client should deliver two files. A jpeg/gif/png file or an html5 creation (see item 1.7) consistent with the specification of the appropriate advertising form (Billboard, Double Billboard, Wideboard) and a gif or .jpg file to be displayed in the background of the site.

The billboard creation should satisfy the requirement for a given form (items 1.7 and 2.1).

The watermark creation should have the minimum width of 1366px. It is recommended that from 3 to 6 creations are prepared, depending on the type of service and screen resolution.

If the site has just one width option and the watermark creation contains no significant elements, it is possible that the wallpaper is prepared with the 1920px width only. For smaller resolutions, less of the wallpaper will be visible on the sides.

A watermark creation may not be in a solid color and most of its surface cannot be white or in the color of the site's layout (which could be misleading for users).

A screening creation must comply with the aesthetic standards and cannot contribute to information clutter.

Wirtualna Polska Media may refuse to broadcast a watermark creation, which does not comply with the specification. In exceptional cases if the wallpaper sent in by the client is too short, Wirtualna Polska Media may add a color background matching the entire creation if the design of the creation allows for that.

Site	Wallpaper type	Ad width	Site width	Surface available for the ad
	Narrow 1	1366px	1000px	2x183px
	Narrow 2	1366px	1252px	2x57px
	Intermediate 1	1600px	1000px	2x300px
New content platform	Intermediate 2	1600px	1252px	2x174px
	Wide 1	1920px	1000px	2x460px
	Wide 2	1920px	1252px	2x334px
	Narrow	1366px	980px	2x193px
Pudelek, o2	Intermediate	1600px	980px	2x310px
	Wide	1920px	980px	2x470px
	Narrow 1	1366px	972px	2x197px
	Narrow 2	1366px	1202px	2x82px
WP Sportowe Fakty	Intermediate 1	1600px	972px	2x314px
	Intermediate 2	1600px	1202px	2x199px
	Wide 1	1920px	972px	2x474px
	Wide 2	1920px	1202px	2x359px
	Narrow	1366px	1124px	2x121px
o2 - MAIN PAGE	Intermediate	1600px	1124px	2x238px
	Wide	1920px	1124px	2x398px
o2 - Layer	Standard	1920px	970px	2x475px
	Narrow 1	1366px	984px	2x191px
	Narrow 2	1366px	1214px	2x76px
WP Wiadomości	Intermediate 1	1600px	984px	2x308px
	Intermediate 2	1600px	1214px	2x193px

	Wide 1	1920px	984px	2x468px
	Wide 2	1920px	1214px	2x353px
	Narrow	1366px	972px	2x197px
Other sites	Intermediate	1600px	972px	2x314px
	Wide	1920px	972px	2x474px
	Narrow	1366px	975px	2x71px
WP MAIN PAGE	Intermediate	1600px	975px	2x188px
	Wide	1920px	975px	2x348px

The total weight of the materials for each Billboard+watermark pair should not exceed 150kB (300kB for an HTML5 version in the top slot)

2.6.2. Multiscreening

Multiscreening is a variation of a screening creation consisting of one billboard creation and several wallpapers.

The client should deliver an html file (see item 1.7) consistent with the specification of the appropriate advertising form (Billboard, Double Billboard, Wideboard) and gif or .jpg files to be displayed in the background of the site.

A billboard creation should satisfy the requirements described in item 1.7. Moreover, the creation should contain calls of the window.changeBackground () action where N is the number of the wallpaper that should be displayed.

Additionally the following function must be defined in the creation:

window.changeBackground = function(value) {

   parent.postMessage({name: "changeBackground", value: value}, "");*

};

Change of the wallpaper using this function may be executed with a specific delay/interval or after any user action (move in, move out, click).

Every watermark creation should have the minimum width of 1366px. It is recommended that the names of the gif/jpg creation point to the wallpaper number. Sample names may include: wm1.jpg, wm2.jpg, wm3.jpg.

The total weight of any Billboard+watermark pair should not exceed 150kB (300kB for HTML5).
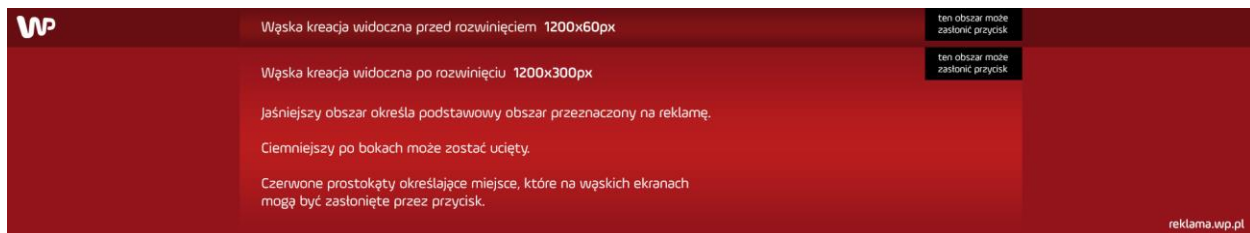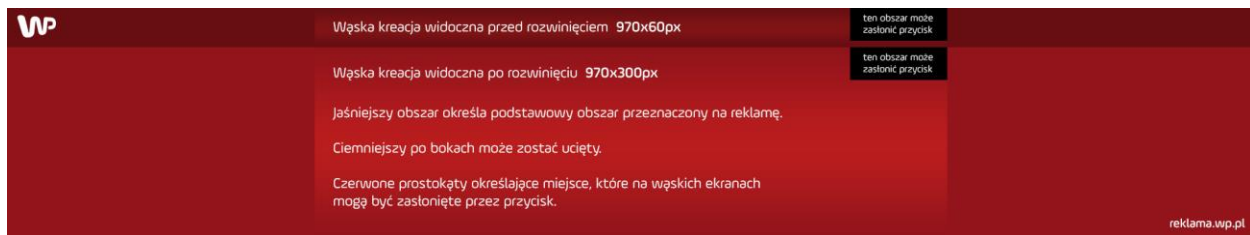
2.7. Premium Panel

Premium Panel is the advertising form broadcast over the site. The Premium Panel consists of one creation that is 360px high. As a standard, the top 60px of the creation is visible; after the expansion (user action, click or tap), the remaining 300px is shown.

The client should deliver four jpeg/gif/png files:

1) Two main creations sized 1920x360px and weighing up to 80kB. The creation may not be scalable and the advertising area should occupy the middle part that is 970px wide (first creation) and 1200px (second creation). The top right corner of the advertising area (50px high and at least 150px wide) should be available for the expand-collapse button. The remaining margins should be filled with one color.

2) Creation expansion button sized 140x40px. The button will be anchored in the top right corner of the creation, outside of the advertising area if the screen width is 1280 px or more (1600px for wide sites).

3) Creation collapse button sized 140x40px.

At the client's request, default creation expansion and collapse buttons may be used in the creation.

Sample creation:

2.7.1. Premium Panel XL

Premium Panel XL is a more advanced version of the Premium Panel (see 2.7). Premium Panel XL consists of a creation that is 700px high. As a standard, the top 100px of the creation is visible; after the expansion (user action, click or tap), the remaining 600px is shown.

The client should deliver four files:

1) Two main creations sized 1920x700px and weighing up to 80kB (png/jpeg/gif). The creation may not be scalable and the advertising area should occupy the middle part that is 970px wide (first creation) and 1200px (second creation). The top right corner of the advertising area (50px high and at least 150px wide) should be available for the expand-collapse button. The remaining margins should be filled with one color. The format is png/jpeg/gif.

2) Creation expansion button sized 140x40px. The button will be anchored in the top right corner of the creation, outside of the advertising area if the screen width is 1280 px or more (1600px for wide sites). The format is png/jpeg/gif.

3) Creation collapse button sized 140x40px. The format is png/jpeg/gif.

2.8. XHTML

Xhtml is a full-screen advertising form allowing for intervention in the main page structure.

The client should deliver a HTML5 creation presenting the visualization of the ad.
The creation should satisfy the assumptions described in item 1.7, while the total weight of the source materials should not exceed 5MB. The total weight of the finished ad that may be loaded without user interaction should not exceed 300kB.

The materials should be delivered no later than 5 business days before the broadcast. Additionally, Wirtualna Polska Media reserves the right to modify the script for the ad if the concept cannot be implemented for technical reasons.

Please note that XHTML imitating the contents of the WP main page must have a scenario prepared for both site widths (984px, 1184px). A full-screen XHTML should be responsive and scale to the screen size/aspect ratio.

The maximum duration of the ad is 25 seconds.

Each additional action that the client wishes to count in the creation should call the clickFn function described in item 1.7.3 of the specification.

The total weight of video elements is 2MB. The video should start automatically muted or be launched after a user interaction (click).

2.9. Sponsored Headline

Sponsored Headline is a scalable form of advertising broadcast in the top part of the site (above the menu and site headline).

The format may be broadcast along with a wallpaper that we will show with a 1xUU/100% UU/day cap.

Headline scales automatically to screen width.

The effective headline height will be as follows:

- 1024 – height 75px

- 1280 - 94px

- 1366 - 100px

- 1440 - 105px

- 1600 - 140px

Wallpaper is an advertising form visible under the site heading. Note: contrary to a Sponsored Headline, the wallpaper does not scale. When preparing the creation, it is worth leaving an empty area matching the site width, which will make it easier to comply with the weight limit.

