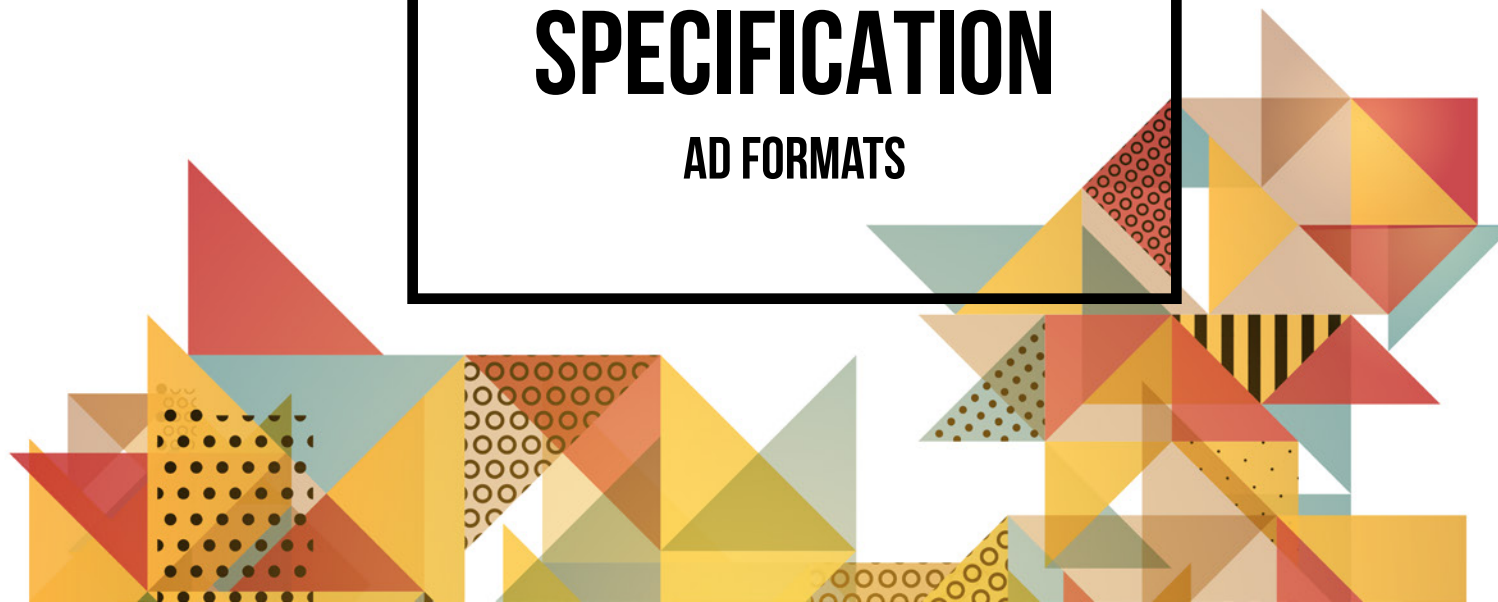




TECHNICAL SPECIFICATION

AD FORMATS



AVAILABLE AD FORMATS

- PREROLL/MIDROLL/POSTROLL
- BRANDED PREROLL/MIDROLL/POSTROLL
- INTRAY/INTRAY VIDEO
- OVERLAY/DOUBLE OVERLAY
- WELCOME SCREEN
- BRANDED PLAYER
- BILLBOARD/DOUBLE BILLBOARD
- RECTANGLE
- SCREENING
- MOBILE BANNER
- INTERSTITIAL

GENERAL INSTRUCTIONS

- WE ASK FOR SENDING US A COMPLETE SET OF CREATIVES AT ONCE, FOR THE WHOLE CAMPAIGN, AT LEAST 3 WORKING DAYS BEFORE ITS START. OTHERWISE, WE DO NOT GUARANTEE TIMELY START OF THE CAMPAIGN
- CREATIVES MUST HAVE A SIZE AND WEIGHT COMPLIANT WITH DETAILED SPECIFICATION (FOR SPECIFIC AD FORMAT)
- A SET OF CREATIVES SHOULD BE PROVIDED WITH AN ACTIVE URL (EXCEPT NON-CLICKABLE FORMATS)
- ADS THAT CAUSE ERRORS OR WARNINGS IN USERS BROWSERS WILL NOT BE ACCEPTED;
- HTML5 SPECIFICATION IS AVAILABLE [HERE](#);

