



**Technical Specification
of Gazeta.pl Portal's Advertising Products**

Contents

1. Formats, Sizes and Weights of Standard Advertising Products	3
2. General Requirements for Advertisements.....	3
2.1. GIF, JPG, PNG Advertisements	3
2.2. FLASH Advertisements	4
3. Specific Requirements for expand and layer ads.....	4
3.1. Expanded Banner, Billboard and Skyscraper Ads.....	4
3.2. Top Layer	6
3.3. Brand Mark.....	6
3.4. Scroll Footer	7
4. Video ad.....	8
5. Preroll ad	8
6. Mailing	8
7. Additional Requirements.....	9

This document describes how to prepare creatives for the advertising system of the Gazeta.pl Portal. Advertisements originating in external AdServers have to meet the framework guidelines contained in this Specification, including without limitation those concerning sizes, weights and user interaction methods.

This Specification takes account of all standard advertising formats. Because these formats can be modified or new types of advertisements can be implemented, users are advised to check for updates on regular basis. These are available from the <http://www.gazeta.pl/reklama> site.

We also offer custom advertisement formats that are not covered in the price list. Please contact the Sales Department of the Gazeta.pl Portal for details.

1. Formats, Sizes and Weights of Standard Advertising Products

Advertising product	Format	Standard size / max. expand size	Standard weight / expand weight
Banner ^{1 2}	GIF, JPG, FLASH	468x60 / 468x250	40 KB
Billboard ^{1 2}	GIF, JPG, FLASH	750x100 / 750x300	45 KB
Doublebillboard ^{1 2}	GIF, JPG, FLASH	750x200 / 750x400	55 KB
Triboard ¹	GIF, JPG, FLASH	750x300 / 750x600	65 KB
Wideboard ¹	GIF, JPG, FLASH	940x300 / 940x600	65 KB / 95 KB
Rectangle ²	GIF, JPG, FLASH	300x250 / 940x600	45 KB / 85 KB
Skyscraper ²	GIF, JPG, FLASH	160x600 / 300x600	45 KB
Halfpage	GIF, JPG, FLASH	300x600 / 600x600	60 KB
Gigabanner	GIF, JPG, FLASH	300x800 / 940x800	65 KB / 95 KB
Toplayer / Scroll Footer	FLASH	any / detailed requirements	60 KB
Brandmark	FLASH	300x300	60 KB
Banner 620x100	GIF, JPG, FLASH	620x100	40 KB
Long button	STATIC GIF, JPG	300x45	5 KB
Expand bar	FLASH	940x30x300	40 KB
Belka dolna zamykająca	GIF, JPG, FLASH	770x50	10 KB
Mailing	GIF, JPG, FLASH	wymagania szczegółowe	40 KB

¹ push down option available (expand).

² scroll (floating ad) option available.

2. General Requirements for Advertisements

2.1. GIF, JPG, PNG Advertisements

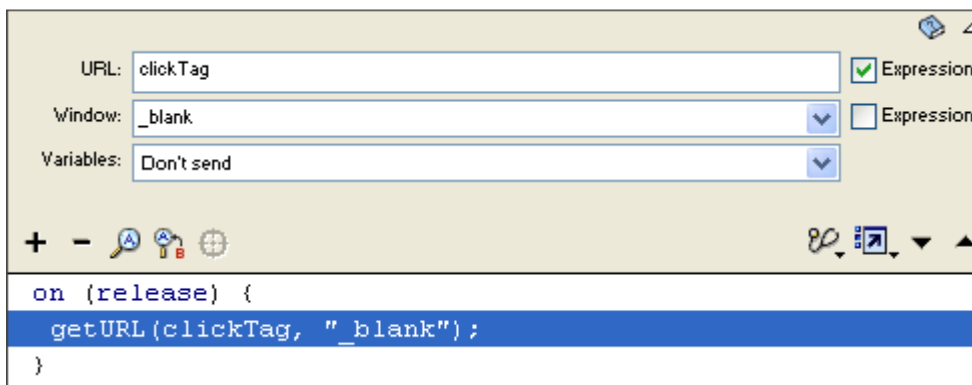
Each creative must meet the requirements of sections 1 and 7 of this Specification.