Materials required:

Sponsored Headline

The client should deliver one file according to the following guidelines:

- size: 1920x140px
- weight: up to 50KB
- format: static artwork (JPG, PNG)

Wallpaper

The client should deliver static artworks in .jpg or .png files consistent with the wallpaper specification for a given site, as stated in item 2.6.1. Creation weight: up to 60kB.

2.10. Commercial Break

Commercial Break is an ad appearing on a dedicated sub-page or on a dedicated layer. After a specified time or after clicking an appropriate link, the user is redirected to a proper WP group site.

The client should deliver the creation in a jpg/gif/png format or in an HTML5 file (see item 1.7) sized 750x400px and with the maximum weight of 60kB (150kB for HTML5). The creation should satisfy the general requirements described in the Technical specifications in the item entitled "General rules of advertising creations".
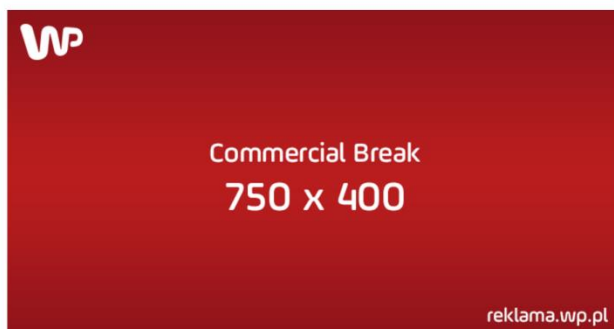
2.11. Galleryboard

Galleryboard is a non-standard format with interactive content, where the base is a 940x100 banner, which expands to 960x435.

Materials required

- HTML5/JPG 940x100px up to 70kB
- Six (119x93) or nine (100x100) JPG/PNG/GIF thumbnail files up to 15kB
- Six or nine HTML5 or IMG/PNG preview elements, 533x415px, up to 100kB each
- Background for the expanded version of the creation: 960x435px element; the color of the edge must contract the background color of the site, on which it will be broadcast. If the ad is to be broadcast on multiple sites, our recommendation is that the edge is not white
- 88x16px IMG close button, up to 15kB
- Video material in the form of a .mp4 file, up to 2.5MB

Collapsed form

940x100px size, HTML5 or IMG/PNG creation.

In the case of a HTML5 creation, it should contain a clickTag redirecting element in the form of:

onclick = "window.open(window.clickTag, '_blank')" or *onclick="clickFn();"*

and the window.postMessage() function initiating expansion after a given user action, sending the "expandBanner" message.

We require that in the creation, the area initiating the expansion contains an inscription describing the action required to launch the expansion, e.g.: "hover to expand" or "click to expand".

Selection of a "hovering" expansion method generates unintentional expansion, which may increase the interaction ratio, but most of those interactions will be forced and accidental, which causes user dissatisfaction and gives rise to unreliable statistics. If we decide to use such a method, **we recommend** limiting the area initiating the expansion by hovering to no more than 25% of the 940x100px creation.

Expanded form

The gallery skeleton cannot be modified; it consists of a layer placed over the main creation; the layer consists of a mini gallery (a) on the right hand side and a preview (b) of the individual elements on the left. The whole thing in the expanded version can have an artwork or solid color background.

a)   Mini gallery:

A mini gallery may contain a section of 6 (Figure 1) or 9 (Figure 2) thumbnails. They are treated as a whole (container) and positioned accordingly. Please note that if the full set of 6 or 9 thumbnails is not delivered then the entire container will be centered, instead of the actual miniatures added.

- The 6-element version – JPG/PNG/GIF artwork leads in a mini gallery 119x93px, up to 15kB
- The 9-element version – JPG/PNG/GIF artwork teasers in a mini gallery 100x100px, up to 15kB

Each element in the preview (b) must have its thumbnail in the mini gallery (a).

A close button with the maximum size of 88x16px is placed in the top right corner of the mini gallery, in the form of a JPG/PNG/GIF file. The default one may be replaced with any other button.

b)   Preview:

The preview presents HTML5/JPG/PNG elements sized 533x415px, up to 100kB each. They will be called after clicking a relevant thumbnail in the mini gallery (a). In addition to photos, the preview may also include an mp4 format video. For this purpose, we only need a flv/mp4 file up to 2.5MB.

c)   Graphic presentation of the template skeleton:

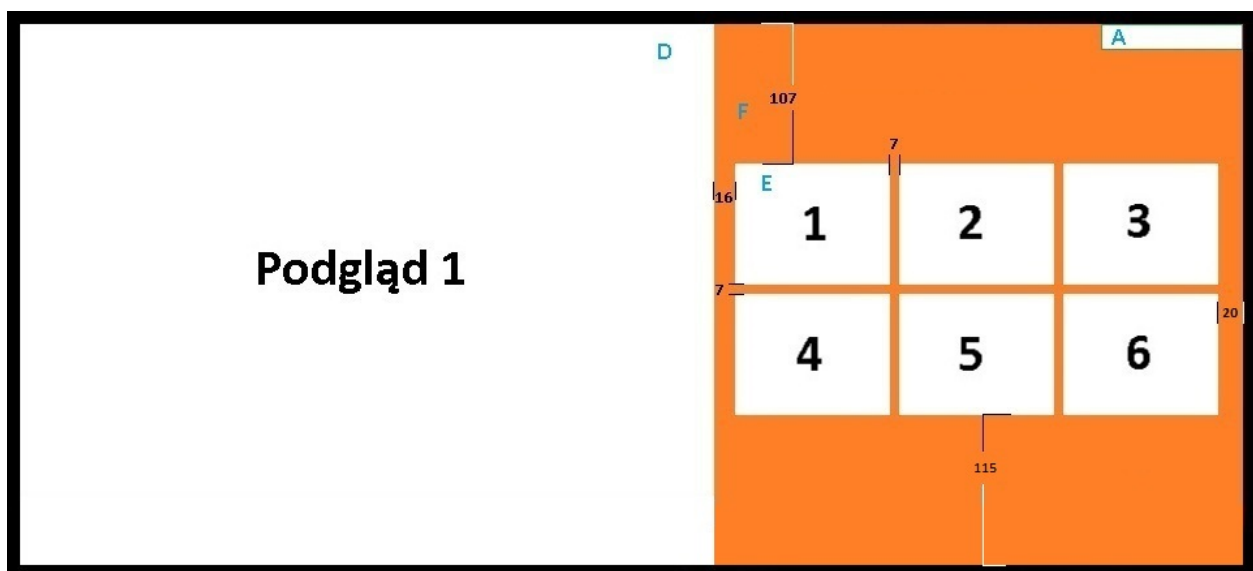   1. The version with 6 elements in the gallery:

Figure 1

Layer hierarchy:
A>D>E>F, where:

A-   close button: 88x16px, up to 15kB

D-   preview artwork: 533x415px, up to 100kB

E-   mini gallery lead: 119x93px, up to 15kB

F-   expanded creation background: 960x435px, up to 100kB

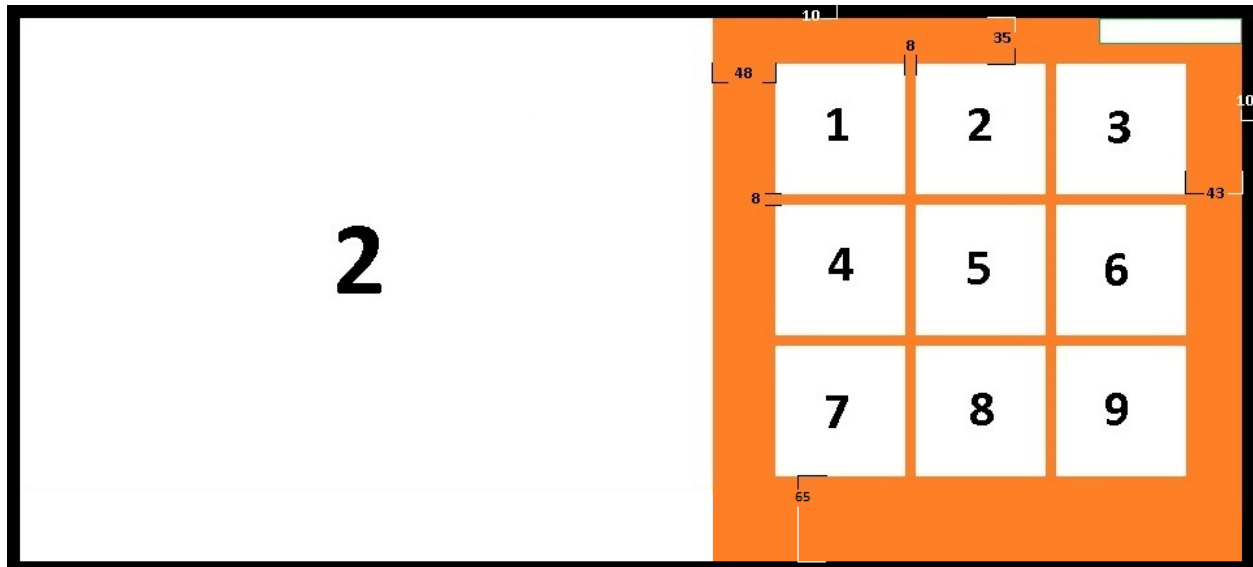2. The version with 9 elements in the gallery:

Figure 2

If the preview is to present HTML5 elements then they should have the redirection capacity on their entire area or on a part of their area. This is achieved by the following element included in the creation:

onclick = "window.open(window.clickTag, '_blank')" or *onclick="clickFn();"*

2.12. Photocover

Photocover is an advertisement obscuring three first leads in the service.

