



Technical specification of ad format

Polsat Media AdFusion

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Table of contents

Display

1. Mobile Banner
2. Rectangle
3. Interstitial
4. Layer
5. Double Billboard
6. Triple Billboard
7. Half Page
8. Rich Media Creations
9. Tracking pixel



Display

1. Mobile Banner

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

- Size: 320x50 pixels
- Weight: up to 60 kB
- Format: JPG, PNG, GIF, HTML*
- Billing model:: CPM, vCPM, CPC, CPSC, CPA, CPL, 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.

- Size: 320x250 pixels
- Weight: up to 80 kB
- Format: JPG, PNG, GIF, HTML*
- Billing model:: CPM, vCPM, CPC, CPSC, CPA, CPL, 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.

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

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



Display

4. Layer

Opis: A full-screen, highly effective advertising format displayed on the layer on mobile websites.

- Size: 320x480 pixels
- Weight: up to 400 kB
- Format: JPG, PNG, GIF, HTML*
- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL

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

Display

5. Double Billboard

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

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

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



Display

6. Triple Billboard

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

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



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

Display

7. Half Page

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

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



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

Display

8. Rich Media Creations

Rich Media creations are prepared based on open files provided by the Client. If the number of materials is limited or missing, certain mechanisms may not be feasible to implement. Graphic assets for the creation should be submitted as files containing individual elements on separate layers.

In addition to graphic materials, a completed Rich Media creation form must be provided, which defines the basic assumptions of the creation.

Any major graphic changes or modifications to the functionality of the creation must be reported before visual approval.

The preparation time for Rich Media creations using mini-game mechanisms will be estimated individually based on the game mechanics. Extended preparation time also applies when purchasing more than one format within the Rich Media offering.

Required materials:

- Completed Rich Media creation form
- Size: in accordance with the specifications for selected formats, in vertical orientation
- Key Visual: PSD or SVG format
- Logo: vector format (SVG)
- Fonts: fonts used in the Key Visual
- Photos*:
 - Format: JPG
 - Resolution: minimum Full HD
- Brandbook: PDF format**

* Applies only to clients who use this type of material in their creative ** If the client has one

Display

8. Rich Media Creations

Format	Choice	Drag	Mini-gra	Touch	Scratch	Slider	Swipe
Interstitial	✓	✓	✓	✓	✓	✓	✓
Half Page	✓			✓		✓	
Double Billboard	✓					✓	
Triple Billboard	✓					✓	✓
Rectangle					✓	✓	

Description of Rich Media mechanisms:

- **Choice** – a creation based on selecting one of several elements (e.g., products). After clicking, the user is taken to a new screen or additional information is displayed. It is possible to return to the selection screen.
- **Drag** – a mechanism that allows users to drag elements within the creation.
- **Mini-game** – an interactive form of a simple game embedded in the creation.
- **Touch** – a mechanism activated by clicking or holding a selected element.
- **Scratch** – a creation where the user scratches off a virtual layer to reveal a hidden screen or message.
- **Slider** – a creation consisting of several screens that can be scrolled through, similar to browsing a photo gallery.
- **Swipe** – a creation based on two screens and a slider that the user moves to reveal one of them.

Mechanisms can be combined. In particular, drag and touch enable the creation of diverse, engaging experiences based on simple gestures: clicking, holding, or dragging.

Display

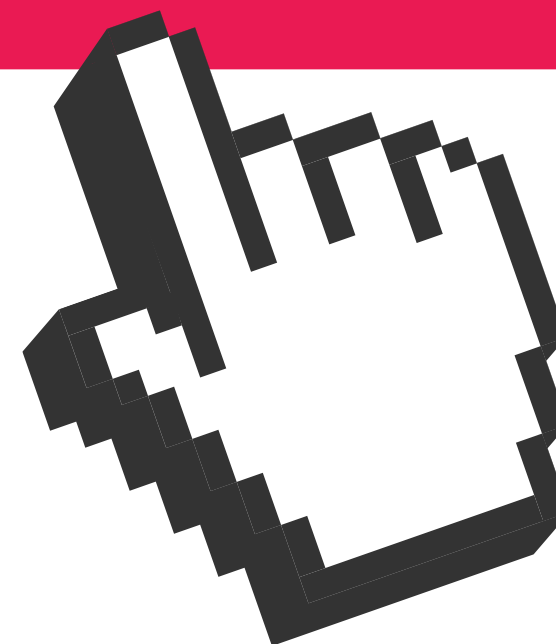
9. Tracking pixel

A tracking pixel is a small piece of code that is placed on the customer's website.

