



Technical specification of ad formats for mobile devices

Updated: 13.11.2018

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1. General rules

1. The creatives may not cause notifications to be displayed or errors to occur, or in any way disrupt the functionality of websites on which they are displayed.
2. Filename of the creative should not include Polish characters or spaces, the files should follow this naming structure: advertiser/campaign-name_banner-type_dimensions.extension or banner-type_dimensions_extension
3. Graphic formats: Some mobile devices do not support GIF animations. In that case only one frame of animation is displayed.
4. No behavioral targeting.
5. Ads will not be displayed on pages such as: login, registration, settings, payment.
6. Ads are displayed using asynchronous ad loading.

Ads may not use DOMContentLoaded or onLoad events – instead they use equivalents: Inpl.Ad.onReady and Inpl.Ad.onLoad.

Ad source code may not use the document.write method.

Third party adserver ads using the SCRIPT tag without the ASYNC parameter, as well as ads using document.write may only be displayed using the IAB-recommended solution: [Friendly IFrame](#) (FIF).

The ad may "know" it has been embedded in an FIF after reading the variable: inDapIF. When the ad is in an FIF, the variable is TRUE.

7. Not using asynchronous ad loading may result in large discrepancies between statistics. In such case, the statistics generated by the Interia Group adserver will be considered reliable and valid.

2. Mobile ad formats

2.1. Main branding

An interactive ad format which expands to a larger size after clicking the “EXPAND” button, which allows the Advertiser to use the additional space for presentation. Visible creative space for tablets is 768×60 pixels before expanding and 768×300 pixels after expanding, and for smartphones 320x60 pixels before expanding and 320x300 after expanding.

- **Two graphics (for tablets and smartphones):**

FILE SIZE: up to 100kb (for each graphic),

DIMENSIONS for tablets: 1280x360px

DIMENSIONS for smartphones: 768x360px

TECHNOLOGY: JPG, PNG, GIF (static)

Designed according to the templates:

- for **tablets**. The expanded and the collapsed versions are in one graphic file

http://e.hub.com.pl/mobile/tablet_1280x360_768x60.jpg

- for **smartphones**. The expanded and the collapsed versions are in one graphic file

http://e.hub.com.pl/mobile/mobile_768x300_320x60.jpg

- **COLLAPSE and EXPAND buttons:**

FILE SIZE: up to 10kb,

DIMENSIONS: 80x40px,

TECHNOLOGY: JPG, PNG, GIF (static)

The COLLAPSE/EXPAND (ZWIŃ/ROZWIŃ) button is placed in the upper-right part of the COLLAPSED AD/EXPANDED AD section (REKLAMA ZWINIĘTA/REKLAMA ROZWINIĘTA) and it's adjusted to the right edge of the content section of the chosen site

Designed according to templates:

http://e.hub.com.pl/mobile/button_zwin.png

http://e.hub.com.pl/mobile/button_rozwin.png

3. IMPORTANT:

- If the client's logo is placed in the COLLAPSED AD (REKLAMA ZWINIĘTA) section, above the website's logo, it should be smaller by 50%
- We recommend that the color of the BACKGROUND near the edges (on the right and left side) fade to white

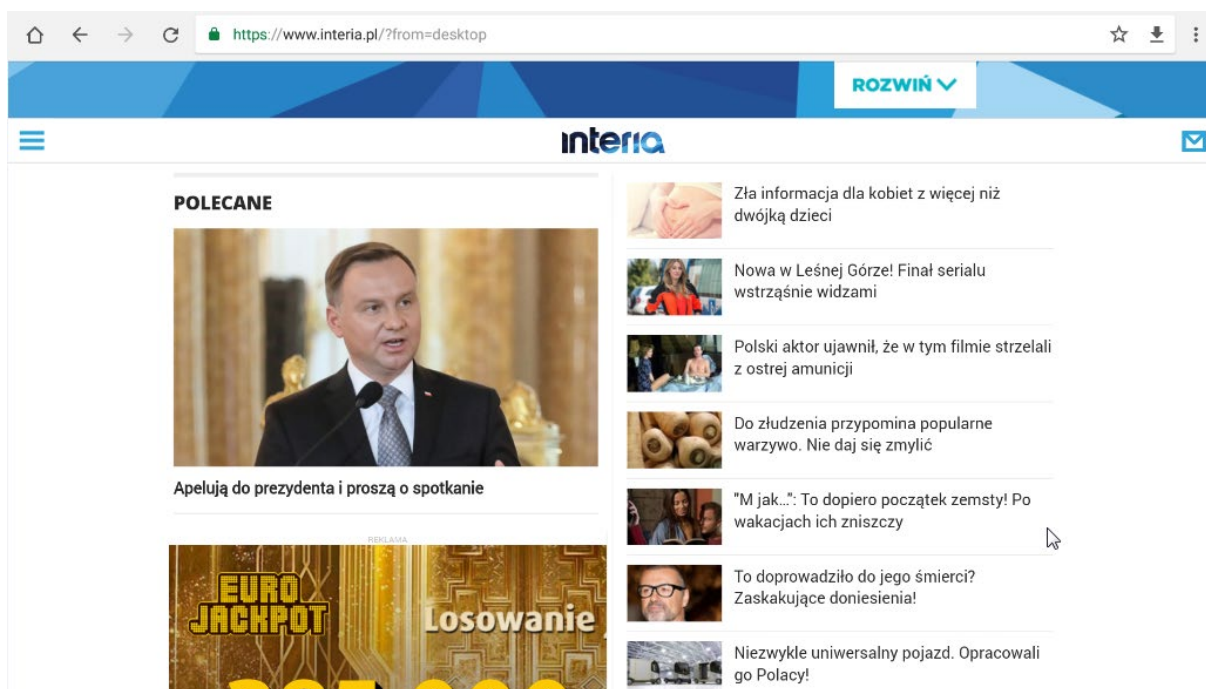
MAIN BRANDING VISUALISATION:

<http://m.interia.pl/#inpltesterad=105d9bb116e7713a62c6361cf8ab1afa>

- **Smartphone**



• Tablet



2.2. Mobiboard

Standard mobile ad format, displayed in the top and bottom slots.

- Technology: **GIF, JPEG, PNG, HTML5**
- File size: **up to 50kB, HTML5 -> up to 100 kb**
- Source format: **HTML5**

1. The ad should include a getURL action: dharmapi.click('clickTag')
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

DIMENSIONS	FILE SIZE
300x50 px ¹	up to 10 kB
300x75 px	up to 10 kB
320x75 px	up to 10 kB
480x75 px	up to 30 kB
750x200 px	up to 50 kB

¹ dimensions required only for campaigns displayed in apps and/or CPC model

2.3. High Mobiboard

Larger version of Mobiboard, displayed in the top and bottom slots.

- Technology: **GIF, JPEG, PNG, HTML5**
- File size: **up to 50kB, HTML5 -> up to 100 kb**
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

DIMENSIONS	FILE SIZE
300x125 px	up to 10 kB
320x125 px	up to 10 kB
480x150 px	up to 30 kB
750x300 px	up to 50 kB

2.4. Mobile Rectangle

Ad format displayed in the middle or bottom slots.

- Dimensions: **300x250 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- File size: **up to 50kB, HTML5 -> up to 100 kb**
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

2.5. Mobi Rectangle Slider

Ad format displayed in the middle or bottom slots.

The creative consists of linked formats which the user can navigate.

- Dimensions: **300x250 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- File size of the first screen: **up to 60 kB**
- File size of other screens: **up to 50 kB*, HTML5 -> up to 100 kb**
- Maximum number of screens: **5**
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

* First two screens load automatically when the ad is displayed, the others after user interaction.

If the ad uses video, one screen needs to include a static frame with a play button which initiates video playback.

2.6. Mobi Halfpage

Ad format displayed in the middle slot.

- Dimensions: **300x400 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- Maximum number of screens: **6**
- File size: **up to 60kB**
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

VideoAd – possibility of including video in the creative.

If the ad uses video, one screen needs to include a static frame with a play button, which initiates video playback.

Sound only after user interaction (rolling over for at least 1 sec. or clicking). In each case, we recommend placing the appropriate message in the creative, e.g. “Click to see more”, “Point the mouse to expand/turn on sound”, etc.

Possible auto-start of the video with the sound muted.

2.7. Mobi Halfpage Slider

Ad format displayed in the middle slot.

The creative consists of linked formats which the user can navigate.

- Dimensions: **300x400 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- File size of the first screen: **up to 90 kB**
- File size of other screens: **up to 60 kB***
- Maximum number of screens: **6**
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

* First two screens load automatically when the ad is displayed, the others after user interaction.

VideoAd – possibility of including video in the creative.

If the ad uses video, one screen needs to include a static frame with a play button, which initiates video playback.

Sound only after user interaction (rolling over for at least 1 sec. or clicking). In each case, we recommend placing the appropriate message in the creative, e.g. "Click to see more", "Point the mouse to expand/turn on sound", etc.

Possible auto-start of the video with the sound muted.

2.8. Scratch Card (Zdrapka)

Ad format which imitates the effect of rubbing away graphics. Two static images are required: „before” and „after” scratching off the first layer.

- Dimensions: **300x250 px**
- Graphic format: **JPG, PNG**
- File size: **up to 60kB**

2.9. Page Break

Page Break is an ad format designed for use with touch screen devices. It includes a graphic at the bottom of the site which becomes visible when scrolling. The ad is displayed only on devices with resolution of at least 320px.