The client should deliver materials prepared according to the following specification:

- Weight: 50KB
- Size of the advertisement: size of the creation varies, depending on the service where the creation is broadcast. In the case of Pudelek.pl, the size of the picture in the lead is 375x295.

Additional guidelines:

The creation should satisfy the following assumptions:

- it has to comprise a "close" cross and inscription CLOSE - height of the inscription min. 25px, cross size min. 25x25px
- the creation should automatically close after 15 seconds
- the creation is launched over the first 3 pictures on the main page of the given service
- it is possible to use up to 3 creations (to be placed over 3 different pictures) – then clicking on each creation closes all three of them
- all forms have to close after max. 15 seconds.

3. Advertising (video and audio) creations

3.1. Inbanner Video Ad

Inbanner Video Ad is a video advertisement, broadcast in any usual advertising place (Billboard, Double Billboard, Wideboard, Rectangle, Megabox, Halfpage).

Materials required:

The client should provide the HTML5 creation with dimensions and weight corresponding to a standard creation (see item 2.1). The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations".

In addition, the client should deliver an mp4 / webm file, comprising the video material. The maximum permissible weight of the video file is 1.5MB.

The video material may start either automatically (in which case it has to be muted) or after the user clicks on it (then start with the sound on is allowed).

3.2. Inbanner Audio Ad

Inbanner Audio Ad is an advertising spot shown in Wirtualna Polska Media's radio stations: Open FM and Polska Stacja.

Materials required:

The client should deliver an mp3 file satisfying the following conditions:

- format: MPEG Audio Layer 3

- maximum weight: 1.5 MB

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

- samplerate: 44.1 kHz

- integrated loudness: -23LUFS

3.3. Videobacklayer

Videobacklayer is an advertising form combining an advertising banner and non-invasive, full-screen video material.

Materials required:

The client should deliver two files. jpg/gif/png artwork or html file with the required files (item 1.7 – HTML5 creations), and an mp4 clip with the film.

The video clip should weigh up to 1.5MB. Suggested resolution: 720x405 (proportions 16:9), codecs H.264 (video) and AAC (audio).

3.4. Ads in the portal's video player

3.4.1. Instream Video Ad / Preroll

Instream Video Ad is video advertising, shown before the video material in Wirtualna Polska Media services

Materials required:

The client should deliver a file containing video material satisfying the following guidelines:

Parameter	Recommended value	Accepted values
Video codec	H.264	MPEG-4
Audio codec	AAC	mp4a, mp3
Video bitrate	30000 kbps	above 15000 kbp/s
Audio bitrate	192 kbps	224, 256, 320, 384 kbp/s
Audio channels	2	3,6,8
Integrated loudness	from -3 to -6 LU	-23LU
Size / aspect ratio	1920x1080 / 16:9	1024x576 16:9 1280x720 16:9
Interlacing	NONE (progressive)	
Number of frames	25	

Optimization of the material is carried out on the Wirtualna Polska Media site. Due to optimization of the materials, the creation should be delivered at least two business days before the planned broadcast.

External codes:

Instead of video material the client may send the broadcast code in the form of a VPAID tag / own code. In such case Wirtualna Polska Media will make available only broadcast counts.

The codes should be delivered at least 7 days before the campaign start. Wirtualna Polska Media will provide a test broadcast which should be verified in terms of appearance, parameters and correctness of statistics counts.

3.4.2. Instream Video Skip Ad

Instream Video Skip Ad is an advertisement comprising a video clip and an advertising board which appears after its closing.

Materials required:

The client should deliver two files. Video clip satisfying the requirements from item 3.4.1, and a jpeg/png file with dimensions 550x310px and weight up to 100kB.

3.4.3. Instream Toplayer

Instream Toplayer is an advertising element broadcast over the video player in the wp.tv service.

Materials required:

The client should deliver a png, gif or jpg file, which will be displayed above the player. Dimensions 720x405px, maximum weight 60kB.

3.4.4. Instream Bottomlayer

Instream Bottomlayer is an advertising element covering the top or bottom part of the player in the wp.tv service.

Materials required:

The client should deliver a png, gif or jpg file with dimensions 480x90px and weight up to 20kB

3.5. Outstream Video Ad

Outstream Video Ad is video advertising, shown in the place of the midtext. The advertising starts off collapsed and expands automatically when the advertising place appears in the active screen.

Materials required:

The client should deliver a file containing video material satisfying the guidelines described in item 3.4.1 (see advertisements in the portal video player). The material starts off muted and sound is activated after the user's action (placing the cursor).

Together with the video material, the client should deliver a board displayed during the loading of the clip – jpeg, gif or png file, with the dimensions 550x310px and weight up to 40kB. In addition, it is possible to broadcast an additional banner under the video player in the form of a jpeg/gif/png file - 550x60px and weight up to 20kB.

4. Creations dedicated to respective services

4.1. Additional creations on WP's main page

4.1.1. General recommendations

Each creation and creation count for broadcast on WP's main page should fulfill the general rules for broadcast of advertisements - in particular item 1.6 of the Technical Specification, describing the limitations in the operation of scripts.

4.1.2. WP Box

WP Box is a rectangle advertisement displayed in the right column of the three top sections of the main page.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Location of the box, module   Column Dimensions Weight jpg/gif/png HTML5 weight

News (Wiadomości)	Right	300x250	40kB	150kB
Sportowe Fakty (Sports Facts)	Right	300x250	40kB	150kB
Biznes (Business)	Right	300x250	40kB	150kB
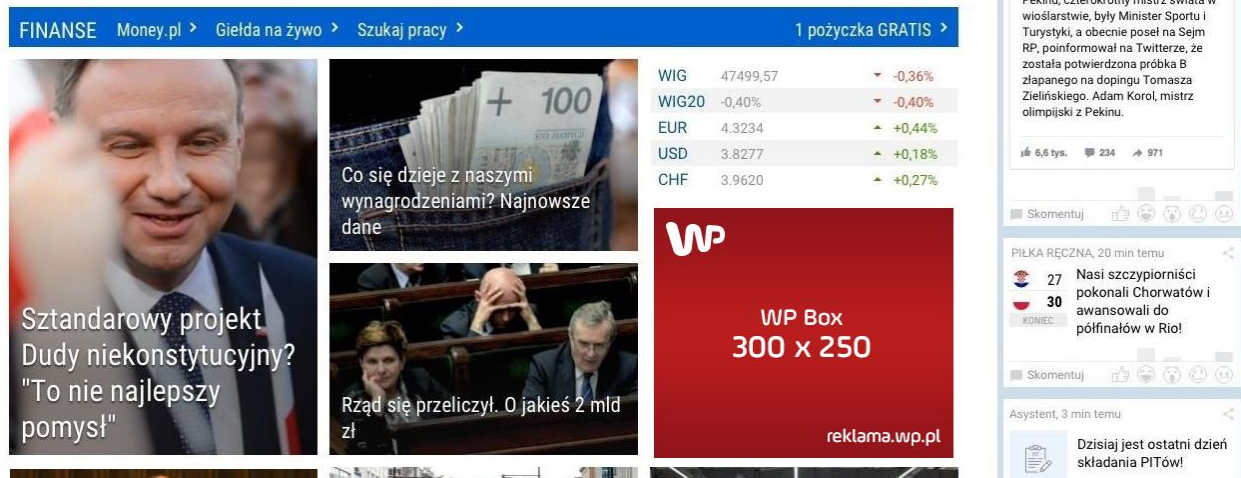
4.1.3. Expand WP Box

Expand WP Box is a layer advertisement, displayed in the place of the WP Box form, expanded onto the service content.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations". For HTML5 creations, expanding and collapsing of the creation is the responsibility of a javascript function *window.closeFn()*

Location of the box, module	Column	Expanding	Dimensions	Weight jpg/gif/png	HTML5 weight
News (Wiadomości)	Right	left and down	300x250 -> 621x396	60kB	150kB
Sportowe Fakty (Sports Facts)	Right	left and down	300x250 -> 621x396	60kB	150kB
Biznes (Business)	Right	left and down	300x250 -> 621x396	60kB	150kB

4.1.4. Slider WP Box

Slider WP Box is a set of WP Box advertisements, switched with left/right arrows, or with pre-defined delay (by default 3 seconds). Each creation can be a HTML5 file, jpg/gif/png artwork, or video clip. Creations should satisfy the requirements described in item 4.1.3.