PRE-ROLL/MID-ROLL/POST-ROLL

WWW APP TV

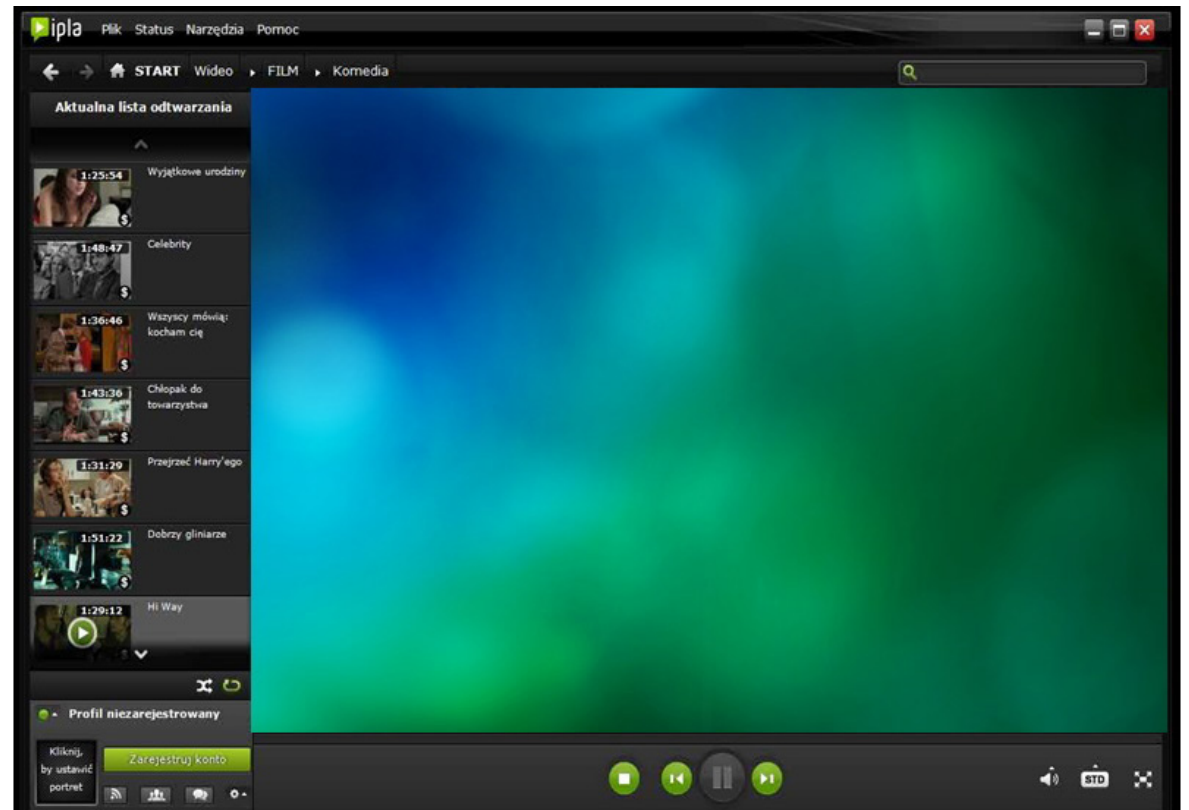
ADVERTISING SPOT, EMITTED BEFORE, DURING OR AFTER THE MAIN VIDEO MATERIAL. AVAILABLE ON ALL PLATFORMS, I.E. PERSONAL COMPUTERS, MOBILE DEVICES (TELEPHONES AND TABLETS) ALSO ON THE TELEVISION PLATFORM. THE AD IS CLICKABLE ON ALL PLATFORMS EXCEPT THE SMART TV PLATFORM.

