

Specifications for Display Advertisement at Sme.sk - standard formats

valid from 5.2.2018

| Format name (dimensions in pixels) / alternative name | | Sample (preview) link | Max. data volume HTML5, anim. gif | Max. data volume gif, jpg, png | Important notes <i>HTML5 requirements here</i> |
|---|---------------|--|-----------------------------------|--------------------------------|--|
| 1000x200+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; 970x250 | Screen | click here | 100kb | 50kb | creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png |
| 300x600 | Half Page Ad | click here | 100kb | 50kb | creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png |
| 970x315 | Big Rectangle | click here | 100kb | 50kb | creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png |
| 300x300 (300x250) | Square | click here | 100kb | 50kb | creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png |
| 220x90 | Ucho | | 100kb | 50kb | creative can be delivered in one of the following alternatives: HTML5, anim. gif, jpg, png |
| Video Banner 300x300 | | Video banner must meet the technical requirements for HTML5 banners (Specification of HTML5 banners on Sme.sk); data size: up to 2MB including video. Start sound: 1. After the mouse has been moved to the banner, the sound can be started after a delay of min. 0.5 sec; after leaving the banner, the sound must be turned off; 2. after pressing the 'on / off sound' button; in both versions, the 'Stop / Launch Video' button is required. | | | |
| Interscroller | | Interscroller - Mobile ad format that uses so-called parallax effect where the content of the creative does not move while scrolling the same way as the content of the site but remains in place (ignoring scrolling). To access additional content, the user must scroll through the advertiser's entire banner. Data limits are up to 400kB after unpacking if they are supplied as a zip. For larger data size or video usage, special pricing fees will apply, with a maximum size of 1.5MB, even when using video. In the case of a fixed format size delivery (not a static image or responsive HTML5), the fixed size will be 320x600px. <i>The full Interscroller format specifications in a separate document</i> | | | |

Important notes:

Unless otherwise agreed, we accept creatives only in the form of a separate creative and specially measured codes (we do not accept serving codes). If third-party tracking impersonation codes are used, send these codes in the form of a tracking pixel (alias img line). Page requests will be sent via HTTPS (HTTPS) or HTTP. All ads that will send metering pixel, asset, or data requirements must use the same protocol as the site or have the default HTTPS (SSL) set up. Pixels for display counting must always use HTTPS (SSL). All HTML5 ads must have back-up ads that support basic HTML5 without any problems, to ensure full functionality in all modern browsers. Flash Backup is not supported.

Exact guidelines for creating HTML5 banners at Sme.sk are here: [here](#)

Delivery of completed documents: unless otherwise stated for each of the formats, the deadline for submitting documents is 3 working days before the scheduled deployment of the ad.

The publisher reserves the right to refuse a creative whose load limit of the user's CPU is above 40%. For any unlisted formats or formats that do not meet the required specifications, the prices are priced by agreement based on a specific assignment and a preview of the creative. Petit Press, a.s. reserves the right not to accept orders and source materials contrary to Price List, General Business Terms & Conditions or IAB Slovakia Standards and Best Practice. Petit Press, a.s. also reserves the right to refuse advertising being contrary to the Ethical Principles of Advertising Practice applicable in the territory of the Slovak Republic. By ordering the advertising the client accepts the General Business Terms & Conditions of Petit Press, a.s. published on the web site www.petitpress.sk/inzercia. Payment Conditions: bank transfer, settlement prior to the deployment of the advertising. The use of on-line advertising and statistical data concerning the visitor rates are only possible through the banner system of Petit Press, a.s. Audited overviews of visitor rates for servers operated by the Petit Press company are available on <http://online.aimmonitor.sk>.

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