In the case of a video creation a clip satisfying the following requirements should be sent:

- dimensions: 300x250

- format: mp4/webm

- video codec: H.264

- audio codec: AAC

- integrated loudness: from -3 to -6 LU

- interlacing: none (progressive)

- frame rate: 25

- weight: up to 1.5 MB

4.1.5. Stars Box

Stars Box is an advertisement displayed in the right column of the "Gwiazdy" (Stars) section. Three advertising places with identical dimensions, one after another, are available.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
Gwiazdy (Stars)	Right	309x182	30kB	150kB

4.1.6. Moto&Tech Box

The Moto&Tech Box is an advertisement displayed in the right column of the "Moto" section. Three advertising places with identical dimensions, one after another, are available.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
Moto&Tech	Right	309x182	30kB	150kB

4.1.7. Content Box

Content Box is a billboard advertisement placed above the modules: Telewizja, Biznes, Gwiazdy, Moto, Styl Życia, Zobacz więcej.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Format	Dimensions	Weight jpg/gif/png	HTML5 weight
Content Box	750x200	40kB	150kB
Triple Content Box	750x300	60kB	150kB
Wide Content Box	970x200	60kB	150kB
Content Box XL	970x600	100kB	300kB

4.1.8. Thematic Branding

Thematic Branding is a screening comprising the thematic Content Box plus module placed under it. The client should deliver two files. HTML5 file (see item 1.7) or jpg/gif/png artwork consistent with the specification of the appropriate advertising form (see item 4.1.8) and gif or .jpg file to be displayed under the Content Box and module.

The watermark creation should have the minimum width of 1366px (preferred 1920px), and the maximum height of:

- Telewizja WP module: 506px + height of the billboard form

- Biznes module: 884px + height of the billboard form

- Gwiazdy module: 1084px + height of the billboard form

- Moto&Tech module: 674px + height of the billboard form

- Styl Życia module: 1188px + height of the billboard form

It is possible to prepare three wallpapers, depending on the screen width according to item 4.1.2.

The aggregate weight of the Content Box + Watermark pair should not exceed 150 kB. (300kB, for the HTML5 version in the billboard slot).

4.1.9. Text links, right column

The client should deliver the content of the link, no longer than 36 characters (including spaces). The designation "advertisement" will be added automatically to each link. The link may be inserted into one of the following modules.

- News (Wiadomości)
- Sportowe Fakty (Sports Facts)

4.1.10. Native Ad in the Newsfeed

Advertisement in the newsfeed assumes two types of broadcast advertisements: text-and-artwork and text-and-artwork with CallToAction button.

This is a native format and the message should have the same nature.

The advertising text should attract users, make a reference to the artwork and should not be an express advertising text.

CallToAction interaction elements, like Buy, Check, Click, may be contained in the CTA field.

Materials required:

1) Text-and-artwork advertisement:

- text of max. 34 characters (with spaces), with correct orthography

- artwork: 226x188px; static in the jpg, png format; weight up to 30kB

2) Text-and-artwork advertisement with CTA:

- text of max. 34 characters (with spaces), with correct orthography

- artwork: 226x130px; static in the jpg, png format; weight up to 30kB

- CTA text in the button: max. 14 characters (with spaces)

Visualization:

4.1.11. Weather Bar

The Weather Bar is an advertising form under the "Pogoda" block. The client should deliver a jpg/gif/png file with dimensions 309x22px. The creation should weigh up to 15kB. The artwork should be static (use of an animated gif is not permitted).


4.1.12. E-Commerce Box

E-Commerce Box formats are displayed in a dedicated section entitled "Zakupy z WP".

The client should deliver jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Format	Dimensions	Maximum weight
EC Box	152x145	30kB
EC Large	309x178	40kB
EC Max	309x368	50kB
EC Sky	152x295	40kB
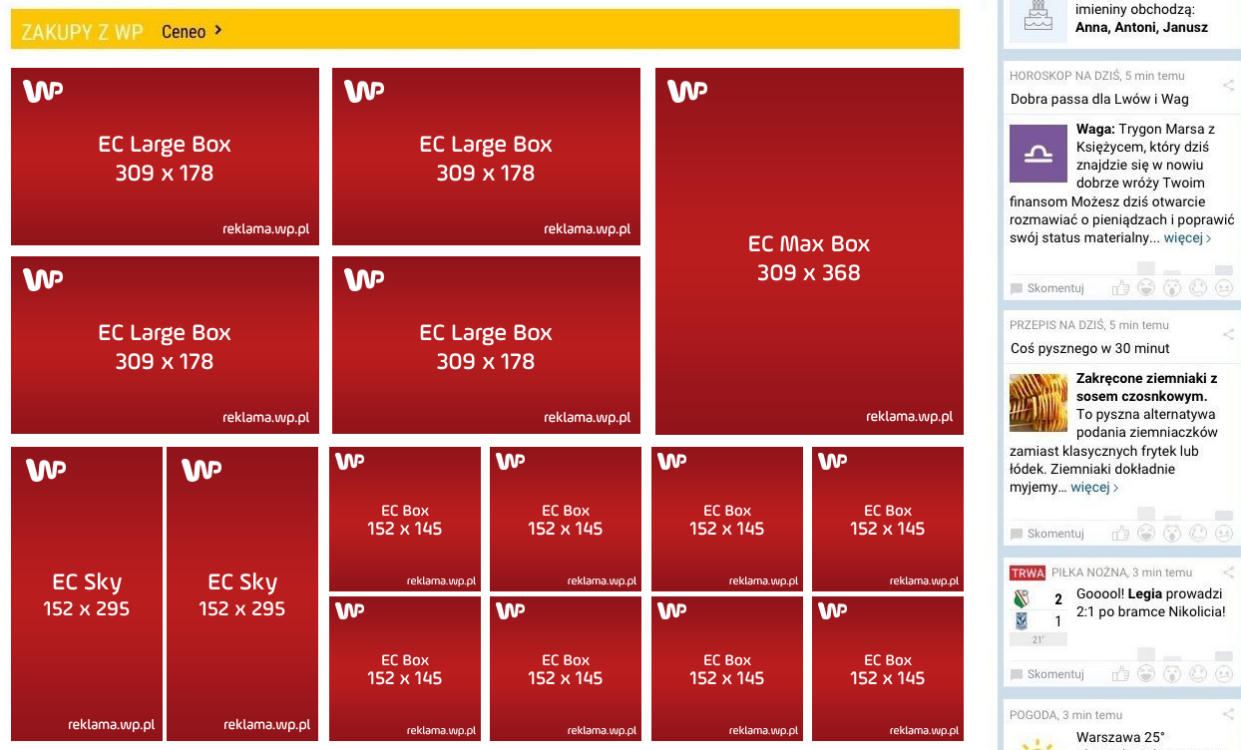
4.1.13. Infinite Box, Floating Halfpage

Infinite Box / Floating Halfpage are advertising forms in the Infinite Stream module.

Infinite Box appears as every 8th block in the loaded news section. Floating Halfpage is located on the right hand side of this section. The Floating Halfpage creation is substituted after 2000px.

The client should send a jpeg/gif/png artwork with the dimensions and weight specified below.

Format	Dimensions	Maximum weight
Infinite Box	309x192px	30kB
Floating Halfpage	300x600px	60kB
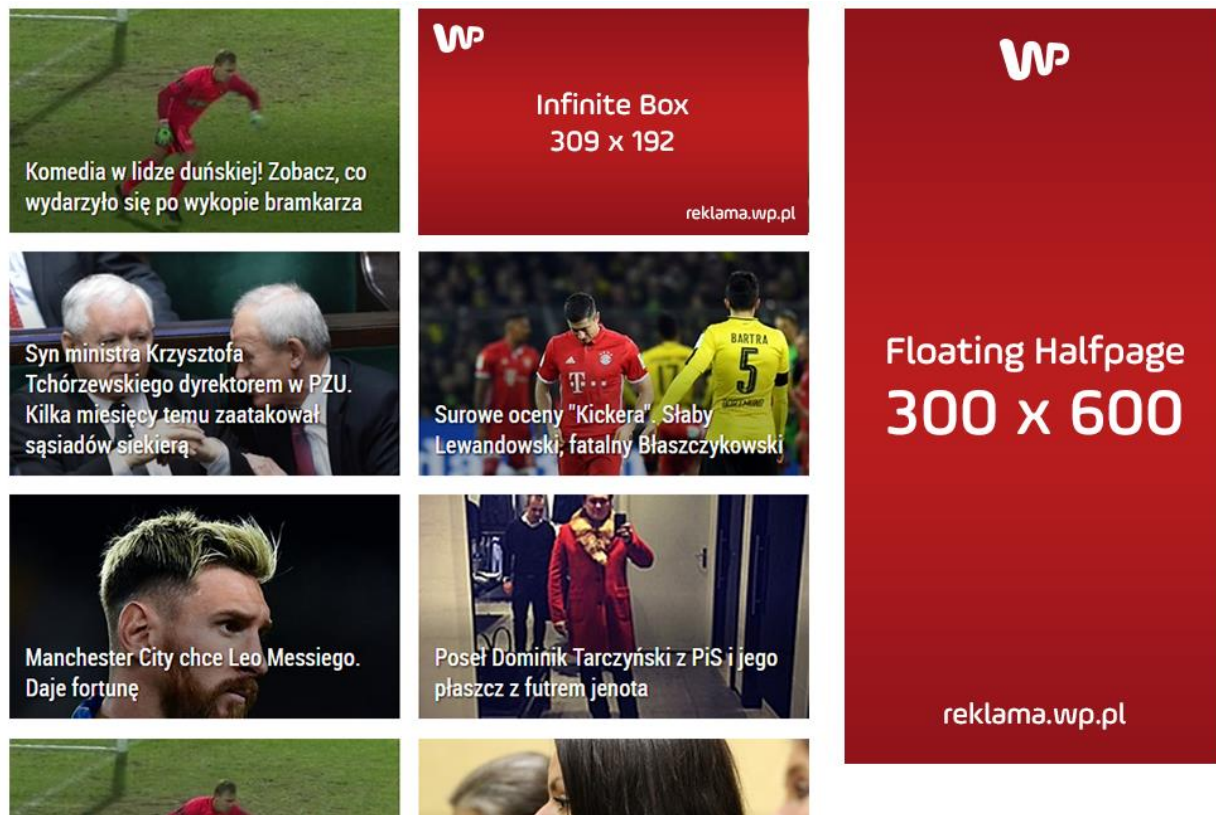
4.1.14. Power Wall

Power Wall is the branding of the WP service and main page, comprised of a click to action bar (broadcast from the billboard place), and an advertising block displayed as the background of the service in the place of the main section. The advertisement appears automatically (first view) in the case of the user's interaction it remains visible all the time, and if there is no interaction, it closes after 3 seconds. The next views trigger broadcast of the creation in the covered option and uncovering is possible after clicking on the bar or wallpaper. The newsfeed remains visible all the time.

