



# **Technical specification of ad format**

Polsat Media AdFusion

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## Display

# 1. Mobile Banner

**Description:** A graphical form of advertising displayed at the top of the screen as a banner available on mobile websites.

- Dimensions: 320x50 pixels
- Weight: up to 60 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model:: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS, CPD, CPI

\*If HTML technology is chosen, tracking codes must be submitted separately.



## Display

# 2. Rectangle

**Description:** A graphical form of advertising with a rectangular shape, displayed between sections or parts of an article, shown on mobile and desktop websites.

- Dimensions: 320x250 pixels
- Weight: up to 80 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model:: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS, CPD, CPI

\*If HTML technology is chosen, tracking codes must be submitted separately



## Display

# 3. Interstitial

**Description:** A full-screen, highly effective advertising format displayed between two pages on mobile websites.

- Dimensions: 720x1280 pixels (vertical orientation)
- Weight: up to 400 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS

\*If HTML technology is chosen, tracking codes must be submitted separately

## Display

# 4. Double Billboard

**Description:** A standard rectangular graphical advertising format displayed on desktop websites.

- Dimensions: 750x200 pixels
- Weight: up to 90 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS

\*If HTML technology is chosen, tracking codes must be submitted separately



## Display

# 5. Triple Billboard

**Description:** A standard rectangular graphical advertising format displayed on desktop websites.

- Dimensions: 750x300 pixels
- Weight: up to 100 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS



\*If HTML technology is chosen, tracking codes must be submitted separately

## Display

# 6. Half Page

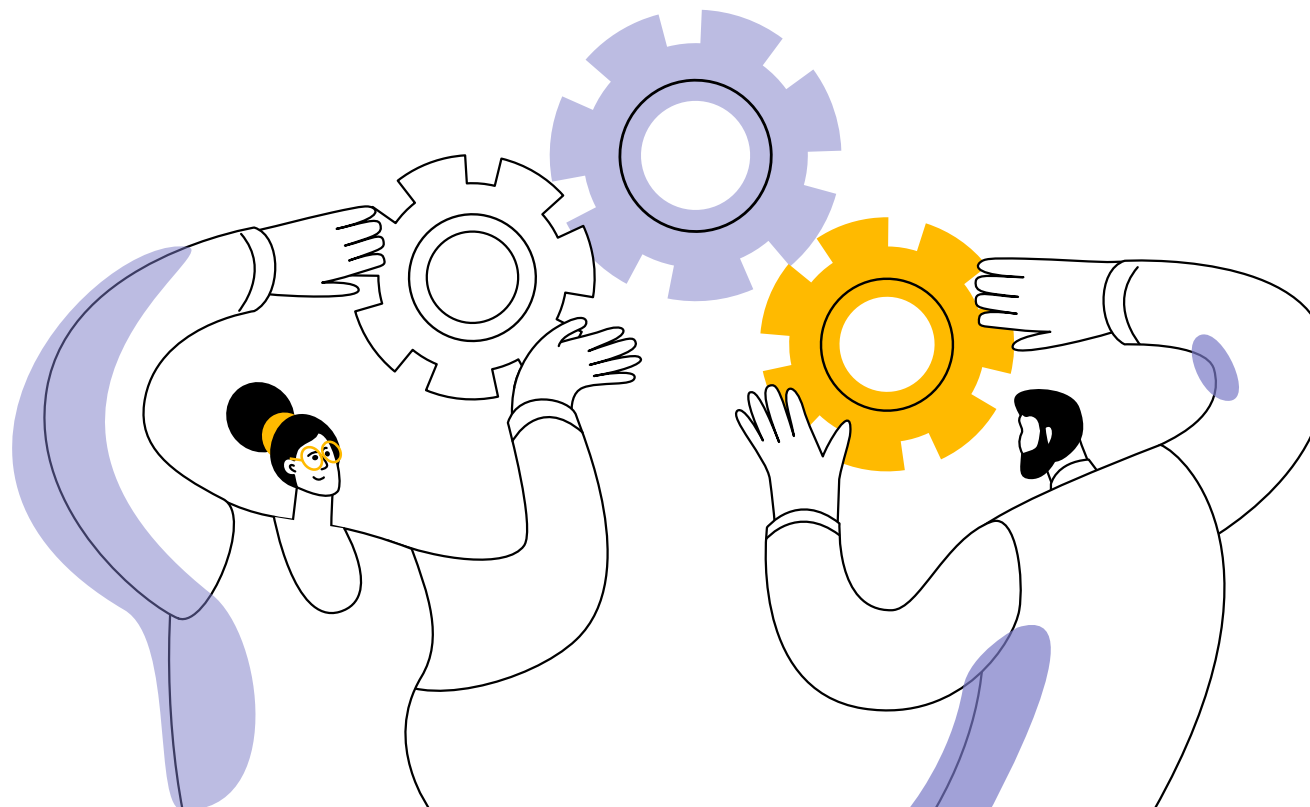
**Description:** A standard rectangular graphical advertising format with a vertical shape, displayed on desktop and mobile websites.

- Dimensions: 300x600 pixels
- Weight: up to 100 kB
- Format: JPG, PNG, GIF, HTML\*
- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS



\*If HTML technology is chosen, tracking codes must be submitted separately

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