



Technical specification of ad format

Polsat Media Mobile

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1. Display

1.1 Banner

Description: Display form of the advertisement, displayed in the lower part of the screen in the form of a bumper which is available in applications.

- Dimension: 320x50 px
- Weight: up to 100 kB
- Format: JPEG, PNG, PSD, PSB
- Billing model: CPC, CPM



1. Display

1.2 HD Banner

Description: Display advertisement with the increased resolution displayed in the lower part of the screen in the form of a bumper which is available in applications.

- Dimension: 640x100 px
- Weight: up to 100 kB
- Format: JPEG, PNG, PSD, PSB
- Billing model: CPC, CPM



1. Display

1.3 Rectangle

Description: Standard display advertisement format of a rectangular-shape displayed in.

- Dimension: 300x250 px
- Weight: up to 100 kB
- Format: JPEG, PNG, PSD, PSB
- Billing model: CPC, CPM



1. Display

1.4 Halfpage

Description: Standard display advertisement format of a rectangular-shape displayed in applications.

- Dimension: 300x600 px
- Weight: up to 90 kB
- Format: JPEG, PNG, GIF
- Billing model: CPC, CPM



1. Display

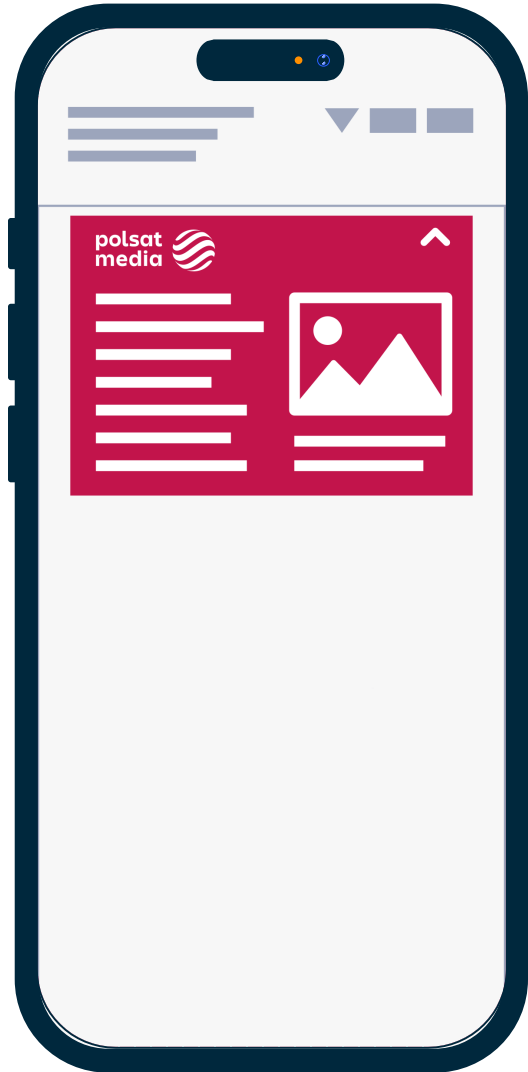
1.5 Interstitial

Description: A full-screen and highly effective advertising format displayed between two pages or actions in apps and on mobile websites.

There is an option to purchase the advertisement in a static version (non-animated), dynamic version (individual elements on the graphic are animated), or rich media version (allowing the creation of unique creatives with the possibility of user interaction).

- Dimension: 720x1280 px (vertically)
- Weight: up to 400 kB
- Format: JPEG, PNG, PSD, PSB, HTML
- Billing model: CPC, CPM*

*Rich Media available only in the CPM model.



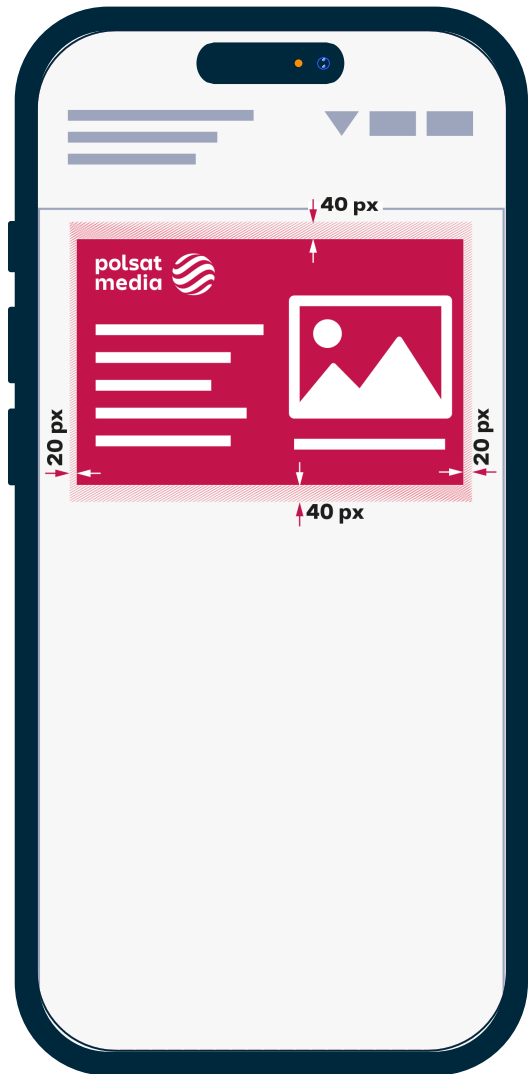
1. Display

1.6 Standard Notification (Graphic)

Description: A mobile "push" advertising format consisting of a title, icon, and graphic displayed in the notification window of a smartphone.