The advertising block may contain:

- wallpaper

- static artwork or animation in HTML5

- buttons and links to social network profiles (Facebook, Twitter)

- video material in the form of a mp4/webm clip or link to YouTube (upon agreement)

Materials required:

- bar: artwork in the format: jpeg, png or gif, dimensions: 900x50px, weight: 30kB

- wallpaper: artwork in the format: jpeg, png or gif, dimensions: 1920x1080px, weight: 150 kB

- link to the target page

Optional materials:

- links to social network profiles

- buttons to social network profiles: artwork in formats: jpeg, png or gif, dimensions: any, weight: 15 kB,

- link to YouTube video material (upon arrangement)

- mp4/webm clip, weight: 1.5MB, codecs: H.264 I AAC, integrated loudness: from -3 to -6 LU, interlacing: none, number of frames: 25

- creation in HTML5 (displayed to the user after expanding the PowerWall) - format: html5, weight: 150kB kB; the creation should satisfy the requirements from item 1.7

4.1.15. Cross-device Broadcast

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which adapts 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:

Format name	Dimensions of the creation

Billboard	750x100 px
Double Billboard	750x200 px
Wideboard	970x200 px
Mega Double Billboard	970x300 px
Content Box XL (above the Telewizja module)	970x600 px
Content Box above the Biznes module	750x200 px
Content Box above the Gwiazdy module	750x200 px
Content Box above the Moto&Tech module	750x200 px
Content Box above the Styl Życia module	750x200 px

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.

4.2. Additional creations on O2's main page

4.2.1. General recommendations

Each creation and creation count for broadcast on O2's main page should fulfill the general rules for broadcast of advertisements - in particular item 1.6, describing the limitations in the operation of scripts.

4.2.2. Expand Tag

Expand Tag is an expandable advertising form, attached to the left corner of the screen. The tag is expanded after the user's action (placing cursor on the first view, click on each next).

Materials required:

The client should deliver two jpeg/gif/png files:

- creation shown in the margin, with dimensions 58x212px and weight up to 20kB

- creation shown after expanding, with maximum dimensions 600x950 px and weight up to 80kB, however the whole advertising information should be located in the middle area 600x470px (the rest is for the background).

Example
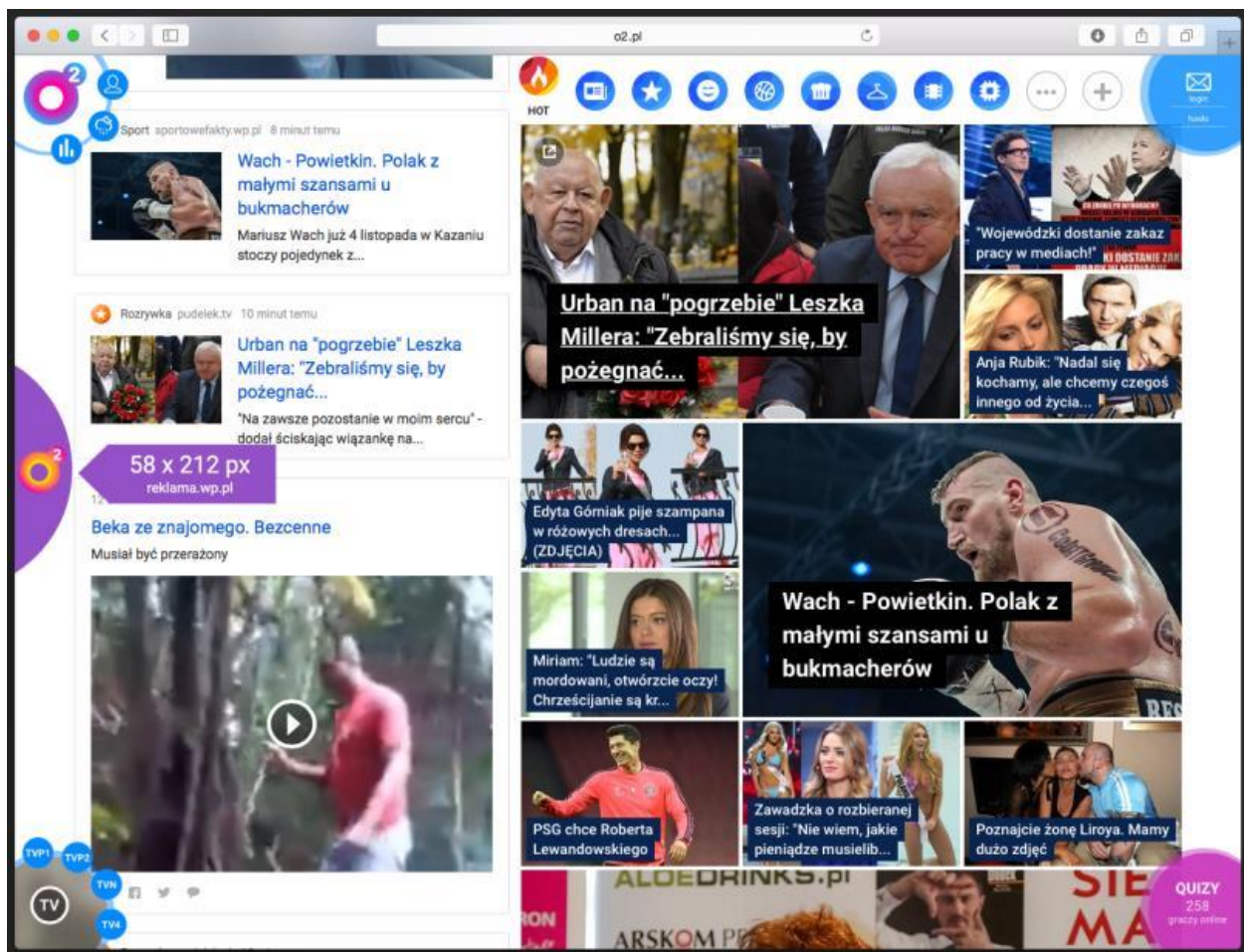
4.2.3. Content Box

Content Box is an advertisement separating the content on the main layer of O2's main page.

Materials required:

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

Format	Dimensions	Weight jpg/gif/png	HTML5 weight
Content Box	750x200	40kB	150kB
Triple Content Box	750x300	60kB	150kB
Wide Content Box	970x200	60kB	150kB
Content Box XL	970x600	100kB	300kB

