



Technical specification of ad formats
on INTERIA.PL



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General rules

1. The creatives provided cannot include an automatic redirect to the Advertiser's website or elements downloaded from external servers.
2. During display of the ad, the files should be stored on INTERIA.PL servers.
3. The creatives provided cannot use scripts that make changes to the browser window. The exception are ad formats that rely on that effect.
4. The creatives provided should use no more than 30% of the processing power of a mid-range processor (Intel Pentium 4).
5. Target URL of the creative may be no longer than 200 characters.
6. The creatives provided cannot change or read the user's cookies.
7. The creatives provided may not cause errors or notifications during display, or in any other way disrupt the functionality of a website on which they are being displayed.
8. File names of the creatives provided should not include Polish characters or spaces, and the files should be marked as such: Advertiser/campaign_name_ad type_dimensions.extension (for example: interiapl_navibox_300x250.swf) or ad type_dimensions.extension (for example: banner_950x30.swf).
9. Sound may only be activated by the user (through rolling over with the mouse or clicking).
10. Ads are displayed using asynchronous ad loading
 - a) Ads may not use DOMContentLoaded or onLoad events – instead they use equivalents: Inpl.Ad.onReady and Inpl.Ad.onLoad.
 - b) Ad source code may not use the document.write method.
 - c) Third party ad servers using a SCRIPT tag without the ASYNC parameter, as well as ads using document.write can be displayed using the IAB-recommended solution: Friendly IFrame (FIF)
(http://www.iab.net/media/file/rich_media_ajax_best_practices.pdf).
 - d) An ad can „know” it has been embedded in an FIF after reading the inDapIF variable. When the ad is in an FIF, the variable is TRUE.
11. SSL encryption protocol

All websites and services belonging to Interia.pl use an encrypted connection, therefore we require the use of encrypted protocols (SSL). A creative is considered SSL-compliant only if all of its main resources are hosted on secure internet locations. Such locations have to start with the SSL protocol: (https://). This means that all ads, creatives, emission codes and tracking codes must use a secure connection (https://)

SSL compliance (https://) is not required from landing pages that the ad redirects to. Landing page addresses can start with http://

General HTML5 rules

Most ad formats are embedded inside the websites using iframe, which means the creative operates in a so-called sandbox and is independent of the rest of the site. All ads need to be created according to the most recent standards, taking into account all supported browsers and different resolutions.

INTERIA.PL does not restrain different methods and ways of using HTML5 (html, javascript, css, svg, canvas, gif, png, jpg).

File and folder structure, rules regarding files

- All files related to the creative should be placed in the same folder, whose name should reflect the ad format, dimensions and version according to the following pattern: billboard-750x100-1.0.01.
- The size (in kilobytes, kB) of the folder, archived as a ZIP file, should fit the specification for that ad format.
- All files should be available locally and the ad should display correctly even without access to the Internet.
- The basic initiating file is the correct HTML5 document named index.html.
- For the sake of ad server query optimization, we recommend placing all Javascript and CSS code, as well as all images (base64 method), inside the index.html file.

Video ads

- Video files should be placed in the folder containing the index.html file and other elements.
- Video files should be delivered in one of the formats supported by most browsers: WebM, MPEG4, OGG.
- Maximum file size of a video ad is decided on a case-by-case basis.
- Statistics for a video ad should be collected by DharmApi (details in the description of DharmApi methods).

DharmApi - Dynamic Html Advertisements Rich Media API

DharmApi is an API which supports a number of functions enabling communication with the webpage on which the ad has been placed. Because the ad is embedded inside an iframe, it's necessary to use an API to relay any information "outside" of the iframe. API is included automatically, without any need for additional scripts to include an API in the creative. The system embedding ads on Interia websites injects an API into the iframe containing the ad's code. The API informs the website about actions (such as clicks); initiates events (such as closing the ad); or gathers information about the default configuration of the API (such as collecting URLs for clickTags).

DharmApi methods:

dharmapi.getApiId() – This method retrieves the API identifier
possible parameters: none

return value: integer

dharmapi.addListener(event, listener) – adds a listener for custom events, which can be fired using the fireEvent method

possible parameters: String event – event name

Function listener – event callback

return value: none

dharmapi.removeListener(event, listener) – removes a listener for a custom event

possible parameters: String event – event name, Function listener – event callback

return value: Array or Object with a list of custom events

dharmapi.fireEvent(event, arguments) – initializes callback for a previously added custom event

possible parameters: String event – event name, Array arguments – arguments taken by the callback

return value: none

dharmapi.click(clickTag, URL) – tracks clicks

possible parameters: String clickTag – clickTag name, String URL – URL address, if we need to overwrite an address from the configuration

return value: none

dharmapi.close() – closes the ad

possible parameters: none

return value: none

dharmapi.initVideoStats(video) – initializes statistics for video tags

possible parameters: HTMLElement video – video tag

return value: none

dharmapi.getClickTag(clickTag) – retrieves a URL address from the configuration for the chosen clicktag

possible parameters: String clickTag – clicktag name

return value: String URL – URL address

dharmapi.expand() – an event, which informs the ad-serving library that the container (e.g. iframe) in which the ad is embedded needs to be expanded to the preconfigured, optimal dimensions (maxWidth and maxHeight values from the manifest.json file).

possible parameters: none

return value: none

dharmapi.collapse() – an event, which informs the ad-serving library that the container in which the ad is embedded needs to be collapsed back to the original minimal dimensions (width and height values from the manifest.json file).

possible parameters: none

return value: none

dharmapi.ready() – the method, which should be initialized at the end of the ad code, ideally after all ad elements are ready:

```
setTimeout(function() {  
    dharmapi.fireEvent("ready");  
}, 5);
```

possible parameters: none

return value: none

dharmapi.isExpanded(state) – changes the state of the ad to open or retrieves the state if no argument is given

possible parameters: Boolean state – true/false

return value: Boolean state – true/false

dharmapi.isClosed(state) – changes the state of the ad to closed or retrieves the state if no argument is given

possible parameters: Boolean state – true/false

return value: Boolean state – true/false

Event tracking

Each click on the ad (which opens a pre-defined URL) should initialize a **dharmapi.click()** method, which retrieves a URL address from the configuration and relays the information that it has been opened. Each address in the configuration file should be mapped to appropriate fields: clickTag1, clickTag2 etc. The first parameter of the click method should be a clickTag name from the configuration, e.g. **dharmapi.click('clickTag1')**, if the second parameter is a URL address, then the address from the configuration file will be overwritten.

Testing

After the ad has been embedded in an Interia website, it has to be verified whether it displays properly. The ad should be tested for different resolutions (by scaling the browser window). If the ad changes size while it's being displayed, it has to be tested at every stage. The correct functioning of dharmapi methods should also be tested – check in the browser console whether no errors occurred and all requests are being relayed properly. Test the close method – closing the ad may not negatively impact other website elements. The ad should be tested in different browsers.

