

Specifications for Display Advertisement at Sme.sk - standard formats

valid from 1.10.2015

Format name (dimensions in pixels)		Preview link	Max. data volume HTML5, anim. gif	Max. data volume gif, jpg, png, swf**	Important notices
1000x100+2*160x600	Gate	click here	200kb ¹⁾	3x50kb ¹⁾	¹⁾ 1000x100/200 do 100 kb - like anim. gif or HTML5; 50kB other formats (swf, gif, jpg, png...); 2*160x600 must be in img (anim. gif, gif, jpg, png...) up to 100kb for both 160x600.
1000x200+2*160x600	Gate Plus	click here	200kb ¹⁾	3x50kb ¹⁾	
300x300; 300x250	Square	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
300x600	Half Page Ad	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
1000x100; 980x90; 728x90	Megaboard	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
1000x200; 970x250	Screen	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
490x300; 336x280	Rectangle	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
160x600	Skyscraper	click here	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**

SWF banners: in the GET URL item you must fill in the clickthru, set the open-in-a-new-window option, i.e. chose the _blank item and check expression on clickthru. The Flash creatives must comply with the required background and status when "wmode = transparent". Maximum animation lenght 15 seconds. Audio: first time after loading it is launched w/o audio, then, after each interaction from the user, also w/ audio, the stop/play, audio off/on controls). Video (Rich media formats): Each video ad, including when displayed over the page content (layer) must contain a set of standard control features, including STOP, PLAY, PAUSE. If any (rich media) format contains a video, then the (video) file intended for download shall not exceed the data limit of 2,2 MB. Maximum frame rate 24 fps. Important recommendations: For the case when the browser does not support user functionality creatives (eg. Flash) - with a support simultaneous delivery fallback image (recommended to use standard image file). Maximum allowable load of the user CPU banner creative: 30%.

Specifications for Display Advertisement at Sme.sk - nonstandard, expandable/retractable formats

Format	Dimensions - basic format	Dimensions - expanded format	Data volume - expanded format	Data volume - basic format	layer before loading	Video (possibility to insert)	Important notices
Square autoexpand	300x300	300x600	HTML5, anim. gif: 100kb; img: 50kb	100 kB	550x480 (up to 5.sec)	allowed, into basic format	Autoexpand formats: required Close "X" button in the upper right corner, expand time up to 5 seconds max. The publisher has the right to determine the frequency per user (capping) up to max. 1 show on 1 user / per 24 hours. Audio: first time after loading it is launched w/o audio, then, after each interaction from the user, also w/ audio, the stop/play, audio off/on controls). Video (Rich media formats): Each video ad, including when displayed over the page content (layer) must contain a set of standard control features, including STOP, PLAY, PAUSE. Video file intended for download - data limit up to 2,2 MB. Maximum frame rate 24 fps. If the browser does not support user functionality creatives (eg. Flash) - recommended to use standard image file. Maximum allowable load of the user CPU banner creative: 30%.
Half Page Ad autoexpand	300x600	600x600	HTML5, anim. gif: 100kb; img: 50kb	100 kB			
Megaboard autoexpand	1000x100	1000x315	HTML5, anim. gif: 100kb; img: 50kb	100 kB			
Screen autoexpand	1000x200	1000x315	HTML5, anim. gif: 100kb; img: 50kb	100 kB			
Active pilot plus *	550x480	200x200	HTML5, anim. gif: 100kb; img: 50kb	100 kB			
Active pilot (sticker)	200x200	disabled	HTML5, anim. gif: 100kb; img: 50kb	-	not allowed	not allowed	Not expandable format, required Close "X" button in the upper right corner, capping up to max. 1 show on 1 user / per 24 hours.
Interactive bent autoexpand	110x90	250x200	HTML5, anim. gif: 100kb; img: 50kb	100 kB		not allowed	Autoexpand format, located in the upper left corner of the page, expand up to 5 sec. max.; capping up to max. 1 show on 1 user / per 24 hours.
Interstitial	800x600 **	disabled	HTML5, anim. gif: 100kb; img: 50kb	160 kB		not allowed	Before page loading; maximum for 3 seconds; required Close "X" button; for more specifications see IAB guidelines for Interstitial.
Slider (Rising Stars)	1000x90	850x700	HTML5, anim. gif: 100kb; img: 50kb	110 kB		allowed	According to IAB Rising stars specifications.
Pushdown (Rising Stars)	1000x100	1000x415	HTML5, anim. gif: 100kb; img: 50kb	110 kB		allowed	According to IAB Rising stars specifications.

For more instructions & recommendations please see also IAB Display Advertising Guidelines [here](#)

For any formats not specified, respectively formats do not meet the specifications according this pricelist - price by agreement, creative sent in advance is necessary. The agency discount will only provide discounts subscribers.

Finished creative for campaigns are only accepted in the form of separate creative art and separate measuring codes (do not use serving codes).

Delivery of finished creative: the period of 3 business days prior to the planned deployment of the advertising shall apply for the delivery of source materials, unless specified otherwise for individual source materials.

Contact: PETIT PRESS, a.s., Lazaretská 12, Bratislava, 811 08. Email: internet@petitpress.sk, tel: +421 2 5923 3227, fax: +421 2 5923 3299.

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