Example
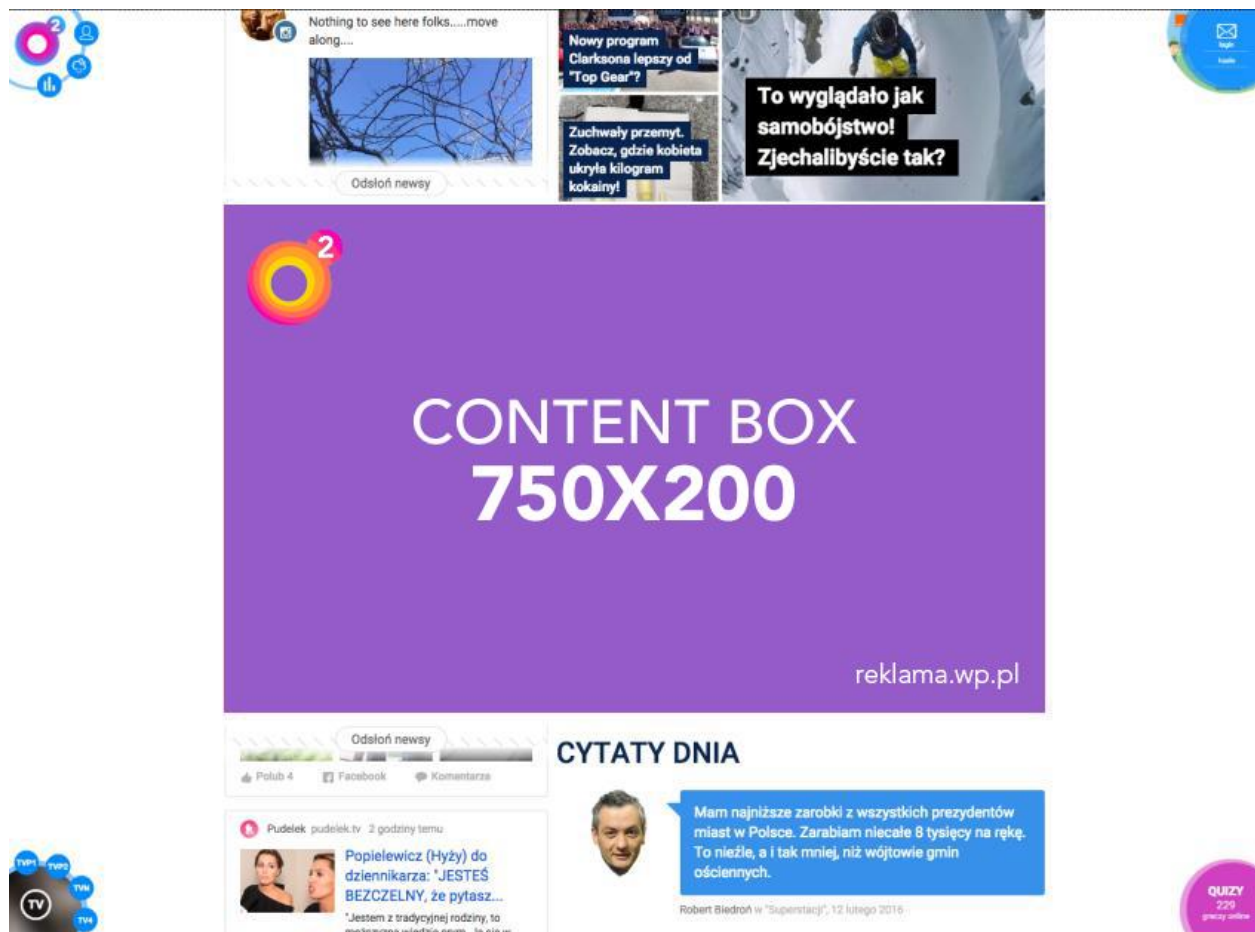
4.2.4. Native Ad SG stream

Native Ad SG stream is an advertising element placed in the information stream on O2's main page.

Materials required:

The client should sent a jpeg/gif/png creation with dimensions 132x89 and weight up to 15kB, title up to 30 characters and content up to 60 characters.

Example:
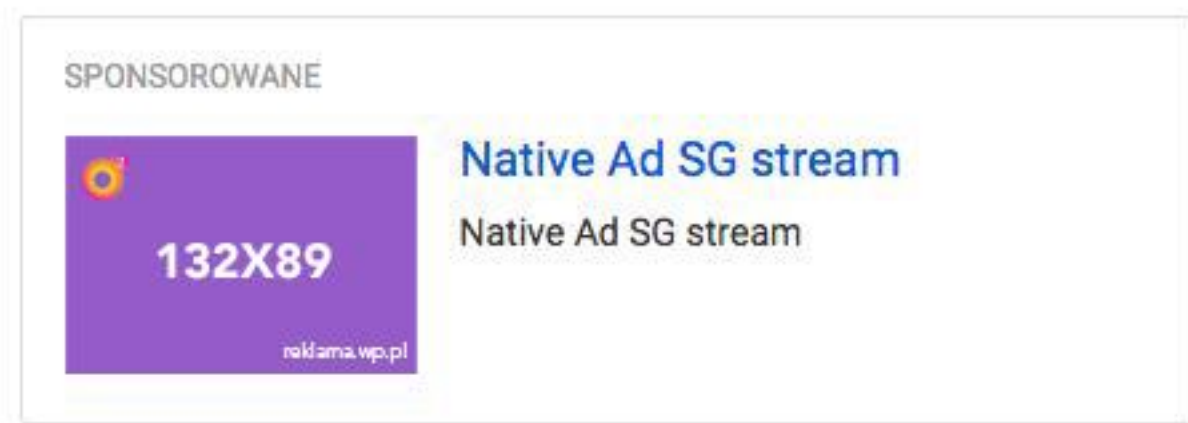
4.2.5. Midbox

Midbox is an advertisement placed between the editorial tiles on O2's main page.

Materials required:

The client should sent a jpeg/gif/png creation with dimensions 668x147px and weight up to 40kB.

Example:
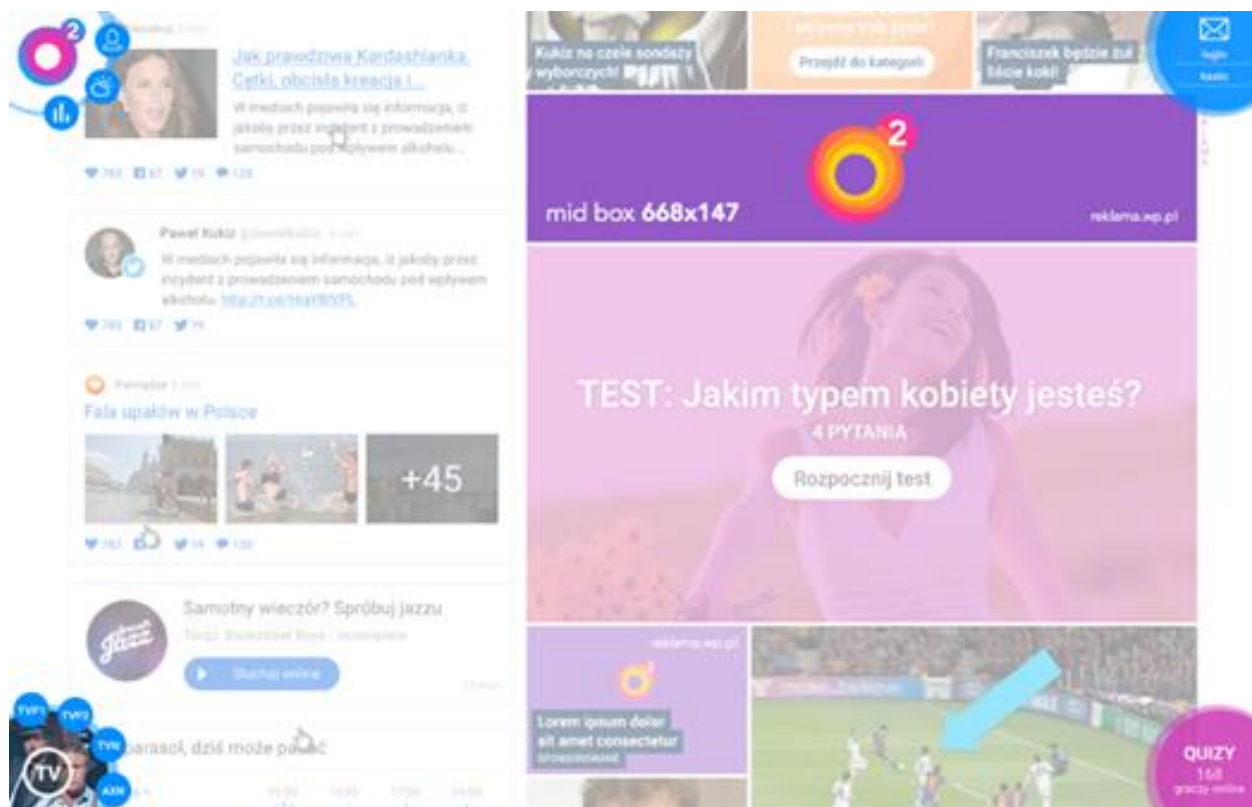
4.2.6. Gigaboard

Gigaboard is scalable advertisement broadcast in the billboard place of the service. The format automatically adapts to the screen resolution and size of the browser window, retaining the proportions of the creation.

Materials required:

The client should send a HTML5/jpeg/gif/png creation with dimensions 1200x600px or 970x600px and weight up to 100kB (300kB for HTML5). The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations" and "HTML5 creations".

4.2.7. Bottom Box

Bottom Box is an advertising format placed under the Cytaty Dnia module on O2's main page.