- Dimensions: **300x512**
- File size: **up to 60kB**
- Technology: **GIF, JPEG, PNG, HTML5**
- Source format: **HTML5**

Required elements:

- a) visualization of the creative in a graphic format (PNG, JPG, etc.)
- b) the word „advertising” in any place

1. The ad should include a getURL action: dharmapi.click('clickTag')
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

2.10. Cube 3D

This format uses 3D transformation available for iOS 3+ and Android 4+.

Shaped like a cube, this format can rotate in any direction by any number of sides, yet we recommend moving around a chosen axis or along a predefined path.

An image may be placed on every side, while two of the sides may include elements compatible with HTML5:

- *video*
- *forms*
- *links*
- *other HTML5 elements*

The Client provides 6 static images:

- Dimensions: **300x300 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- File size including code: **up to 60kB**
- Maximum number of screens: **6**
- VideoAd – possibility of including video in the creative.
- If the ad uses video, one screen needs to include a static frame with a play button, which initiates video playback. Sound only after user interaction (rolling over for at least 1 sec. or clicking). In each case, we recommend placing the appropriate message in the creative, e.g. “Click to see more”, “Point the mouse to expand/turn on sound”, etc. Possible auto-start of the video with the sound muted.
- Source format: **HTML5**

1. The ad should include a getURL action: `dharmapi.click('clickTag')`
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.

There is a possibility of downloading more elements after the user agrees.

2.11. Sponsored link

Displayed on the homepage of m.interia.pl in the chosen module.

- Title: **up to 50 characters including spaces**
- Graphic dimensions: **210x118px**
- Graphic format: **JPG, PNG**
- File size: **15kB**

2.12. E-commerce box

- Graphic dimensions: 100x100px
- Graphic format: JPG, PNG
- File size: up to 10kB

Text:

- Title: up to 15 characters
- Description: up to 15 characters
- Button: up to 15 characters

3. Mobile mail ad (app + www)

Mobile mail ad is displayed after the user logs into their mail account in the Poczta Interia app or through the website (Mobi Poczta).

MOBILEBOARD

- Dimensions: **750 x 100 px**
- Graphic format: **JPG, PNG, GIF**
- File size: **up to 40 kB**

Scalable down. The creatives need to be placed on the INTERIA.PL server, using INTERIA.PL code.

4. VideoAd

Ad format allowing to display video in the creative. Video playback after user interaction.

4.1. Video

- Duration: **up to 30 seconds**
- File size: **up to 2 MB**
- Resolution: **480p**
- Frame rate: **24 fps**
- File format: **mp4 H.264**
- Sound format: **AAC**

We reserve the right to change the resolution or reduce the frame rate, as well as to convert the provided video to other formats to ensure compatibility with older devices.

5. Fakty App (news app)

Branding of the app is displayed using 3 ad formats: Interstitial, Mobiboard, Rectangle depending on the operating system of the mobile device. Exclusive display on all available advertising slots.

Android – Interstitial, Mobiboard, Rectangle

IOS – Interstitial, Rectangle

5.1. Mobiboard in the Fakty app

Horizontal ad format, displayed in the top and bottom slots of the app

- Graphic format : **JPG/PNG**
- Dimensions : **480x75px**
- File size : **30kB**

5.2. Rectangle in the Fakty app

- Dimensions : **300x250 px**
- Graphic format : **JPG, PNG**
- File size : **up to 40kB**

5.3. Interstitial in the Fakty app

Expands from the margin and automatically adapts to the screen size, covering part of the site. Closes automatically after 7 seconds or after the user taps the „ZAMKNIJ X” (CLOSE X) button. The Publisher adds the „ZAMKNIJ X” (CLOSE X) button.

Two graphic files sized 1920x1920px designed for:

- vertical orientation**: the main advertising message should be placed in the center in a 1246x1883px area (guarantee of visibility). Visibility of the rest of the creative (spaces on the left and right) is limited depending on the user device resolution. We recommend a solid-color background.
- horizontal orientation**: the main advertising message should be placed in the center in a 1826x1026px area. Visibility of the rest of the creative (spaces

above and below center) is limited depending on the user device resolution.
We recommend a solid-color background.

- Dimensions: 1920x1920px
- File size up to 100kb
- Format: JPG, PNG

Due to system limitations, this ad format will not be displayed for some iOS users (iPhone 3).

Visualizations and templates:



http://data.interia.pl/reklama/wzor/mobile/interstitial/inter_pion.png



http://data.interia.pl/reklama/wzor/mobile/interstitial/inter_poziom.png

6. One-day FF m.interia.pl Homepage

High Mobiboard, displayed in the FF model (flat fee – exclusive display) on the top advertising slot on the m.interia.pl Homepage.

- Dimensions: **300x125 px. Or 320x125 px**
- Technology: **GIF, JPEG, PNG, HTML5**
- File size: **up to 50kB, HTML5 -> up to 100 kb**
- Source format: **HTML5**

1. The ad should include a getURL action: dharmapi.click('clickTag')
2. URL addresses for each clickTag should be sent together with the rest of materials
3. Before the ad is approved for display, it has to fulfill all the above requirements.