

## Specifications for Display Advertisement at Sme.sk - standard formats

valid from 28.10.2015

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	<b>Gate</b>	<a href="#">click here</a>	200kb <sup>1)</sup>	3x50kb <sup>1)</sup>	<sup>1)</sup> 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	<b>Gate Plus</b>	<a href="#">click here</a>	200kb <sup>1)</sup>	3x50kb <sup>1)</sup>	
300x300; 300x250	<b>Square</b>	<a href="#">click here</a>	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
300x600	<b>Half Page Ad</b>	<a href="#">click here</a>	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
1000x100; 980x90; 728x90	<b>Megaboard</b>	<a href="#">click here</a>	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
1000x200; 970x250	<b>Screen</b>	<a href="#">click here</a>	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
490x300; 336x280	<b>Rectangle</b>	<a href="#">click here</a>	100kb	50kb	creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png, swf**
160x600	<b>Skyscraper</b>	<a href="#">click here</a>	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%.

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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