The notification consists of three elements: icon – the brand's logo displayed on the notification bar; title – the text displayed on the notification bar; graphic – the advertisement.

- Title: up to 16 characters with spaces included
- Icon dimension: 96x96 px
- Graphics dimension: 400x250 px



1. Display

1.6 Standard Notification (Graphic)

The graphic must include a protective area – an area where key elements of the advertisement, such as the button, logo, or copy, should not be placed. Anything within the protective area may be displayed incorrectly. Before saving the creation, the protective area should be turned off.

Size of the protective area:

- Top, bottom: 40x40 pixels
- Right side, left side: 20x250 pixels

- Weight: up to 50 kB
- Format: JPEG, PNG, PSD, PSB
- Billing model: CPC



2. Video

2.1 Standard video \\ Rewarded video

Description: Standard video is a traditional audiovisual advertisement displayed as a pre-roll before the video content on mobile players.

Rewarded video is an audiovisual advertisement shown in apps as a pre-roll, intentionally triggered by the user, offering additional benefits in the app for watching the video.

- Dimension: 1080x1920 or 1920x1080
- Weight: do 100 MB
- Format: MP4
- Duration time: up to 30 seconds
- Billing model: CPV



2. Video

2.2 "+" Displaycard

Description: An additional graphic slide displayed after the video ad ends.

It is available for purchase in a static version (non-animated) or rich media version (allowing the creation of unique creatives with the possibility of user interaction).

- Dimension : 1080x1920+1200x800 px or 1920x1080+800x1200 px
- Weight: up to 100 kB
- Format: JPEG, PNG, PSD, PSB, HTML
- Billing model: CPV



3. Mailing

3.1 Mailing

Description: A graphical or textual form of advertising sent to users in the form of a traditional email message.

- Weight of HTML code: up to 100 kB
- Format: HTML + graphic.
- Billing model : CPC

The materials should include:

- Creations: HTML + graphics
- Email subject: up to 78 characters
- Sender name: up to 30 characters
- Email footer: no limitations. We recommend keeping the footer structure concise and readable.



3. Mailing

3.1 Mailing

Additional Information:

- Recommended width: 600-700 pixels, maximum height: 1200 pixels.
- Required encoding: UTF8.
- The background of the email should have a solid color and be defined using the BG COLOR tag. Do not use images as the background (BC COLOR) in the email.
- It is recommended to use popular fonts, such as Arial, Verdana, Times New Roman, to ensure proper display across all email clients and webmail services.
- When preparing the message, pay attention to the preheader, which is the first sentence of the email. It has a significant impact on open rates
- It is recommended to build the email message using tables, as this helps maintain the specified width of each element.
- When creating the design, avoid using DIV cells. Stick to the standard method of preparing email designs with TABLE.
- For defining margins, it is recommended to use the CELLMARGIN tag.
- The ROWSPAN attribute should not be used in the TD tag.



3. Mailing

3.1 Mailing

Additional Information:

- The message should not contain positioning elements – "position" declarations.
- CSS styles must be defined directly in the HTML code.
- Styles should be defined INLINE, using the STYLE attribute within the tag. It is also recommended to use inline styles, especially in the SPAN and A tags.
- Do not place images in the STYLE section. Images should only be defined in IMG tags.
- It is recommended to describe images using the ALT attribute. This ensures that if images are blocked, recipients will see the text description, which may encourage them to take further action, such as downloading the images.
- Recommended guidelines for images: define the border="0" attribute. To center the creative, it is recommended to use the align="center" parameter.
- The code should not contain TITLE or META tags other than the font encoding declaration.
- Do not include interactive elements such as JavaScript, ActiveX, frames, dynamic HTML elements, or DIV tags.



3. Mailing

3.1 Mailing

Additional Information:

- Do not use the LinkHREF parameter that contains CSS styles.
- Email elements should be linked using the A HREF tag. Using the AREA tag prevents the link from being detected by the system, making it impossible to track clicks on that link.
- The system allows for automatic integration with Google Analytics. Tracking codes from other programs, such as Gemius or Has Offers, should be manually embedded in the links.
- The prepared email should be zipped into a folder. The HTML file should be named "index.html" and must be placed in the same folder as the images folder.

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