Materials required:

The client should send a HTML5/jpeg/gif/png creation with dimensions 668x340px and weight up to 100kB (150kB for HTML5). The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations" and "HTML5 creations".
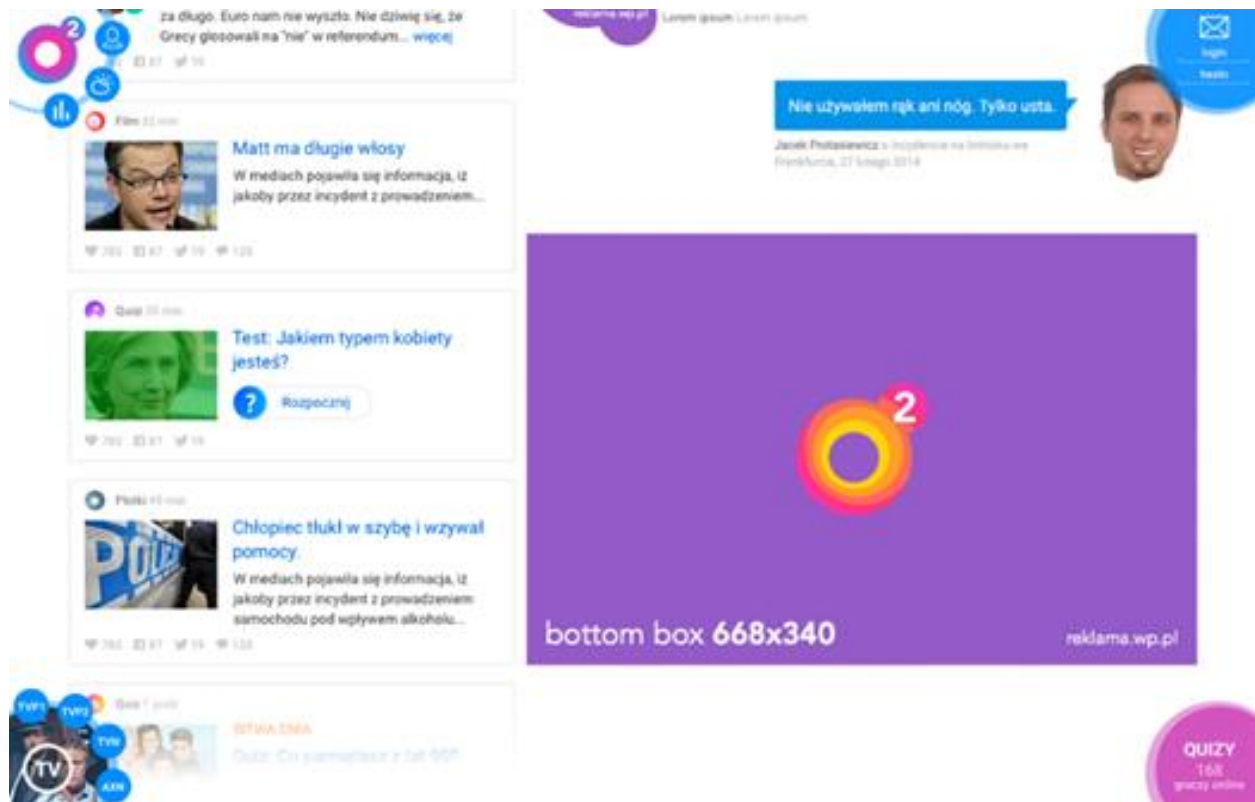
4.2.8. Cross-Device Broadcast

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which adapts to the screen resolution on which it is viewed.

In the case of the O2 Main Page, the supported formats and output dimensions are presented in the table below:

Format name	Scalable format
Billboard	750x100 px
Double Billboard	750x200 px
Wideboard	970x200 px

Gigaboard   1200x600 px /970x600 px
Mid Box   668x147 px
Content Box   905x559 px
Content Box XL 1124x562 px
Bottom Box   668x430 px

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.

4.3. Additional creations on WP Money's main page

4.3.1. Tiles

The advertising tile is a form substituting the news box. Available locations:

- on the left hand side of the column "najnowsze wiadomości" (latest news)

- on the left hand side of the column "szukaj pracy" (looking for a job)

Materials required:

The client should deliver a jpg, gif or png file with dimensions 331x191px and weight up to 40kB, and advertising text up to 60 characters.

Creation example:

4.3.2. Text links

The client should deliver the content of the link, no longer than 40 characters (including spaces). The designation "advertisement" will be added automatically to each link. The link may be inserted into the "najnowsze wiadomości" module, as the sixth or seventh position.

4.4. Additional creations in the Pudelek service

4.4.1. FotoModa in the Pudelek service

Advertisement broadcast in the FotoModa section on Pudelek's main page that can imitate an editorial lead.

Materials required:

The client should deliver the following materials:

- Advertisement size: 225 x 280
- Weight: up to 40 kB

In the case of advertising leads (text-and-artwork) imitating the service, which the user may consider to be editorial materials, the lead has to be marked with the word "Reklama" (Advertisement).

REKLAMA - Arial 12pt, #b7b7b7
Tło zajawki - #e3e3e3
Trójkąt prawy dolny róg - #d5d5d5

REKLAMA

10px

10px

8px   8px

14px   82px

Urbańska w różowej
spódnicy z falbanką...

Wykorzystał feromony

14px

225 x 280 px

In the case of broadcast of an advertisement not imitating the leads, the advertisement will be displayed in a standard way, without the need to mark it with the word "Reklama" [Advertisement].
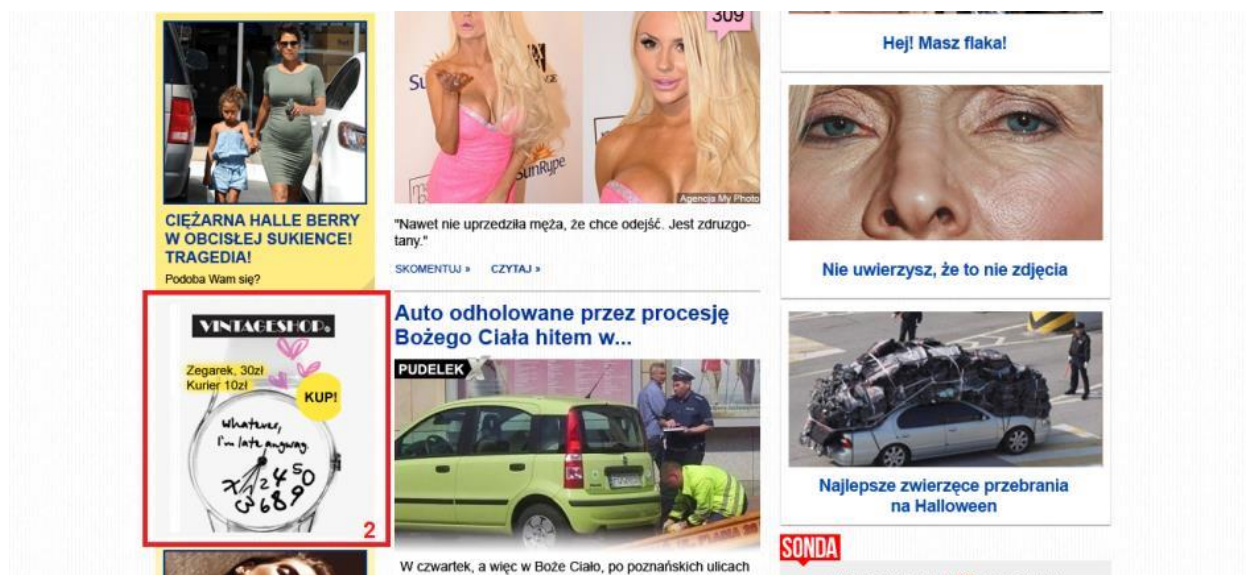
All materials have to satisfy the assumptions presented in the section entitled "General rules of advertising creations".

The materials should be grouped into catalogues comprising a set: image + link + copy + title. Materials that are not marked properly will not be accepted for execution.

4.4.2. HotNews Box in the Pudelek service

Advertisement broadcast in the Gorące Tematy (Hot Topics) section in the Pudelek service that can imitate the appearance of an editorial lead. The creation appears under the second, fourth or eighth editorial box on sub-pages of the Pudelek service.

Materials required:

The client should send a format satisfying the requirements below:

- Format: static jpeg/gif/png artwork plus advertising copy

- Size of advertising: artwork 340×99 or artwork 129×99, plus title (up to 40 characters) and advertising content (up to 50 characters)
- Weight: up to 20kB

In the case of advertising leads (text-and-artwork) imitating the service, which the use may consider to be editorial materials, the lead has to be marked with the word "Reklama" [Advertisement].

All materials have to satisfy the assumptions presented in the section entitled "General rules of advertising creations".

The materials should be grouped into catalogues comprising a set: image + link + copy + title. Materials that are not marked properly will not be accepted for execution.

5. Mailing and e-mail

5.1. Mailing

5.1.1. General information

Mailing is an advertising format sent only to the users of free WP or O2 email accounts who have declared interest in receiving e-mail advertisements. This means that only people who have consciously accepted it receive the advertisements.

The mailing is done in accordance with the provisions of the Act on Providing Services by Electronic Means of 18 July 2002 (Journal of laws 2002.144.1204).

The mailing is delivered to users when they download mail to their mailbox, during the validity of the mailing. The mailing can be addressed to a specific group of recipients through the targeting mechanism. The waiting time for downloading the mail from the mail server is, as a standard, 28 days (if the mailing needs to be discontinued earlier, please specify this in the order).

A mail sent as HTML should be a complete, correctly constructed, verified and operating page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue).

Horizontal scrolling and the need to zoom in should be completely eliminated. The content should adapts itself to the available space (fluid scaling up to 100% of the width). Change of the layout together with change of the width is preferred, e.g. two blocks which on a big screen are located next to each other, are put under each other on a small screen. Some elements can be hidden for smaller resolutions.