REQUIREMENTS:

- format: MP4/MOV (DV-PAL codec)
- resolution: min. 720i/p
- pixel aspect ratio: 16:9
- MAX AUDIO LEVEL: -9DBFS
- FPS: 25
- weight: no limit

COMMENTS:

- PLEASE PROVIDE INFORMATION IF INTERLACING OCCURS
- THE ABOVE RESOLUTIONS REFER TO THE EFFECTIVE AREA OF THE VIDEO AD - I.E. REFER TO THE AREA WITHOUT MATTE
- ADVERTISING TIMES OTHER THAN 30 SECONDS ARE ALLOWED



BRANDED PRE-ROLL/MID-ROLL/POST-ROLL

WWW APP TV

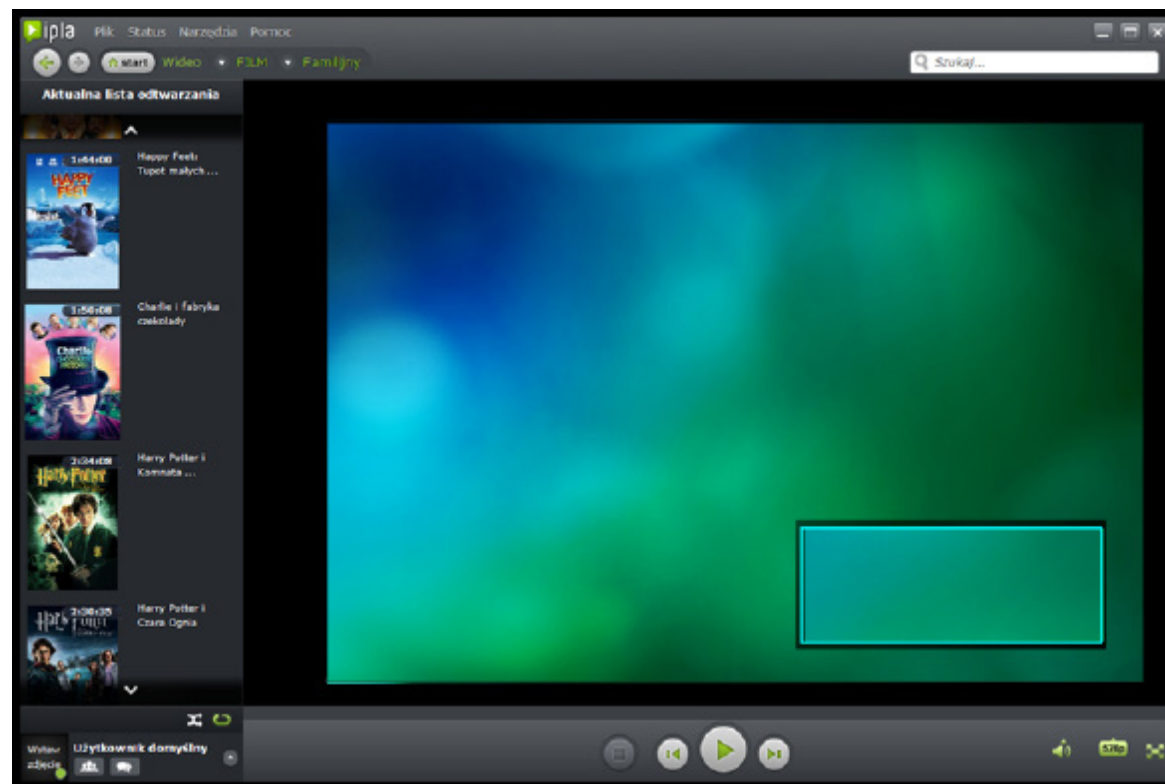
A COMBINATION OF VIDEO ADVERTISING SPOT WITH INTERACTIVE ELEMENTS. THESE ELEMENTS ARE DISPLAYED OVER VIDEO AD ONLY DURING ITS PLAYBACK.