Possible problems:

- Errors in the dharmapi methods – check if dharmapi was included correctly – it's best to add to the code `console.log(typeof dharmapi)`, and if the value returned to the console is undefined then the API was included incorrectly and Interia will solve the problem
- Scrollbars appear in the ad embed field – reset the margins for the body tag. If the size of the ad is constant, set the body height and set `overflow: hidden`

Additional information

Style - There should be no margins for body/html tags to avoid scrollbars appearing inside the iframe. Responsiveness of Interia websites should be taken into account. The height of the ad should be constant. If the ad uses the website's background, different versions of the background should be provided for each breakpoint.

Closing the ad - The ad may be closed in two ways. The first is using the API method `dharmapi.close()`. The second is closing the iframe externally – in that case there should be no button for closing the ad. The Client has no possibility of including a close button outside the iframe, it will be created by Interia programmers. This method is useful for closing the ad using an animation. Detailed requirements should be discussed with our traffic department.

Supported browsers

We support two most recent stable versions of the following browsers: Firefox, Chrome, Opera, Safari, Internet Explorer for the homepage and webmail – support required for versions 8+, Edge (10+).

Mobile pages – the browser installed on a given device (after the most recent available update)

- Safari (8+ - iPad, iPhone)
- Chrome (4+)
- Android Browser (4+ - the default browser may have a different name depending on the manufacturer, e.g. AsusBrowser)
- IE Mobile 11 (Windows Phone 8.1)
- Edge (Windows 10 Mobile)

Ad template

```
<!doctype html>
<html>
<head>
  <meta charset="utf-8">
  <meta http-equiv="X-UA-Compatible" content="IE=edge">
  <title>Szablon</title>
  <style>
    html, body {
      margin: 0;
      padding: 0;
    }
    #close {
      color: #000;
      position: absolute;
      right: 20px;
      top: 20px;
      font-size: 20px;
      cursor: pointer;
      font-family: sans-serif;
    }
  </style>
</head>
<body>
  <div id="main">
    <h1>Sample ad text</h1>
```



```
<a href="http://interia.pl" target="_blank" id="link">Sample link</a>
<div id="close">X</div>
</div>
<script>
    document.getElementById('link').addEventListener('click',function() {
        dharmapi.click('clickTag');
        return false;
    });
    document.getElementById('close').addEventListener('click', function() {
        dharmapi.close();
        return false;
    });
    setTimeout(function(){
        dharmapi.fireEvent('ready');
    },5);
</script>
</body>
</html>
```

DharmApi methods – examples of use

API initialization:

```
setTimeout(function(){
    dharmapi.fireEvent('ready');
},5);
```

Clicks:

```
document.getElementById('link').addEventListener('click', function() {
    dharmapi.click('clickTag');
    return false;
});
```

Closing:

```
document.getElementById('close').addEventListener('click', function() {
    dharmapi.close();
});
```

Get clickTags:

```
document.getElementById('link').href = dharmapi.getClickTag('clickTag');
```

Specification of ad formats

1. Billboard

DESCRIPTION	: Graphic ad placed in the top slot of the website in place of a traditional banner, but much bigger.
FILE SIZE	: GIF, JPEG, PNG -> up to 40 kB HTML5 -> up to 150 kB
DIMENSIONS	: 750x100 pixels
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

1. The ad should contain 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. Banner under the Fakty module

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Fakty module.
FILE SIZE	: up to 15 kB
DIMENSIONS	: 560x100 and 335x100 pixels (mandatorily in two sizes)
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

3. Banner under the Biznes module

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Biznes module.
FILE SIZE	: up to 15 kB
DIMENSIONS	: 560x100 and 335x100 pixels (mandatorily in two sizes)
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

4. Banner under the Wideo module

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Wideo module.
FILE SIZE	: up to 15 kB
DIMENSIONS	: 620x100 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

5. Banner under the Styl Życia module

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Styl Życia (Lifestyle) module.
FILE SIZE	: up to 15 kB
DIMENSIONS	: 620X100 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

6. Banner in Sport module

DESCRIPTION	: Static graphic ad placed on the Interia Homepage in the Sport module.
FILE SIZE	: up to 15 kB
DIMENSIONS	: 620X80 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

7. Player Branding

DESCRIPTION	: Static graphic ad placed on the Interia video embed
FILE SIZE	: up to 15 kb
DIMENSIONS	: 625x50 and 625x100 pixels (mandatorily in two sizes)
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

8. Content Box

DESCRIPTION	: Static graphic ad placed in the articles
FILE SIZE	: up to 50 kB
DIMENSIONS	: Smaker: 620X150 pixels Deccoria: 800x150 pixels Biznes: 625x150 pixels RWD sites: 695x150 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative. INTERIA.PL adds phrase "advertisement" on the edge of a creation so it should include space to place inscription.

9. Sponsored chat on CZATeria

a) Corner Pump-up

DESCRIPTION	: Graphic ad with reduced visibility contrast, placed in the chat window. The transparency effect is mandatory. The form is not animated or clickable.
FILE SIZE	: up to 20 kB
DIMENSIONS	: max 200x200 pixels

DURATION	: max 60 s.
TECHNOLOGY	: GIF – may be animated (max 2 frames)
BACKGROUND	: white color (255, 255, 255), minimal value of RGB components for pixels other than the background is 150 (so the darkest possible color is 150, 150, 150), the average value of RGB components must be more than 210
OPTIONS	: placement – bottom-right corner possible modes of appearance: the banner gets bigger from (0,0) to (w,h) (recommended), only the width of the banner changes, only the height of the banner changes, the banner moves diagonally without changing size, the banner moves horizontally without changing size, the banner moves vertically without changing size, the banner remains static, - enabled in all chat rooms – displays for the whole cycle (appear, wait, close) - enabled in a chosen chatroom (displays only once in the chosen chatroom)
OTHER	: INTERIA.PL reserves the right to approve each creative

b) Watermark

DESCRIPTION	: Graphic ad with reduced visibility contrast, placed in the chat window. The transparency effect is mandatory. The form is not animated or clickable.
FILE SIZE	: up to 10 kB
DIMENSIONS	: recommended 128x128 pixels
TECHNOLOGY	: GIF
BACKGROUND	: white color (255, 255, 255), minimum 95% of pixels in the background color, minimal value of RGB components for pixels other than the background is 235 (darkest possible color is 235, 235, 235)
OPTIONS	: placement - centered, stretched, adjacent - enabled in all chatrooms and privs or in a chosen chatroom and its privs - impressions count – counted as each opening of a chatroom/priv with the watermark
OTHER	: INTERIA.PL reserves the right to approve each creative

10. Cube 3D

DESCRIPTION	: Cube 3D is a Rich Media format. The creative is rectangle-shaped (cube) and rotates around its axis, revealing different sides. Each side can contain a different graphic and have a different URL.
FILE SIZE	: 6 x 30 kB
DIMENSIONS	: 300x300 pixels
TECHNOLOGY	: JPG, JPEG, PNG

11. Double Billboard

DESCRIPTION : Graphic ad placed in the top slot of the website in place of a traditional banner, but much bigger.

FILE SIZE : GIF, JPEG, PNG -> up to 50 kB
HTML5 -> up to 150 kB

DIMENSIONS : 750x200 pixels

TECHNOLOGY : GIF, JPEG, PNG, 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.