2.2. FLASH Advertisements

Each creative must meet the requirements of sections 1 and 7 of this Specification. To ensure correct advertisement click-count, each Flash object has to have an action button on the top layer:

```
on (release) {
    getURL(clickTag, "_blank");
}
// NOTE the letter case in the clickTag variable.
```

Action Script execution:



Download a sample FLA file: <http://adv.gazeta.pl/pub/inb/reklama/clickTag.zip>

You need to use a `_root.clickTag` version while this action button is outside of the main timeline and inside the movie clip:

```
on (release) {
    getURL(_root.clickTag, "_blank");
}
// NOTE the letter case in the clickTag variable.
```

3. Specific Requirements for expand and layer ads

3.1. Expanded Banner, Billboard and Skyscraper Ads

Each advertisement must meet the requirements of sections 1 and 2.2 of this Specification. Prepare creatives in the form of a single SWF file of the size defined in sections 1 of this Specification.

Supply a replacement in the GIF format of the size of a standard Banner, Billboard or Skyscraper together with your flash material. The replacement will be published for browsers without JavaScript / Flash support.

The "unexpanded" creative has to have an action button on the whole of its surface:

```
on (rollOver) {
    getUrl("javascript:do[NUMBER]expand();", "_self");
}

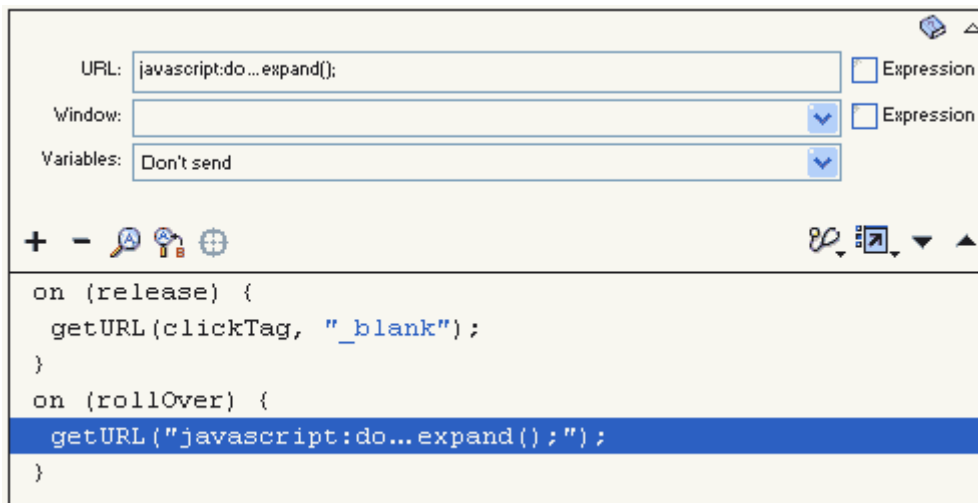
// Please replace the [NUMBER] accordingly to ad type:
// 1   for Banner, Billboard and Wideboard ads
// 3   for Rectangle
// 11  for Skyscraper
// 43  for Halfpage and Gigabanner ads
```

The expanded creative has to have an action button on the whole of its surface:

```
on (rollOut) {
    getUrl("javascript: do[NUMBER]little();", "_self");
}

// Please replace the [NUMBER] accordingly to ad type:
// 1   for Banner, Billboard and Wideboard ads
// 3   for Rectangle
// 11  for Skyscraper
// 43  for Halfpage and Gigabanner ads
```

Action Script execution example (expand):



The screenshot shows a software interface for configuring an ActionScript event. At the top, there are three fields: "URL:" with the value "javascript:do...expand();", "Window:" with a dropdown menu, and "Variables:" with a dropdown menu set to "Don't send". To the right of each field is a checkbox labeled "Expression", all of which are currently unchecked. Below these fields is a toolbar with various icons. The main area of the interface displays the following ActionScript code:

```
on (release) {
    getUrl(clickTag, "_blank");
}
on (rollOver) {
    getUrl("javascript:do...expand();");
}
```

The line `getUrl("javascript:do...expand();");` is highlighted in blue.