REQUIREMENTS:

- video:
 - spot prepared according to the guidelines for linear video advertising
- graphic elements:
 - weight: each up to 40kb
 - format: JPG/PNG
 - size: any size (recommended up to 650x150px for horizontal orientation and up to 100x300px for vertical orientation)

COMMENTS:

- SOUND IN AD IS ALLOWED WITHOUT USER INTERACTION
- GRAPHIC ELEMENTS WILL BE DISPLAYED ONLY ON DESKTOP WWW



INTRAY/INTRAY VIDEO

WWW APP-PC TV

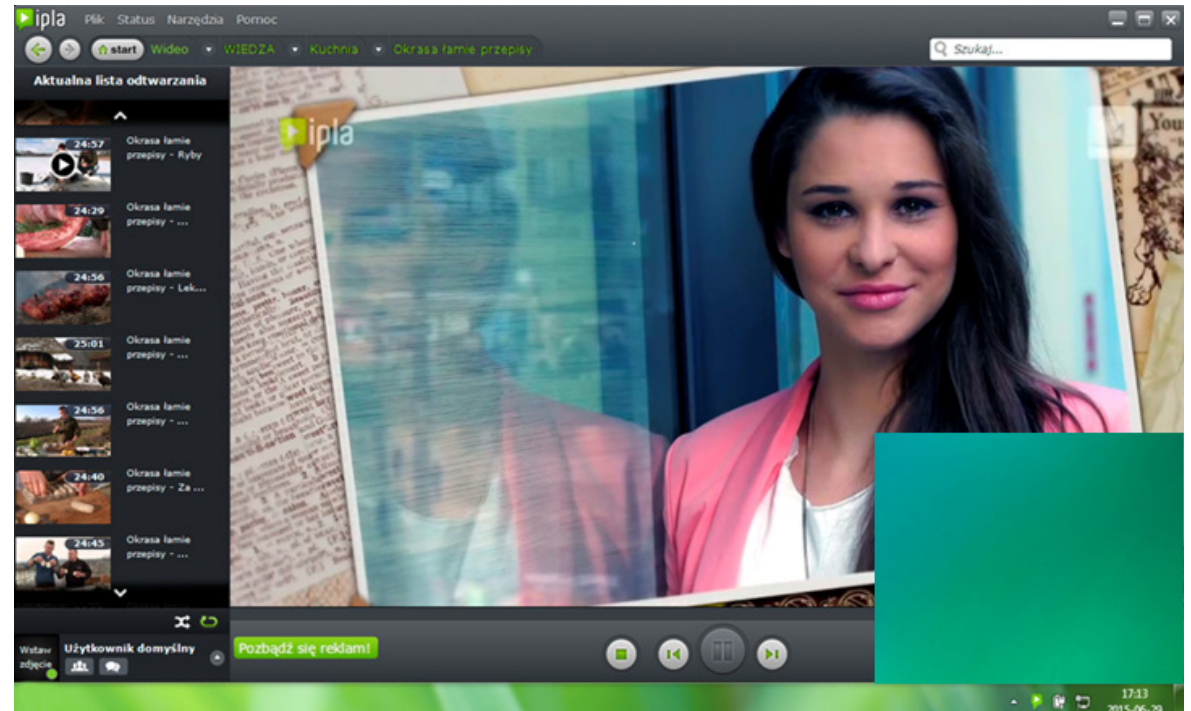
ADVERTISEMENT IN THE FORM OF A RECTANGULAR GRAPHIC OR VIDEO SPOT, DISPLAYED AT THE LOWER RIGHT CORNER OF THE USER'S DESKTOP, REGARDLESS OF THE LOCATION OF THE IPLA APPLICATION WINDOW.

REQUIREMENTS:

- video version:
 - spot prepared according to the guide lines for linear video advertising
- graphic version:
 - size: 320x240px
 - weight: up to 100kB
 - format: JPG/PNG

COMMENTS:

- DISPLAY TIME: DURATION OF THE VIDEO SPOT OR 30S FOR THE GRAPHIC VERSION
- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION



OVERLAY/DOUBLE OVERLAY

WWW APP TV

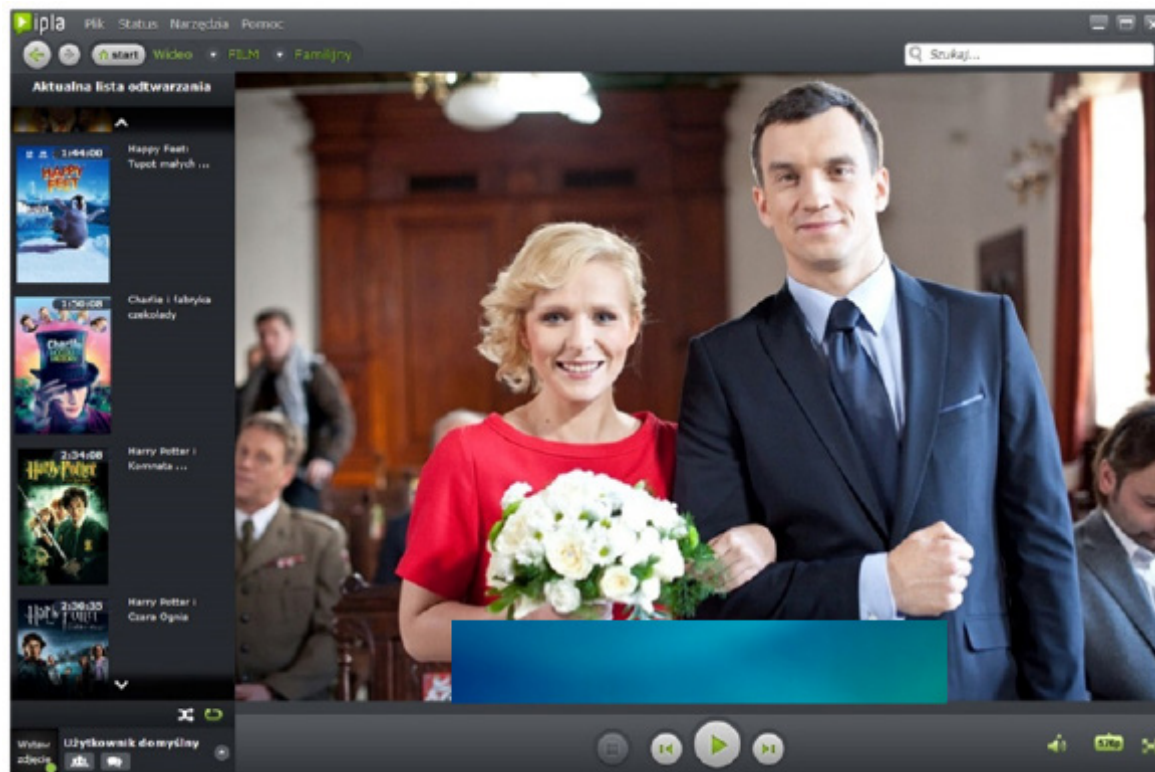
RECTANGULAR GRAPHIC ADVERTISEMENT, DISPLAYED DURING PLAYBACK, OVER PLAYER WINDOWS LOWER EDGE. MORE THAN ONE ADVERTISEMENT IS POSSIBLE, AND THEIR ORDER IS SETTING BY AD SERVER.

REQUIREMENTS:

- size: 650x75px/650x150px
- weight: do 100kB
- format: JPG/PNG

COMMENTS:

- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION
- AD DISPLAYS FOR 30S



WELCOME SCREEN

WWW APP TV

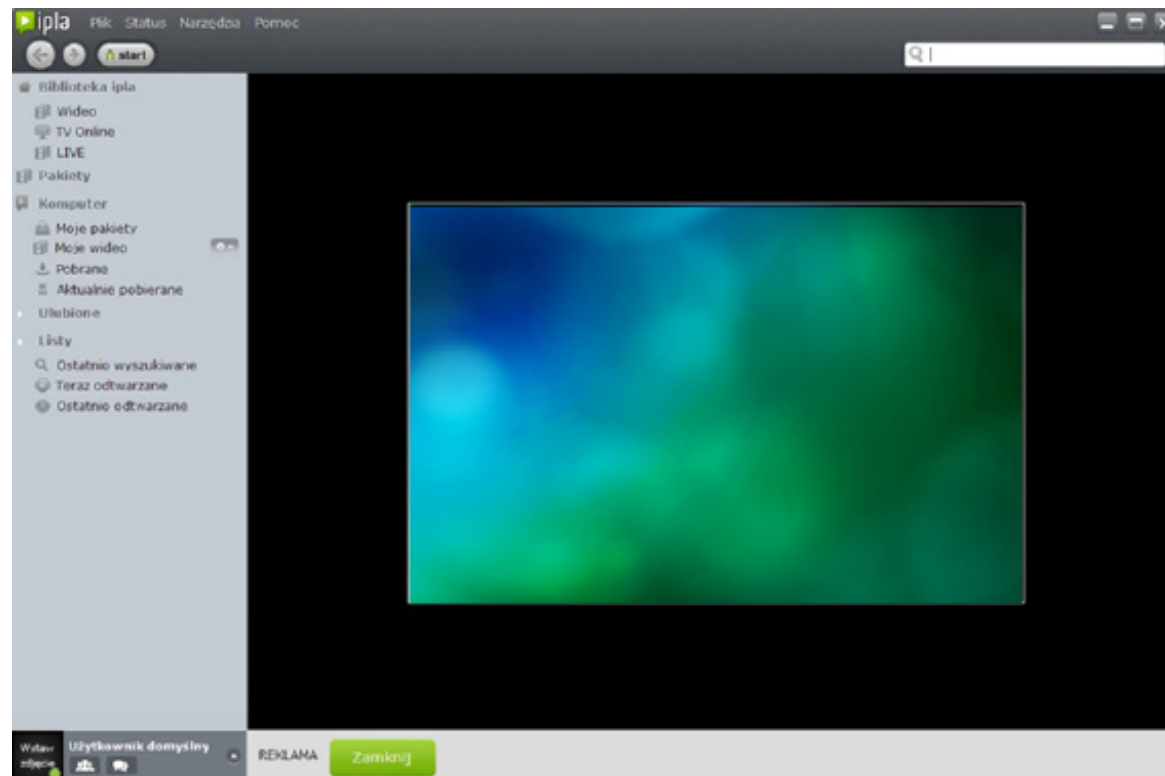
AD DISPLAYED IMMEDIATELY AFTER STARTING IPLA APPLICATION - IN ITS CENTRAL PART.
AVAILABLE IN THE DESKTOP AND MOBILE VERSION OF THE IPLA APPLICATION.

REQUIREMENT:

- size: 600x390px
- weight: do 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION
- AD DISPLAYS FOR 30S



BRANDED PLAYER

WWW APP TV

AD FORMAT IN THE FORM OF GRAPHICS SURROUNDING THE VIDEO PLAYER WINDOW. ONLY ONE ADVERTISEMENT OF THIS TYPE IS DISPLAYED DURING ONE VIDEO MATERIAL.

REQUIREMENTS:

- size: 1920x900px
- weight: do 200kB
- format: JPG/PNG
- a sample graphic design in PSD is available [here](#)

COMMENTS:

- AD IS SCALEABLE AND ADAPTS TO THE CURRENT DIMENSIONS OF THE USER'S BROWSER WINDOW

ipla

VOD LIVE KANALY TV HBO OFERTA

Dzięki reklamie oglądasz za darmo!

Wypróbuj iPe bez reklam

Skoda Citigo vs. Fiat Panda - miejski pojedynek

Motoryzacja

BILLBOARD/DOUBLE BILLBOARD

RECTANGULAR AD DISPLAYED AT THE TOP OF THE WEBSITE, AVAILABLE ONLY ON THE DESKTOP VERSION OF THE WEBSITE

REQUIREMENTS:

- size: 750x100/750x200px
- weight: up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING

WWW - PC APP TV



RECTANGLE

RECTANGULAR BANNER AD, SURROUNDED BY THE CONTENT OF THE PAGE / APPLICATION.