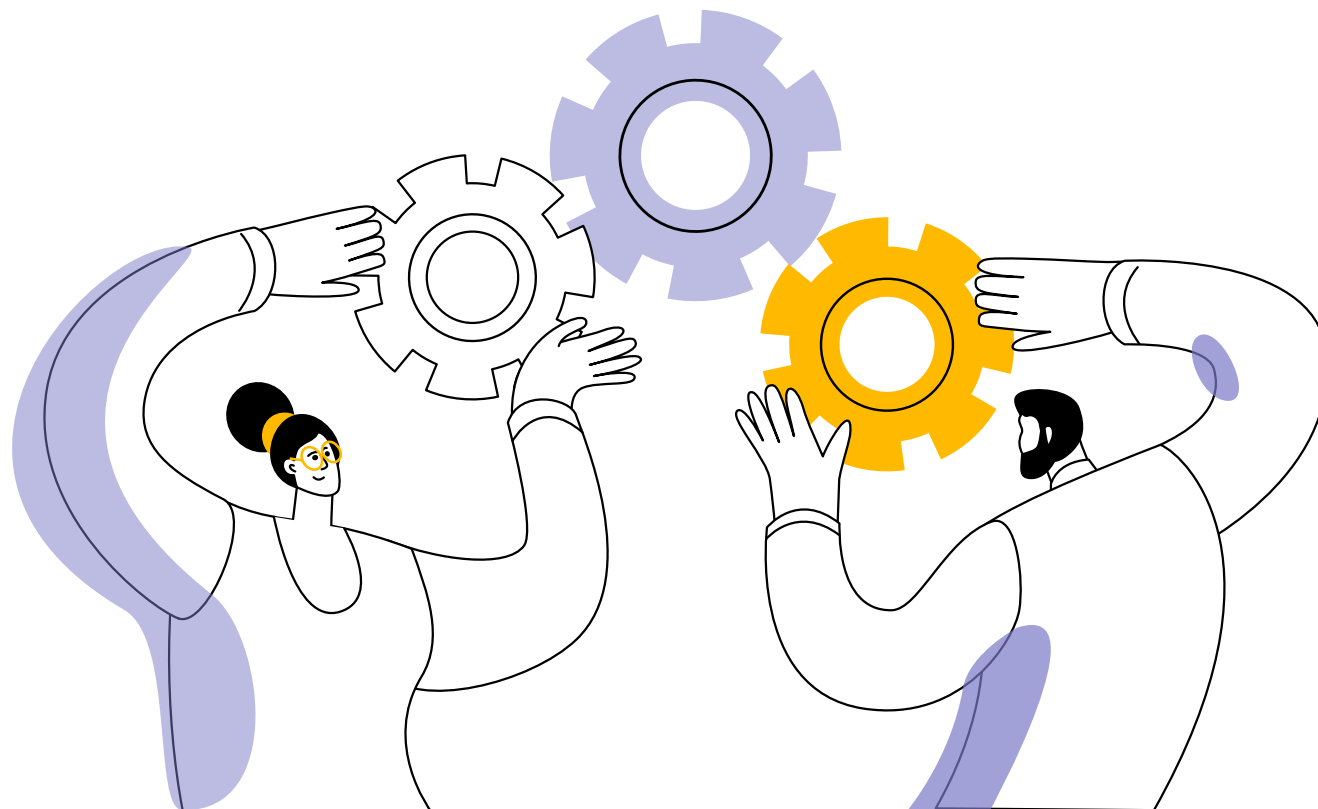
In performance campaigns, publishers use it to collect information about whether a user has reached a specific place on the website, e.g. a specific section or form. The pixel does not collect data about users, but about the source of traffic. Thanks to information about the source of traffic, it is possible to determine which advertising spaces bring the best results, which allows for more effective campaign optimization and fuller utilisation of the potential purchased by the customer.

In AdFusion campaigns, we use a pixel based on AdForm and Gemius technology.

The pixel's introduction is mandatory for campaigns in CPSC and CPL billing models.



**polsat
media**



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