3.2. Top Layer

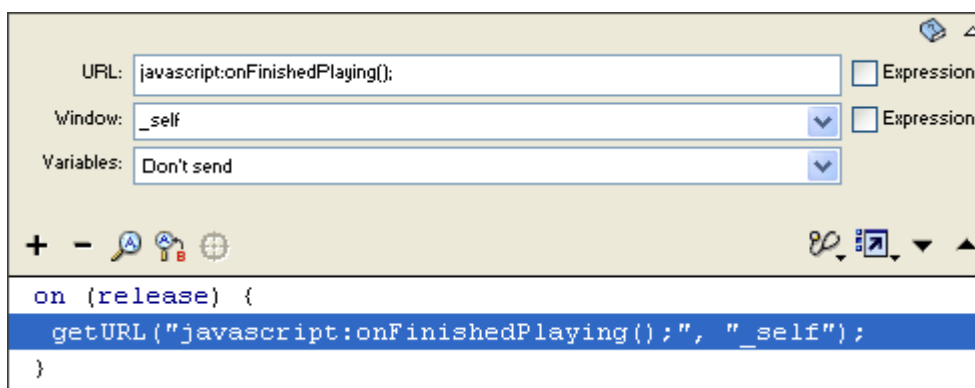
Each advertisement must meet the requirements of sections 1.14 and 2.2 of this Specification. The maximum time of displaying animation on a site is 30 seconds. If the creative contains any transparent areas, these must not block access to the WWW site.

The creative must contain a closing "cross" button with the "zamknij X" label on non-transparent background - font size min 12px, cross size min. 14px. Whole "Zamknij X" label has to execute the following action:

```
on (release) {
    getURL("javascript:onFinishedPlaying();", "_self");
}

// Note the letter case in the onFinishedPlaying()
function.
```

Action Script execution:



Assign the following action to the last animation frame:

```
stop();
getURL("javascript:onFinishedPlaying();", "_self");

// Note the letter case in the onFinishedPlaying()
function.
```

3.3. Brand Mark

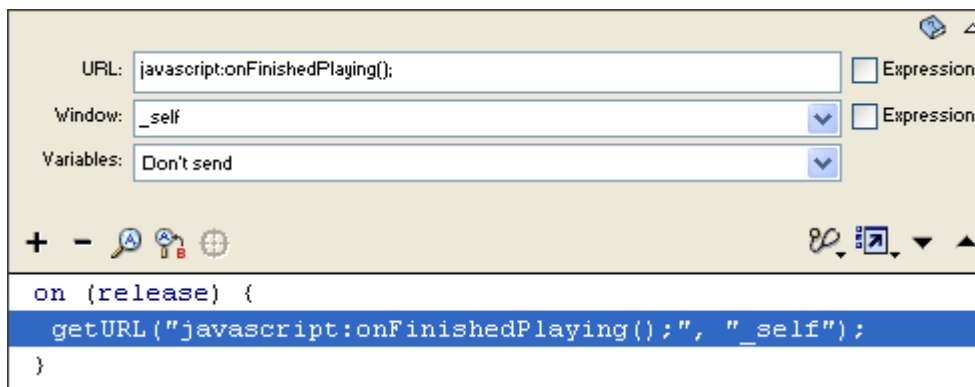
Each advertisement must meet the requirements of sections 1 and 2.2 of this Specification. Brand Mark is an extended version of Top Layer. It has Minimize, Maximize and Close buttons. Also, it has a title bar you can use to drag the creative over the contents of the WWW page. The bar must not be clickable: it must not transfer the user to the Customer's site.