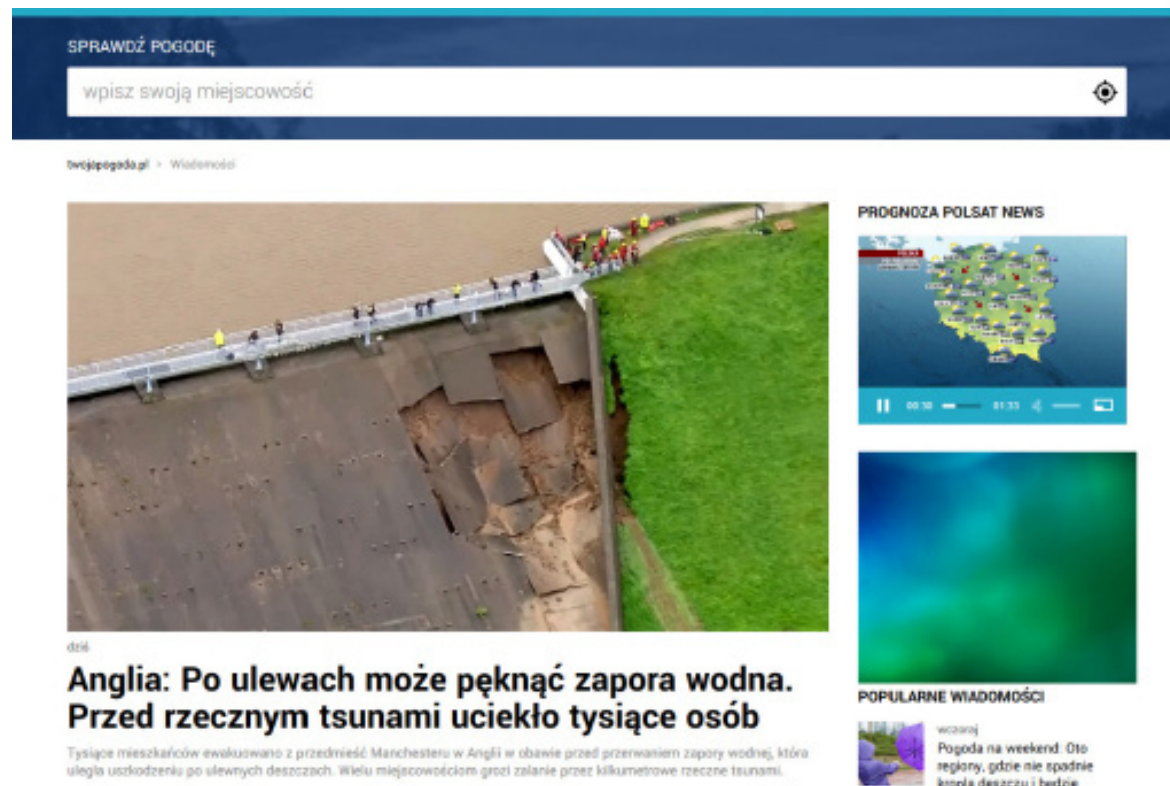
WWW APP TV

REQUIREMENTS:

- size: 300x250px
- weight: do 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING



The screenshot shows a website interface with a dark blue header containing a search bar for weather ("SPRAWDŹ POGODĘ" and "wpisz swoją miejscowość"). Below the header, there is a news article titled "Anglia: Po ulewach może pęknąć zaporą wodną. Przed rzeczonym tsunami uciekło tysiące osób" with a sub-headline "Tysiące mieszkańców ewakuowano z przedmieść Manchesteru w Anglii w obawie przed przerwaniem zapory wodnej, która uległa uszkodzeniu po ślężnych deszczach. Wiele miejscowościom grozi zalanie przez kilkumetrowe rzeczne tsunamy." To the right of the article is a "PROGNOZA POLSAT NEWS" section with a map of Poland and a "POPULARNE WIADOMOŚCI" section with a small image of a person.

SCREENING

WWW - PC APP TV

EMITTING BOTH THE BANNER AND THE WALLPAPER, OR THE WALLPAPER ITSELF ON THE ENLARGED AREA OF THE WEBSITE. FORMAT THAT PROVIDES A LARGE ADVERTISING SPACE.

REQUIREMENTS:

1. wallpaper:

- size: 1920x1080px
- weight: up to 200kB
- format: JPG/PNG
- background colour: HEX

2. banner (optional):

- size: 750x100/750x200px
- weight: up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
 - A GRAPHIC DESIGN OF THE WALLPAPER SHOULD TAKE INTO ACCOUNT A WIDTH OF THE CENTRAL PART (SURROUNDED BY ADVERTISING) OF THE WEBSITE FOR WHICH THE CREATION IS PREPARED.
- CURRENT WIDTHS FOR SPECIFIC SITES:

POLSATSPORT.PL - 1170PX, POLSATNEWS.PL - 1280PX, SUPERSTACJA.TV - 960PX,
GEEKWEEK.PL - 1280PX, TWOJAPOGODA.PL - 1246PX



MOBILE BANNER

RECTANGULAR AD, DISPLAYED AT THE TOP OF THE WEBSITE, AVAILABLE ONLY ON THE MOBILE VERSION OF THE WEBSITE OR IN THE MOBILE APPLICATION.