12. Double Wideboard

DESCRIPTION : Graphic ad placed in the top slot of the website in place of a traditional banner, but much bigger. Display possible only on chosen websites (wide layout).

FILE SIZE : GIF, JPEG, PNG -> up to 60 kB
HTML5 -> up to 150 kB

DIMENSIONS : 950x300 pixels

TECHNOLOGY : GIF, JPEG, PNG, 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.

13. Expand Billboard

DESCRIPTION : An interactive ad format, which expands to a larger size after rolling over with the mouse, which allows the Advertiser to use the additional space for presentation.

FILE SIZE : GIF, JPEG, PNG -> up to 40 kB
HTML5 -> up to 150 kB

DIMENSIONS : 750x100 pixels before expanding
and 750x300 pixels after expanding

TECHNOLOGY : GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',  
function() {  
    dharmapi.expand();  
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout', function() {
    dharmapi.collapse();
});
```

14. Expand Half Page

DESCRIPTION	: Large-format graphic ad set in the upper part of the right column. It expands to the left after rolling over.
FILE SIZE	: GIF, JPEG, PNG -> up to 60 kB HTML5 -> up to 150 kB
DIMENSIONS	: 300x600 pixels before expanding and 600x600 after expanding
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover', function() {
    dharmapi.expand();
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout', function() {
    dharmapi.collapse();
});
```

15. Expand Navibox

DESCRIPTION	: Graphic ad set in the upper part of the right column. It expands to the left after rolling over.
FILE SIZE	: GIF, JPEG, PNG -> up to 50 kB HTML5 -> up to 150 kB
DIMENSIONS	: 300x250 pixels before expanding and 600x250 after expanding
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover', function() {
    dharmapi.expand();
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout', function() {
    dharmapi.collapse();
});
```

16. Expand Rectangle

DESCRIPTION	: Graphic ad placed inside an article on the chosen website, which expands to the left on rolling over.
FILE SIZE	: GIF, JPEG, PNG -> up to 50 kB HTML5 -> up to 150 kB
DIMENSIONS	: 300x250 pixels before expanding and 600x250 after expanding
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',
function() {
    dharmapi.expand();
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout',
function() {
    dharmapi.collapse();
});
```

17. Expand Double Billboard

DESCRIPTION	: An interactive ad format, which expands to a larger size after rolling over with the mouse, which allows the Advertiser to use the additional space for presentation
FILE SIZE	: GIF, JPEG, PNG -> up to 50 kB HTML5 -> up to 150 kB
DIMENSIONS	: 750x200 pixels before expanding and 750x300 pixels after expanding
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',
function() {
    dharmapi.expand();
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout',
function() {
    dharmapi.collapse();
});
```

18. Expand Triple Billboard

DESCRIPTION	: An interactive ad format, which expands to a larger size after rolling over with the mouse, which allows the Advertiser to use the additional space for presentation
FILE SIZE	: GIF, JPEG, PNG -> up to 60 kB

DIMENSIONS : HTML5 -> up to 150 kB
: 750x300 pixels before expanding
and 750x600 pixels after expanding

TECHNOLOGY : GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',  
function() {  
    dharmapi.expand();  
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout',  
, function() {  
    dharmapi.collapse();  
});
```

19. Expand Wideboard

DESCRIPTION : An interactive ad format, which expands to a larger size after rolling over with the mouse, which allows the Advertiser to use the additional space for presentation. Display possible only on chosen websites (wide layout).

