



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: 320x480 or 720x1280 pixels (vertical orientation)
- Weight: up to 400 kB
- Format:

Static and Dynamic: JPG, PNG, GIF, HTML*, PSD

Rich Media: PSD**

- Billing model: CPM, vCPM, CPC, CPSC, CPA, CPL, CPS

*If HTML technology is chosen, tracking codes must be submitted separately** sent material should contain instructions on how the Ad should behave

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

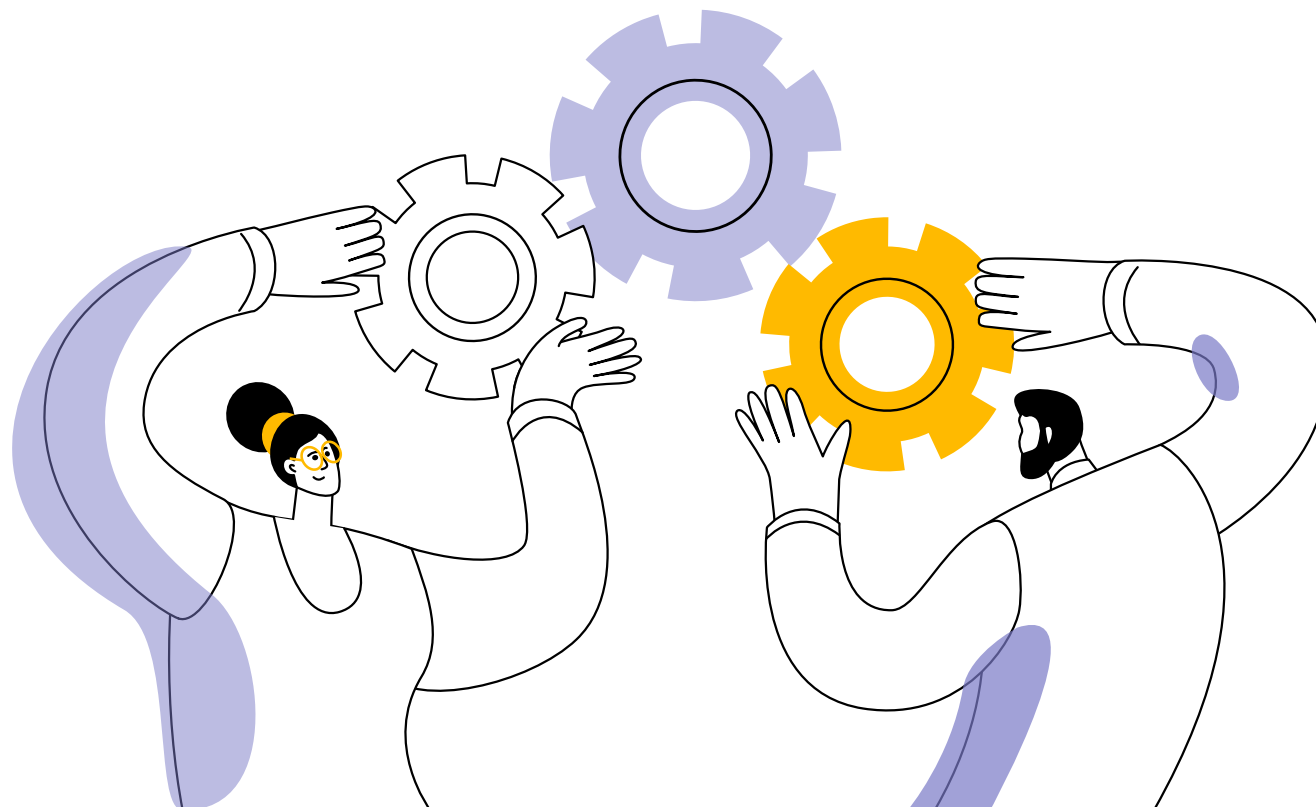
Description: A standard rectangular graphical advertising format with a vertical shape, displayed on desktop and mobile websites.

- 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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