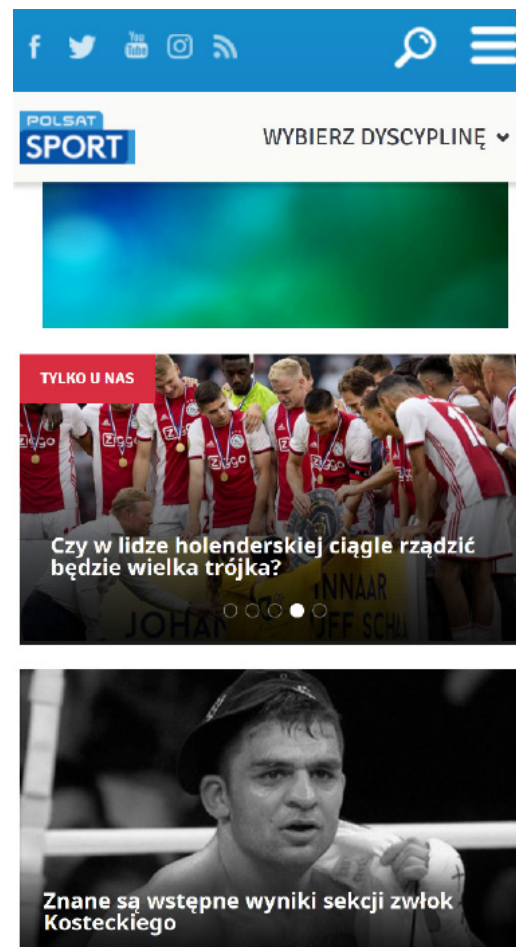
REQUIREMENTS:

- size: 320x50/320x100px
- weight: up to 50kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING

WWW - MOBILE APP TV



INTERSTITIAL

FULL-SCREEN AD, COVERING THE ENTIRE INTERFACE AREA. DISPLAYED WHEN USER ENTERS A WEBSITE.

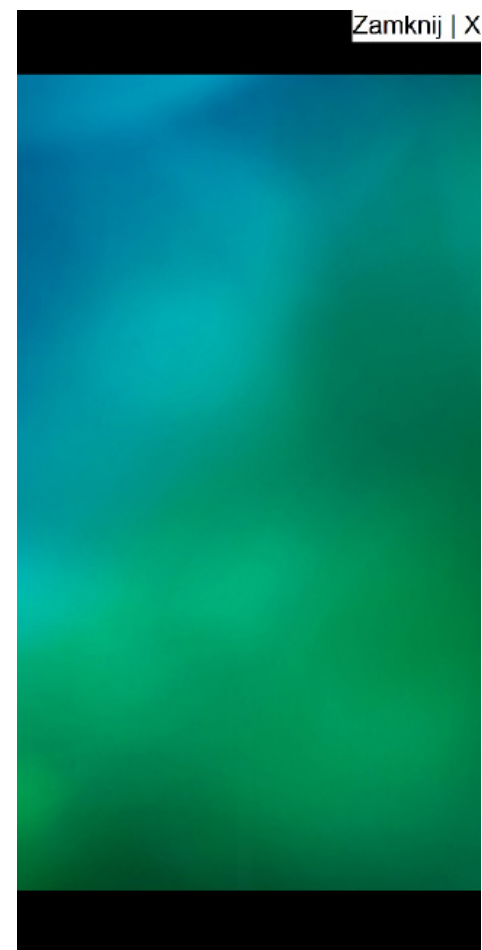
REQUIREMENTS:

- size: 640x960px+960x640px
- weight: each up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
- AD DISPLAYS FOR 10S
- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION

WWW - MOBILE APP TV





POLSAT MEDIA
B I U R O R E K L A M Y