The creative must contain a closing "cross" button with the "zamknij X" label on non-transparent background - font size min 12px, cross size min. 14px. Whole "Zamknij X" label has to execute the following action:

```
on (release) {  
    getURL("javascript:onFinishedPlaying();", "_self");  
}
```

Note the letter case in the onFinishedPlaying() function.

Action Script execution:



The Minimize to Title Bar and Maximize buttons should be implemented on the Flash side, i.e., they should not refer to the serving code.

Once minimized, the advertisement must not obscure or block larger area of the WWW page than the outline of its title bar.

3.4. Scroll Footer

Static GIF, JPG, PNG material:

Each advertisement must meet the requirements of sections 2.1 of this Specification. The maximum height of a creation is 30px while the width can be any value. The movement of the advertisement starts from the bottom left corner of the browser window.

The serving code replicates the material, obscuring the whole width of the browser window. If the mouse pointer is placed on the Scroll Footer area, the scrolling effect will stop.

Pointing the Scroll Footer area can display a different GIF, JPG or PNG file (the total weight of the basic and alternative files must not exceed the value specified in section 1 of this Specification).

Download a serving code together with a sample GIF file:
http://adv.gazeta.pl/pub/inb/reklama/scrollfooter_gif.zip

Requirements for Macromedia Flash materials:

Each advertisement must meet the requirements of sections 2.2 of this Specification. The maximum dimensions are 3-px (H) x 1,280px (W). The advertisement is positioned in the bottom right corner of the browser window and it is not replicated. The serving code is responsible only for the positioning and turning off the creative.

The creative should contain a scrolling effect and, if required, on (rollOver) or on (rollOut) effects. If the width of the advertisement is smaller than the horizontal resolution of the screen, the advertisement may not fill the whole browser window.

Download a serving code with a sample FLA file:
http://adv.gazeta.pl/pub/inb/reklama/scrollfooter_swf.zip

4. Video ad

The video ad consists of SWF player and FLV video stream.

The SWF player must meet the requirements for standard advertising product described in sections 1 and 2.2 of this Specification.

- Max. weight 1 MB / length: 30sec / bitrate: 512kbps.
- The SWF file should have a relative path to FLV file (files will be hosted in the same directory).
- The sound has to be user-initiated.
- The FLV may auto-start without sound.
- STOP and MUTE buttons are required.
- Audio normalization: -4dB

5. Preroll ad

- Ad format: mp4 (h.264 / aac)
- Min. resolution: 640x360 for 16:9 or 640x480 for 4:3.
- Max. weight: 5,5 MB
- Length: 10 / 15 / 20 / 30 sec
- Video bitrate: <650;1200> kbps
- Audio bitrate: <128;256> kbps
- Audio normalization: -4dB

6. Mailing

Please provide packed folder containing HTML file and all necessary images, supply also full contact info. Package weight must not exceed 40 KB. All files must be hosted on Gazeta.pl servers.

- The sender ("from") is always Gazeta.pl
- HTML file must be encoded using ISO-8859-2

- Maximum material width is 600 px
- HTML code must be correct HTML 4.01 strict
- CSS usage is restricted to inline only
- Style tag is forbidden
- Mailing layout must be built on tables
- Any number of links and images is allowed
- ALT attribute usage is strongly suggested
- JavaScript / dHTML usage is forbidden
- Background images usage is forbidden

7. Additional Requirements

- We request that you deliver the complete set of your creative together with URL links two business days before the start of the campaign.
- The names of files sent to the Gazeta.pl Portal should be as follows:

CampaignName_Location_AdType_Size(_MaterialVersion)
Example: autoplus_sport_toplayer_400x300_v1
- Your material must not exchange data with external servers. Among others, you must not use references to other files ("LoadMovie", "LoadMovieNum") or file download options.
- You must not use any scripts that change the size and/or positioning of the browser window.
- Your material must not modify or write any cookies.
- Your material must not generate errors/warnings or block/obstruct the use of WWW sites.
- You must not use audio loops in your creatives.
- CPU usage in the client computers generated by the browser while displaying your flash advertisement must not exceed 50% for Pentium 3 PCs or 25% for Pentium 4 PCs.