5.1.2. Basic requirements

- Format: text or HTML file (with graphic elements)
- Coding type: ISO-8859-2
- Basic weight – 100 kB of text or HTML (together with graphic elements and attachments), more for an extra charge, according to the prevailing price list.
- Required materials: name, address and e-mail of the sender, title and content of the letter. The "sender" field has to clearly specify the entity that sends the commercial information. The name of the company has to appear in this place. The content of the mailing may not mislead the user as regards the content or intention of the message; in particular it may not contain expressions suggesting ordinary correspondence with the user
- Information on the mailing footer:

- if the entity is a company, association or foundation:

Name, seat and address, NIP number, amount of the share capital and information if it is paid up (only companies), name of the registry court, number in the National Court Register.

- if the entity is a partnership:

Full names of the partners and their residence addresses, company name, NIP number assigned to the company, name of the authority that registered the partners - for each partner, number of the Business Activity Register of each partner (if assigned).

- if the entity is a natural person conducting business activity:

Full name and residence address, name under which activity is conducted, NIP number, name of the authority that registered the activity, number of the Business Activity Register (if assigned).

- Attachments: files with any extension - including pdf.
- Redirection counts mailto:adres work correctly but are not counted in the adserver system
- It is not permitted to embed any scripts in the header/content of the mailing (except for count pixels - see below)
- All additional counts have to be pixels loaded through the https protocol.

5.1.3. Standard Mailing

An e-mail sent as HTML should be a complete, correctly constructed, verified and operating HTML page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue). The page structure should comprise certain key elements:

1. Defined doctype (<!DOCTYPE html>)
2. Normalized styles for img. In particular, for image mailings in which the creation is cut into several files, lack of image styling will cause gaps between individual fragments. Example of correct style

img { vertical-align: middle; }

td img { display: block; }

1. Normalized styles for the body. We recommend setting the margins as follows:

   body { margin: 0; }

After testing and approving the letter, the following changes should be introduced:

- all graphic files should be displayed through the "cid:" parameter, i.e. instead of:

<IMG SRC="test.gif">

it will be:

<IMG SRC="cid:test.gif">

- in all links the target address should be surrounded by the "KLIK" parameter (important – use capital letters), i.e. instead of:

<A HREF="http://www.wp.pl">

it should be:

<A HREF="<KLIK>http://www.wp.pl</KLIK>">

All links should open in a new window (it is necessary to use the wording target="_blank" with each redirection), each link should contain the protocol used (http:// lub https://). Do not use "KLIK" parameters in links mailto: and forms.

All counting pixels should have defined parameters width="1" height="1"

In the case of counting pixels, <u>do not</u> use the cid: parameter – this will lead to no counts in the client's statistics.

5.1.4. Profiled Mailing

Profiled Mailing may comprise, in its content, optional elements linked to the mailing recipient's data. Available elements:

- Recipient's login
- Recipient's first name (in any declension)
- Recipient's surname
- Recipient's email

Materials for Profiled Mailing are prepared in the same way as materials for standard mailing (see item 5.1.3). In addition, the client should mark which elements in the mailing content are to be substituted by the recipient's data.

Personalization is available both in the content and in the title of the email, and is available in all distribution channels (POP3, IMAP, WWW Desktop, WWW Mobile, Mail Application).

Profiled Mailing is available for WP and O2 accounts.

5.1.5. Highlighted Mailing

Highlighted Mailing is composed of a standard mailing creation with additional graphic representation in the form of color highlighting in the email list. Available options:

Poczta o2

- #FFF779
- #D8BDFF
- #D2EC68
- #F6C2DC
- #C4CEFF
- #FFDCC9
- #BAF3CB

WP poczta

- #ff9900
- #5A3989
- #69B022
- #E30074
- #9276DC
- #B97A57
- #156F30

In the case of the WP Mail, the client may additionally choose the color of the font in combination with the background color with which the mailing is highlighted. The client may additionally choose the highlight color - upon consulting with the Traffic Team whether broadcast in the given color is possible.

In the case of O2 Mail, predefined colors from the table above are available and there is no possibility to choose the highlight font color. The client should each time verify availability of non-standard colors with a notice of at least 14 days.

Due to technical limitations, the mailing to both Mails can be done only to persons using the WWW interface.

5.1.6. Videomailing

Videomailing may comprise in its content optional video elements.

Materials for videomailing are prepared in the same way as materials for standard mailing (see item 5.1.3). In addition, the following should be delivered:

- Video material (format MP4, weight up to 1024kB)

- gif/jpg accessory copy (broadcast when the video material cannot be shown)

Due to technical limitations the mailing can be done only to persons using the WWW interface.

5.1.7. WP Money Mailing

An e-mail sent as HTML should be a complete, correctly constructed, verified and operating HTML page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue).

No artwork can be placed in the styles, e.g. element backgrounds. The mailing should be constructed in tables, the use of DIV and SPAN elements is not recommended. All width, height, class, etc. values should be placed in '' '' e.g. width="100", <p class="style1">treść</p>

BAN does not guarantee correct display of the HTML creation in all clients and mail systems, especially Lotus and Gmail (Google Mail). BAN ensures compliance of the creations with popular mailing systems available in the market (Outlook Express, Outlook MS, Mozilla Thunderbird).

5.2. Additional creations on the e-mail site

5.2.1. Basic requirements

Each creation, count and broadcast code for broadcast in the e-mail site have to properly work in SSL.

5.2.2. Login Box

Login Box is a creation appearing during logging into the e-mail.

The client should deliver a jpg, gif or png file with dimensions 585x455 and weight up to 60kB.

5.2.3. Full Page Login Box

"Full Page Login Box" advertisement is composed of one element (selected by the client) placed under the page elements - E-mail login box. The clickable area constitutes the whole creation.

- The creation may not imitate the e-mail interface.
- The creation has to satisfy the general requirements described in item 1, in particular pertaining to sound, performance and imitation of the service elements.
- We suggest giving up static creations in favor of video creations;
- In the case of non-video creations, the suggested technology is: responsive HTML5 (see item 1.7), constructed in such a way as it scales to the current screen resolution. The maximum weight of the HTML5 creation is 300kB, including the HTML file, style sheets, scripts and artwork.
- In the case of video, the creations should be sent once, in the form of a complete set of materials used in the campaign (video with the max. weight of 1.5MB, counting codes);
- the creation may not be displayed from broadcast scripts;

- Wirtualna Polska Media reserves the right to refuse the accept a creation due to how they are perceived by users, technical reasons or security considerations;
- The login box may "hide" after an action is taken in the creation (e.g. play in video); in the case of static creations or creations with delicate animation that does not require the user's action - the login panel may not hide.

5.2.4. Logout Box

Logout Box is a creation appearing during logging out of the e-mail.

The client should deliver a HTML5 creation, jpg, gif or png file with dimensions 880x560 and weight up to 60kB (150kB for HTML5).

5.2.5. Full Page Logout Box

Full Page Logout Box is a creation appearing during logging out of the e-mail.

The advertisement is composed of one element (selected by the client) placed under the page elements - "Log in again" button with dimensions 226x59px (top left corner) and "Close" with dimensions 145x59px (top right corner). The clickable area constitutes the whole creation.

- The creation may not imitate the e-mail interface.
- The creation has to satisfy the general requirements described in item 1, in particular pertaining to sound, performance and imitation of the service elements.
- We suggest giving up static creations in favor of video creations;
- In the case of non-video creations, the suggested technology is: responsive HTML5 (see item 1.7), constructed in such a way as it scales to the current screen resolution. The maximum weight of the HTML5 creation is 300kB, including the HTML file, style sheets, scripts and artwork.
- In the case of video, the creations should be sent once, in the form of a complete set of materials used in the campaign (video with the max. weight of 1.5MB, counting codes);
- the creation may not be displayed from broadcast scripts;
- Wirtualna Polska Media reserves the right to refuse the accept a creation due to how they are perceived by users, technical reasons or security considerations;

5.2.6. Additional Boxes

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".

Site	Name	Dimensions	Weight	Additional comments
	Left Box	170x200	30 kB	left column; redirection directly to the client's page
	Message	Box 170x130, scalable HTML	Box 30 kB, HTML 50 kB	HTML creation (comprising artwork and optionally javascript) appearing in the message window after clicking the box 200x130 (left column of the Mail). The client should deliver the complete HTML material in one file, with the option of scaling to the width of the message window (up to 1110 px).
WP Mail	Bottom Box	590x145 or 750x200	40kB	The total weight of the materials should not exceed 50kB. view of the conversation/message, listing of messages, under the interface
	Rectangle	300x250	40kB	Page after logging in (Mail main page)
	Message Box	520x250	60 kB	Message window after mailing
Mail WP and O2	Skyscraper	160x600	40 kb	Right column
O2 Mail	Left Box	170x200	30 kB	left column; redirection directly to the client's page
	Bottom Box	750x200	40 kB	view of the conversation/message, listing of messages, under the interface (depending on the interface version)

5.2.7. Personalization

HTML5 creations broadcast in the mail interface, i.e. Billboard, Double Billboard, Left Box, Bottom Box, Rectangle, Skyscraper may contain content personalizations in the form of login, first name and surname. To use this option, please surround appropriate fragments of the creations with HTML objects with the following identifiers:

- uLogin for the login

- uName for the first name

- uSurname for the surname

The logic for reading the data and substitution of objects will be added by Wirtualna Polska Media.

In the case of creations from external codes, corresponding variables will be attached to the code address. In this case further handling of the reading/substitution is already on the side of the code provider.