FILE SIZE : GIF, JPEG, PNG -> up to 60 kB
HTML5 -> up to 150 kB

DIMENSIONS : 950x200 pixels before expanding
and 950x300 pixels after expanding

TECHNOLOGY : GIF, JPEG, PNG, HTML5

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',  
function() {  
    dharmapi.expand();  
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout',  
, function() {  
    dharmapi.collapse();  
});
```

20. FullscreenBox

DESCRIPTION : Graphic ad format which appears after the user clicks a link for an article on the Portal Home Page on desktop computers or on mobile devices, but before the article opens. The creative closes automatically after 15s or after user interaction (clicking on "continue to the article").

IMPORTANT : Using external client codes is allowed. The HTML5 and external code creatives have to be responsive and scalable

OTHER : INTERIA.PL reserves the right to approve each creative

Desktop

1. Standard version
 - a. Dimensions: 750x400 pixels
 - b. Format: GIF, JPEG, JPG, PNG, HTML5
 - c. File size: up to 50 kb
2. XL version
 - a. Dimensions: 1220x600 pixels
 - b. Format: GIF, JPEG, JPG, PNG, HTML5
 - c. File size: up to 85 kb

Mobile

1. Dimensions: 320x370 pixels for the vertical orientation and 370x220 pixels for the horizontal
2. Format: GIF, JPEG, JPG, PNG, HTML5
3. File size: up to 50 kb

FULLSCREENBOX DESKTOP STANDARD VERSION VISUALISATION

<https://www.interia.pl/?fullScreenbox=1#inpltester2ad5e74be0613af24001a3ebb15>

FULLSCREENBOX DESKTOP XL VERSION VISUALISATION

<https://www.interia.pl/?fullScreenbox=1#inpltester2ad5eb40f4787863d001ae044e2>

FULLSCREENBOX MOBILE VISUALISATION

<https://www.interia.pl/?from=desktop&fullScreenbox=1#inpltester2ad5e74c14313af24001a3ebb26>

21. Full Side

DESCRIPTION	: Large-format ad placed in the new webmail interface after logging in. The format is fully responsive – its size changes together with the size of the browser window.
FILE SIZE	: up to 85 kB
DIMENSIONS	: 1460x1460 pixels
TECHNOLOGY	: PNG
OTHER	: INTERIA.PL reserves the right to approve each creative

1. All of the outer edges of the creative should be in one color. When changing the size of the window, the ad changes accordingly, so that it is always fully visible. The background around the ad is added by Interia.pl

22. Gigabox

DESCRIPTION	: Static graphic ad placed on the webmail login page.
FILE SIZE	: up to 80 kB
DIMENSIONS	: 600x450 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

23. Gigabox Full Page

DESCRIPTION : Full-page branding of the webmail login page. There are four possible ways of preparing an ad:

Static wallpaper

3. Dimensions: 1920x1080 pixels
4. Format: GIF, JPEG, JPG, PNG.
5. File size: up to 85 kB.

Static wallpaper + static box

1. Wallpaper dimensions: 1920x1080 pixels
2. Wallpaper format: GIF, JPEG, JPG, PNG
3. Wallpaper file size: up to 85 kB
4. Box dimensions: 600x450 pixels
5. Box format: GIF, JPEG, JPG, PNG
6. Box file size: up to 50 kB

Static wallpaper + HTML5 box

1. Wallpaper dimensions: 1920x1080 pixels
2. Wallpaper format: GIF, JPEG, JPG, PNG
3. Wallpaper file size: up to 85 kB
4. Box dimensions: 600x450 pixels
5. Box format: HTML5
6. Box file size: up to 100 kB (2 MB, if using VideoAd)

HTML5 wallpaper

1. Wallpaper dimensions: 1920x1080 pixels
2. Wallpaper format: HTML5
3. Wallpaper file size: up to 300 kB (2 MB, if using VideoAd)

OTHER : Key elements of the ad placed on the wallpaper should be located as close to the Gigabox as possible to ensure they are visible to users with smaller screens.

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.

24. Half Page

DESCRIPTION : Large-format graphic ad set in the upper part of the right column.

FILE SIZE : GIF, JPEG, PNG -> up to 60 kB
HTML5 -> up to 150 kB

DIMENSIONS : 300x600 pixels

TECHNOLOGY : GIF, JPEG, PNG, 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.

25. Half Page 3D

DESCRIPTION	: Half Page 3D is a Rich Media format. The creative is rectangle-shaped (cuboid) and rotates left, revealing different sides. Each side can contain a different graphic and have a different URL.
FILE SIZE	: 4 x 30 kB
DIMENSIONS	: 300x600 pixels
TECHNOLOGY	: JPG, JPEG, PNG

26. Half Page Puzzle Expand

DESCRIPTION	: Halfpage Puzzle-Expand is a new advertising format, 300x600px in size, with nine creatives expandable to 900x600px. Default view contains 11 graphic elements with two unchanging graphics (the upper and lower 300x150px panel) and 9 mosaic 200x200px blocks that expand on interaction. Each 200x200px block expands to 900x600px..
--------------------	--

1. PLACEMENT:

The ad displays in the Navibox slot located in the right column of Interia sites.

2. MATERIALS:

- **2 clickable panels** (upper and lower) for branding
FILE SIZE: up to 50 kb (each graphic separately),
DIMENSIONS: 300x150 px
TECHNOLOGY: JPG, PNG, GIF (static)
- **9 puzzle blocks**
FILE SIZE: up to 50 kb (each graphic separately),
DIMENSIONS: 200x200px
TECHNOLOGY: JPG, PNG, GIF (static)
- **9 expanded blocks**
FILE SIZE: up to 200 kb (each graphic separately),
DIMENSIONS: 900x600px
TECHNOLOGY: JPG, PNG, GIF (static)
- **„CLOSE” button (ZAMKNIJ X):**
FILE SIZE: up to 10kb,
DIMENSIONS: 100x30px,
TECHNOLOGY: JPG, PNG, GIF (static)

Close button (ZAMKNIJ X) designed according to the template:

<https://e.hub.com.pl/RWD/ZAMKNIJ.png>

Close button (ZAMKNIJ X) is placed in the upper right corner of the expanded creative.

Close buttons (ZAMKNIJ X) should be provided in the colour scheme and style of the creative.

- For Safari, a different coding mechanism has been prepared, as Safari does not support the same methods as other browsers.

HALFPAGE PUZZLE EXPAND DESKTOP VISUALISATION:

<https://www.interia.pl/#inpltesterad=0da6cb56da7cf37df433bf7f218051e5>
<https://www.interia.pl/#inpltesterad=bd3a7922823eb02656ede8ec3caef6ea>
ros:
<https://fakty.interia.pl/#inpltester2ad5cb05922c21485001fbf4388>

The ad before expansion:

The screenshot shows the Interia.pl website. The main article is titled "Minister Zalewska przerywa milczenie". The sidebar contains several news items, including "8-letnia córka" and "Histeryczna kampania". A large advertisement for "BLOCZEK" is visible on the right side of the page. The ad features a large number "2" and the text "BLOCZEK DÓŁ".

The ad after expansions (1 out of 9 possible expands is visible):

The screenshot shows the Interia.pl website with the same news article and sidebar. A large expansion of the "BLOCZEK" advertisement is visible, showing a large number "2" and the text "Zamknij X". The expansion also includes a block of Lorem Ipsum text.

HALFPAGE PUZZLE EXPAND WITH VIDEO:

This format is for video playback. The player may be included in one or more blocks. Maximum video duration is 30 seconds, and it starts playing automatically after the ad is expanded.

FILE SIZE: up to 2 MB

TECHNOLOGY: avi, mpg, mp4, mov, flv.



27. In-Stream VideoAd

TECHNICAL SPECIFICATION

DESCRIPTION : Ad format which allows playing a television advertising spot before a video. Depending on the user's connection speed, the advertising spot is broadcast in two different file sizes to ensure smooth playback. INTERIA.PL adapts the source material provided for Internet broadcast. The television spot is an active format (clicking on the spot directs to the Client's webpage).

DURATION : Max 30s.

REQUIRED MATERIALS

SPOT – high-quality video ad (min 4000kB/sec) sized at least 1280x720. File formats: .avi, .mpg, .mp4, .mov, .flv. Possible aspect ratio: 16:9. The file is converted by INTERIA.PL to 2 MP4 files (SQ and HQ) and presented for Client's approval.

MATERIAL DELIVERY DEADLINE: 3 workdays before the planned campaign start.

28. Interbox

DESCRIPTION	: Static graphic ad placed in the new webmail interface after logging in.
FILE SIZE	: up to 50 kB
DIMENSIONS	: 600x450 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

29. Sponsored native link

DESCRIPTION	: Text ad, which allows the Advertiser to place links to their websites in the Interia.pl articles
TECHNOLOGY	: Number of letters: min 30 and max 140 (with spaces).
OTHER	: Link inserted after the 4th paragraph. If the article has less than 4 paragraphs slot is not placed INTERIA.PL reserves the right to approve each creative

30. Sponsored link

DESCRIPTION	: Text ad, which allows the Advertiser to place links to their websites on the Interia.pl desktop Main Page
TECHNOLOGY	: Link in Fakty/Sport/Biznes module -> Max number of letters: 35 with spaces. Teaser in Warto Zobaczyć 1 module -> Max number of letters: 45 with spaces. Graphic: 300x115 px Teaser in Warto Zobaczyć 2/ Warto Zobaczyć 2 (EC) module -> Max number of letters: 45 with spaces. Graphic: 80x45 px Teaser in Motoryzacja/Tech-Gry module -> Max number of Letters: 35 with spaces. Graphic: 140x80 px Teaser in Muzyka-Film-Seriale module -> Max number of Letters: 35 with spaces. Graphic: 228x154 px

31. Logoutbox

DESCRIPTION	: Static graphic ad placed on the webmail logout page.
FILE SIZE	: up to 50 kB
DIMENSIONS	: 750x400 pixels
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

32. Mailing

DESCRIPTION : Mailing sent out to the users of free INTERIA.PL webmail accounts. Allows reaching a defined group of users, using a combination of chosen presets.

REQUIRED ELEMENTS

- mailing topic up to 80 characters
- sender's name (FROM field)
- full sender's address information (information placed in the mailing's footer)
- return address (non-mandatory)
- mailing's content
- graphic files (if used – only in HTML version)

TECHNOLOGY : text, HTML, flash

Technology: text

1. Advertising letter in the form of text of up to 3000 characters and file size of up to 5 kB
2. The text cannot be formatted (bold, italicized, underlined, etc.)
3. Max characters in one line: 70 (including spaces)

Technology: HTML

1. Base file size - 100 kB of text or HTML (together with graphic elements and attachments), bigger file size incurs additional fees according to the price list.
2. Using scripts is forbidden (Java Script, VB Script, etc.).
3. Using frames is forbidden.
4. HTML cannot use hotlinking to external graphic files.
5. Coding for Polish fonts: ISO-8859-2 or UTF-8.
6. Direct referrals to graphic files ().
7. The user's client may block image files in the Flash format (SWF).
8. Test mailings should be checked using INTERIA.PL domain accounts. INTERIA.PL DOES NOT take responsibility for how the mailing displays on other domains.

Technology: flash (mailing video)

1. Base file size of the flash file (.swf) - 50kB
2. The ad should include a getURL action:

```
on (release){
getURL(_root.clickTag, "_blank");
}
```

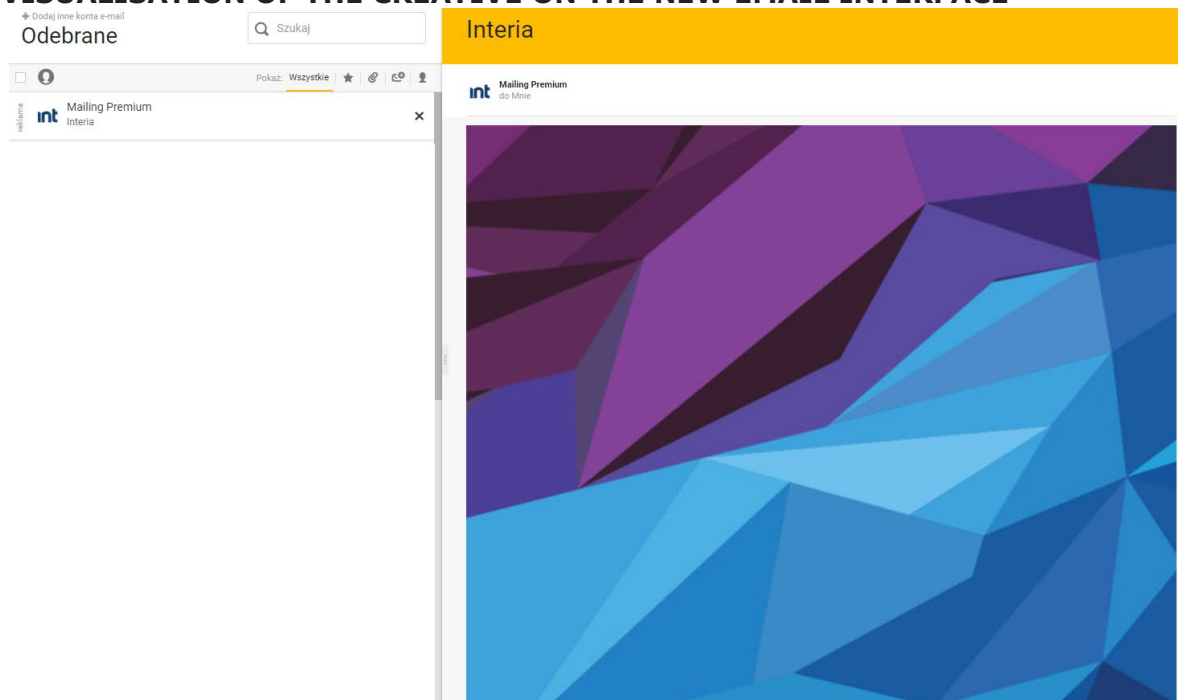
the above action should be set for a „button“-type object placed on the main timeline, on the top layer.

3. Stand-in image in the form of a single graphic file (jpg/png/gif) no larger than 50 kB.
4. Regarding VIDEO mailing:
 - a. Main file (.swf) serves as a player which contains scripts initiating playback of a video file (.flv) provided by the Client.
 - b. Video – .flv file of the best possible quality (up to 30s), file size max 1MB. Video may start automatically, but without sound, which can be turned on through user interaction – by clicking the speaker icon or the play icon. The video cannot loop.

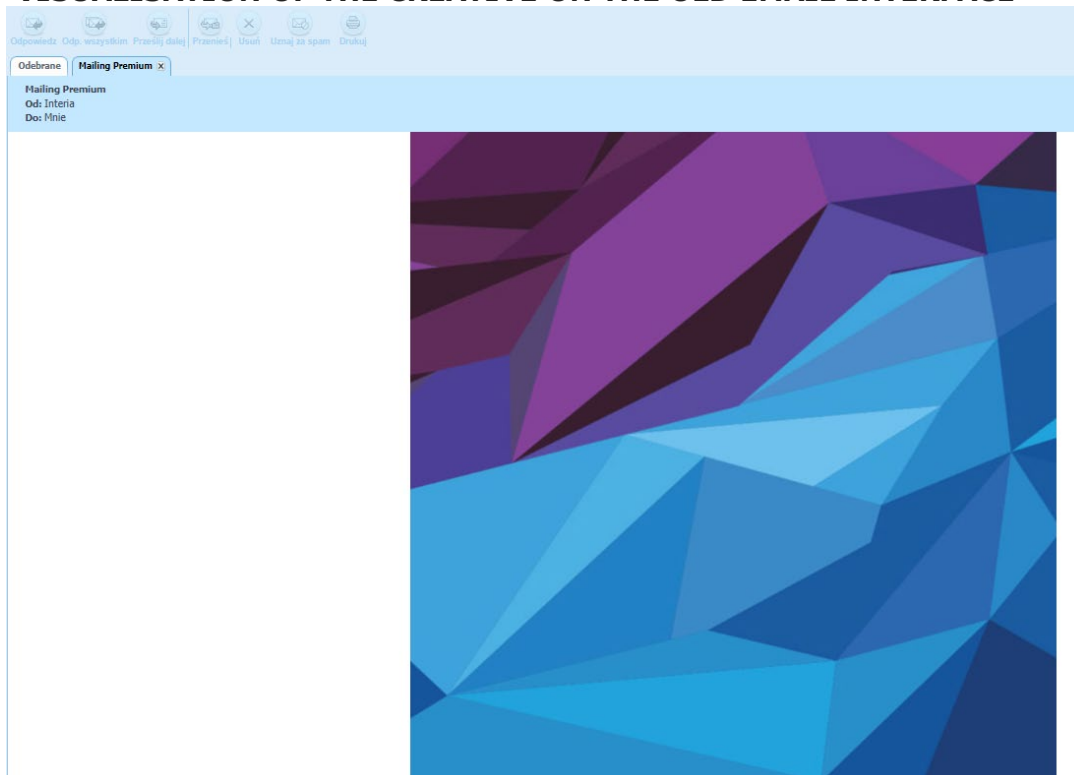
33. Mailing Premium

DESCRIPTION	: Premium Mailing is an ad format which displays in the first slot of the email inbox. After clicking on the mailing, the client's creative will be displayed on the right. Premium mailing disappears completely after the user clicks the X button and appears again after 2 hours during the same session. If the user logs out and in again, the mailing will appear again (even before 2 hours have passed). The creative displays regardless of whether the old or new email interface is being used.
FILE SIZE	: Avatar: 30 kb Main creative: 85 kb
DIMENSIONS	: Avatar: 40x40 px Main creative: 1460x1460 px
TECHNOLOGY	: GIF, JPEG, PNG The client also provides text up to 80 characters including spaces – separately for the title and for the sender name. The client can choose the colour of the mailing title bar.

VISUALISATION OF THE CREATIVE ON THE NEW EMAIL INTERFACE



VISUALISATION OF THE CREATIVE ON THE OLD EMAIL INTERFACE



34. Megaboard

DESCRIPTION	: Scalable graphic ad placed at the top of a website instead of a standard banner, but much bigger. The format adapts to the screen resolution and browser window. The ad's dimensions stay proportional during scaling.
FILE SIZE	: GIF, JPEG, PNG -> up to 100 kB HTML5 -> up to 200 kB
DIMENSIONS	: 1220x600 pixels
TECHNOLOGY	: GIF, JPEG, PNG, 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.

35. Mega Double Wideboard

DESCRIPTION	: Scalable graphic ad placed at the top of a website instead of a standard banner, but much bigger. The format adapts to the screen resolution and browser window the moment it loads.
FILE SIZE	: GIF, JPEG, PNG -> up to 100 kB HTML5 -> up to 160 kB
DIMENSIONS	: 1220x300 and 950x300 pixels (mandatorily in two sizes)
TECHNOLOGY	: GIF, JPEG, PNG, HTML5

4. The ad should include a getURL action:

```
dharmapi.click('clickTag')
```

5. URL addresses for each clickTag should be sent together with the rest of materials
6. Before the ad is approved for display, it has to fulfill all the above requirements.

36. Multiscreening

DESCRIPTION	: The ad integrates a banner format in the top slot and the website's margins. The banner format is the active (clickable) format, which links to the Client's website. In the basic version, the margins are not clickable.
WALLPAPER	<ul style="list-style-type: none">• The wallpaper makes a seamless creative together with the banner placed in the top slot (Billboard, Double Billboard, Wideboard, Triple Billboard, Double Wideboard).• The wallpaper is only visible on the margins; the middle part is covered by the site's content. Each site's content may have a different width (the attachment detailing each site's width can be obtained from one of our account managers)• The wallpaper might look differently depending on the resolution or the size of browser window. That is why we recommend placing key elements near the Edge of the site's content.• We recommend that the wallpaper's edges are in one solid color – in that case, the color's identifier (hex) should be provided, so that the background of the page can be set to match the wallpaper (especially important for wallpapers that do not scroll together with the rest of the site).• The wallpaper may scroll together with the rest of the site on which it is placed, according to the Client's wish.• The wallpaper in its basic form is not animated.• The wallpaper in its basic form is not clickable.• Clickable wallpapers must not use the native color for the site's margins.• We recommend sending a visualization together with the materials (banner and wallpaper), to show how the wallpaper should be placed in relation to the banner on the chosen Interia website.
FILE SIZE	: Banner: According to the specification of the chosen format Wallpaper: 85 kB

DIMENSIONS

: Top slot format:

Billboard 750x100 px, Double Billboard 750x200 px, Wideboard 950x200 px, Triple Billboard 750x300 px, Double Wideboard 950x300 px.

Wallpaper:

We recommend that the wallpaper should be one-size-fits-all (adapted to different widths of websites and different screen resolutions). Most Interia users have a screen resolution of 1366x768 px (we recommend placing the key elements of the advertising message near the site content, in the 1366 px area, but the wallpaper can be wider (e.g. 1920px) – it will be visible to users with higher resolutions).

The wallpaper is only visible on the margins, the site's content covers the middle part. Each site's content may have a different width:

- Interia Homepage: content width – 1260 px and 1025 px (the wallpaper should be provided in 2 versions for each of the widths – the site's content (1260 px or 1025 px) will cover the middle part of the wallpaper, so any elements placed there will not be visible).
- RWD websites: content width – 1260 px and 980 px (the wallpaper should be provided in 2 versions for each of the widths – the site's content (1260 px or 980 px) will cover the middle part of the wallpaper, so any elements placed there will not be visible).

TECHNOLOGY

: GIF, JPEG, HTML5 for the top-slot format (Billboard, Double Billboard, Wideboard, Triple Billboard, Double Wideboard); static GIF, JPEG for the wallpaper (mostly margins)

BACKGROUND DIMENSIONS

Designed by:

SGP:

High 200 px:

wallpaperBig:

e.hub.com.pl/Multiscreening_tapety/SGP_200/SGP_Szeroka_1920x1080_px_Gorny_slot_200_px.png

wallpaperSmall:

e.hub.com.pl/Multiscreening_tapety/SGP_200/SGP_Waska_1366x768_px_Gorny_slot_wysokosc_200_px.png

High 300 px:

wallpaperBig:

e.hub.com.pl/Multiscreening_tapety/SGP_300/SGP_Szeroka_1920x1080_px_Gorny_slot_300_px.png

wallpaperSmall:

e.hub.com.pl/Multiscreening_tapety/SGP_300/SGP_Waska_1366x768_px_Gorny_slot_wysokosc_300_px.png

RWD sites

High 200 px:

wallpaperBig:

e.hub.com.pl/Multiscreening_tapety/RWD_200/RWD_Szeroka_1920x1080_px_Gorny_slot_200_px.png

wallpaperSmall:

e.hub.com.pl/Multiscreening_tapety/RWD_200/RWD_Waska_1366x768_px_Gorny_slot_wysokosc_200_px.png

High 300 px:

wallpaperBig:

e.hub.com.pl/Multiscreening_tapety/RWD_300/RWD_Szeroka_1920x1080_px_Gorny_slot_300_px.png

wallpaperSmall:

e.hub.com.pl/Multiscreening_tapety/RWD_300/RWD_Waska_1366x768_px_Gorny_slot_wysokosc_300_px.png

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.

37. Multipanel

DESCRIPTION	: Non-invasive graphic advertisement on the INTERIA.PL Home Page. The format uses the top slot, wallpaper and the panels between editorial modules to form an eye-catching and coherent creative solution.
IMPORTANT:	we recommend to create the panels on a transparent background to incorporate them into the wallpaper behind the Home Page content.
OTHER	: INTERIA.PL reserves the right to accept the final creative. Display using external Client codes is allowed

Wytyczne do przygotowania nośnika:

- **Multiscreening**: top-slot creative in accordance with the current specification plus 2 wallpapers for the narrow and wide version, of a height that covers both panels (due to the dynamic architecture of SGP content, the approximate wallpaper height is 7500 px, file size up to 700 kb). The wallpaper cannot include a white background that imitates the website's content.

Technology of the wallpaper: JPEG, PNG.

- **Panel 600**: two creatives for the narrow and wide version or one responsive creative. The width of the creative increases by 40px (2x20px of removed panel margins) -> 1260 px for the wide version and 1025 px for the narrow version.

Technology: JPEG, PNG, GIF, HTML5.

- **Panel 400**: two creatives for the narrow and wide version or one responsive creative. The width of the creative increases by 40px (2x20px of removed panel margins) -> 1260 px for the wide version and 1025 px for the narrow version.

Technology: JPEG, PNG, GIF, HTML5.

VISUALISATION OF MULTIPANEL

<https://www.interia.pl/#inpltester2ad5e62223a13af24001a3ea81e>

38. Multi Pushdown

DESCRIPTION	: Graphic ad format using animation and an optional static background. The creative consists of two versions – large and small. First, the large version is displayed, which collapses into the small one after 15 seconds (this time may be shorter; the information about display time should be provided together with the materials in a manifest.json file). Optionally, the ad may also include a clickable background under the entire page. The ZAMKNIJ (CLOSE) button, which switches the creative from the large version to the small one is not required, it is added automatically. Both versions of the creative (small and large) need to be provided as two separate projects.
AD FILE SIZE	: small version-> up to 80 kB large version -> up to 80 kB
BACKGROUND FILE SIZE	: up to 120 kB
AD DIMENSIONS	: large version -> up to 1280px in width and up to 700px in height Small version-> up to 750px in width and up to 200px in height, however, it must be noted that the small version's dimensions need to be lower than the large one's
BACKGROUND DIMENSIONS TECHNOLOGY	: 1920x900px and 1536x720px (mandatorily in two sizes) : GIF, JPEG, PNG, HTML5

1. All clicks within the creative should use dharmapi. API will be injected into the creative automatically. Sample code:

```
document.getElementById('#link').addEventListener('click',
function() {
    dharmapi.click('clickTag');
    return false;
});
```

2. If clickable background is chosen, the field outside of the graphic will be filled with solid color
3. The creative should not include the close button, it's a part of the ad slot and will be added automatically.
4. The manifest.json file should include such information as: clickTag (for clicks on the background and on creative), the time before collapsing, dimensions of both creatives, the color of the close button, the color of the background.
5. dharmapi.ready() - this method should be called at the end of the code of the ad, ideally after all elements are ready to work:

```
setTimeout(function() {
    dharmapi.fireEvent('ready');
}, 5);
```

39. Navibox

DESCRIPTION	: Graphic ad set in the upper part of the right column.
FILE SIZE	: GIF, JPEG, PNG -> up to 50 kB HTML5 -> up to 150 kB
DIMENSIONS	: 300x250 pixels

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.

40. Navibox Flip Expand

DESCRIPTION	: Graphic ad set in the upper part of the right column. It expands to the left after rolling over. 7 boxes 300x250 px – 1 main, 6 creating a view after expand
FILE SIZE	: up to 50 kb (per box)
DIMENSIONS	: 300x250 pixels before expanding
TECHNOLOGY	: GIF, JPEG, PNG (static)

Buttons „ROZWIŃ” i „ZAMKNIJ X”:

FILE SIZE	: up to 10 kb (per box)
DIMENSIONS	: 100x30 pixels
TECHNOLOGY	: GIF, JPEG, PNG (static)

Designed by:

- button ROZWIŃ <https://e.hub.com.pl/RWD/ROZWIN.png>
- button ZAMKNIJ X <https://e.hub.com.pl/RWD/ZAMKNIJ.png>

Button ROZWIŃ / ZAMKNIJ X is placed in the upper right corner of the creative.

Button ROZWIŃ / ZAMKNIJ X should be provided in the colors and stylistics of advertising boards.

VideoAd:

FILE SIZE	: up to 2 MB (total for all videos)
TECHNOLOGY	: avi, .mpg, .mp4, .mov, .flv.

HTML:

```
<a id="expand" href="#">Rozwiń</a>
```

JavaScript:

```
document.getElementById('expand').addEventListener('mouseover',
function() {
    dharmapi.expand();
});
```

HTML:

```
<a id="collapse" href="#">Zwiń</a>
```

JavaScript:

```
document.getElementById('collapse').addEventListener('mouseout',
function() {
    dharmapi.collapse();
});
```

41. Parallaxa

DESCRIPTION : Formats with parallax effect.

Creative Panel 600

FILE SIZE : up to 200 kB

DIMENSIONS : 1220x950 pixels

TECHNOLOGY : GIF, JPEG, PNG, JPG (static)

OTHER : INTERIA.PL reserves the right to approve each creative

Designed according to the following models:

<http://e.hub.com.pl/RWD/1220x950px.png>

IMPORTANT:

- We recommend making space for a neutral margin area 15px from the upper and lower edge of the creative
- The speed of scrolling of the creative is automatic

VISUALISATION OF PANEL 600px WITH PARALLAX EFFECT:

<https://www.interia.pl/#inpltester2ad5d495226714f710024cf2e4b>

Creative Halfpage 300x600

FILE SIZE : up to 100 kB

DIMENSIONS : 300x950 pixels

TECHNOLOGY : GIF, JPEG, PNG, JPG (static)

OTHER : INTERIA.PL reserves the right to approve each creative

Designed according to the following model:

<http://e.hub.com.pl/RWD/300x950px.png>

IMPORTANT:

- We recommend making space for a neutral margin area 15px from the upper and lower edge of the creative
- The speed of scrolling of the creative is automatic

VISUALISATION OF HALFPAGE WITH PARALLAX EFFECT:

<https://www.interia.pl/#inpltesterad=4dc170b4f10e796afa7a2842dc7d991a>

42. Panel 200

DESCRIPTION : Static graphic ad placed on the Interia Homepage under the Sport module.

FILE SIZE : up to 60 kB

DIMENSIONS : 1220x200 and 985x200 or 1220x100 and 985x100 pixels (mandatorily in two sizes)

TECHNOLOGY : GIF, JPEG, PNG, JPG

OTHER : INTERIA.PL reserves the right to approve each creative

43. Panel 400

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Plotki (Gossip) module.
FILE SIZE	: up to 60 kB
DIMENSIONS	: 1220x400 and 985x400 pixels (mandatorily in two sizes)
TECHNOLOGY	: GIF, JPEG, PNG, JPG
OTHER	: INTERIA.PL reserves the right to approve each creative

44. Panel 600

DESCRIPTION	: Static graphic ad placed on the Interia Homepage under the Sport module (in place of Panel 200). The format adapts to the screen resolution and browser window. The ad's dimensions stay proportional during scaling.
FILE SIZE	: GIF, JPEG, PNG -> up to 100 kB HTML5 -> up to 160 kB
DIMENSIONS	: 1220x600
TECHNOLOGY	: GIF, JPEG, PNG, 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.

45. Rectangle (inter-text box)

DESCRIPTION	: Graphic ad placed inside an article on the chosen website.
FILE SIZE	: GIF, JPEG, PNG -> up to 50 kB HTML5 -> up to 150 kB
DIMENSIONS	: 300x250 pixels
TECHNOLOGY	: GIF, JPEG, PNG, 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.

46. Triple Billboard

DESCRIPTION	: Graphic ad placed in the top slot of the website in place of a traditional banner, but much bigger.
FILE SIZE	: GIF, JPEG, PNG -> up to 60 kB HTML5 -> up to 150 kB
DIMENSIONS	: 750x300 pixels
TECHNOLOGY	: GIF, JPEG, PNG, 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.

47. VideoAd

DESCRIPTION:

VideoAd – Ad format which allows playing a television advertising spot. Depending on the user's connection speed, the advertising spot is broadcast in one of three different file sizes to ensure smooth playback. INTERIA.PL adapts the source material provided for Internet broadcast. The VideoAd has standard navigation buttons, which allow pausing at any moment, muting and replaying.

Max duration of the video is 30 seconds, and it starts playing as soon as it loads, but without sound (the sound starts after user interaction – either clicking or rolling over with the mouse). Max file size is 2 MB. It is mandatory to limit the number of impressions per user. Capping is included. For full information about possible placements of VideoAd, please contact our office.

FILE SIZE : video max 2 MB

TECHNOLOGY : HTML5

DEADLINE FOR MATERIALS:

5 workdays before the planned start.

48. Video Back Layer

DESCRIPTION : graphic ad displayed on Interia.pl homepage and its flagship websites. The ad consists of three elements – two HTML banners and a video wallpaper.

The user will see the HTML banner and the wallpaper with the video playing in the background. After hovering over the banner or the background with the pointer, a countdown will appear (3, 2, 1), after which the background will expand to full screen and the video will start playing from the beginning. The graphic presentation of the countdown is implemented by the client in the first banner. After playback is over, the background collapses and the user will see the website's content with the second banner.

File size and dimensions:

- banner HTML, up to 150 KB. 750x200, bigger formats should be responsive
- MP4 video, up to 2 MB

- jpg button „zamknij X” (close X), compliant with the IAB specification: *“zamknij X”, written in font size of at least 20px (the entire “ZAMKNIJ X” text should be no smaller than 50x20 px. “ZAMKNIJ X” should be placed on a non-transparent background*
-jpg speaker icon, 40x40 px

1 - All creatives should include a getURL action: `dharmapi.click('clickTag')`

example:

```
body.addEventListener('click', function() {
    dharmapi.click();
}, false
);
```

2 – if the countdown is supposed to start after the user hovers over the banner (countdown implementation on the client's side). The script should include the following action which displays the ad full-screen:

```
dharmapi.fireEvent('startFullscreenVideo');
```

3 – if the countdown is supposed to start also after the user hovers over the background, the first banner should include at the end of the script the following function. The function to stop and start the counter in any given place should be implemented.

Example:

```
/**
 * Rozpoczęcie i wstrzymanie odliczania
 * param {string} param1, Typ zdarzenia (start|stop)
 * param {number} param2, Odliczanie sekundowe (3,2,1)
 */
setTimeout(function() {
    dharmapi.addListener('counter', function(param1, param2) {
        if (param1 === 'stop') {
            /* zatrzymanie licznika */
            return false;
        }
        /* uruchomienie licznika */
    });
    // załadowanie funkcji obsługi zdarzeń
    dharmapi.ready();
}, 5);
} else {
    console.error('Brak dharmapi!');
}
```

49. Wallpaper Dynamic

DESCRIPTION

: The ad integrates a banner format in the top slot and the website's margins. The banner format is the active (clickable) format, which links to the Client's website. In the basic version, the margins are not clickable.

WALLPAPER

- The wallpaper makes a seamless creative together with the banner placed in the top slot (Billboard, Double Billboard, Wideboard, Triple Billboard, Double Wideboard).
- The wallpaper is only visible on the margins, the site's content covers the middle part. Each site's content may have a different width (the attachment detailing each site's width can be obtained from one of our account managers)
- The wallpaper might look differently depending on the resolution or the size of browser window. That is why we recommend placing key elements near the edge of the site's content.
- We recommend that the wallpaper's edges are in one solid color – in that case, the color's identifier (hex) should be provided, so that the background of the page can be set to match the wallpaper (especially important for wallpapers that do not scroll together with the rest of the site).
- The wallpaper may scroll together with the rest of the site on which it is placed, according to the Client's wish.
- The wallpaper in its basic form is not animated.
- The wallpaper in its basic form is not clickable.
- Clickable wallpapers must not use the native color for the site's margins.
- We recommend sending a visualization together with the materials (banner and wallpaper), to show how the wallpaper should be placed in relation to the banner on the chosen Interia website.

FILE SIZE

: Banner: According to the specification of the chosen format
Wallpaper: 85 kB

DIMENSIONS

: Top slot format:

Billboard 750x100 px, Double Billboard 750x200 px, Wideboard 950x200 px, Triple Billboard 750x300 px, Double Wideboard 950x300 px.

Wallpaper:

We recommend that the wallpaper have a universal size (suited to different website widths and different screen resolutions). Most Interia users' screen resolution is 1366x768 px (we recommend placing key advertising elements near the edge of the site, near the 1366 px field, while the background may be wider, e.g., 1920 px – so it is visible for users with higher resolution screens).

TECHNOLOGY

: GIF, JPEG, PNG, HTML5 for the top slot format (Billboard, Double Billboard, Wideboard, Triple Billboard, Double Wideboard); static GIF, JPEG for the wallpaper (mostly margins)

```
this.click.name = "click";
ready();
function ready() {
```

```
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper0');
        } else {
            console.log("onWallpaper0");
        }
    }

    this.click1.addEventListener("mouseover", tapeta1);
    function tapeta1() {
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper1');
        } else {
            console.log("onWallpaper1");
        }
    }

    this.click2.addEventListener("mouseover", tapeta2);
    function tapeta2() {
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper2');
        } else {
            console.log("onWallpaper2");
        }
    }

    this.click3.addEventListener("mouseover", tapeta3);
    function tapeta3() {
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper3');
        } else {
            console.log("onWallpaper3");
        }
    }

    this.click4.addEventListener("mouseover", tapeta4);
    function tapeta4() {
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper4');
        } else {
            console.log("onWallpaper4");
        }
    }

    this.click5.addEventListener("mouseover", tapeta5);
    function tapeta5() {
        if (typeof dharmapi !== 'undefined') {
            dharmapi.fireEvent('onWallpaper5');
        } else {
            console.log("onWallpaper5");
        }
    }
}
```

50. Wideboard

DESCRIPTION	: Graphic ad placed in the top slot of the website in place of a traditional banner, but much bigger. Display possible only on chosen websites (wide layout).
FILE SIZE	: GIF, JPEG, PNG -> up to 60 kB HTML5 -> up to 150 kB
DIMENSIONS	: 950x200 pixels
TECHNOLOGY	: GIF, JPEG, PNG, 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.

51. Main/Site Branding (Portal Main Page + RWD Sites)

DESCRIPTION	: Non-invasive graphic ad in the upper part of INTERIA.PL Homepage, over the Portal menu.
--------------------	---

Two boards (for the wide and narrow version of the Portal Main Page):

FILE SIZE: up to 200kb (each board separately),
DIMENSIONS: 1920x650px
TECHNOLOGY: JPG,PNG, GIF (static)

Designed according to the templates:

- for the **wide** version of the Homepage. The expanded and the collapsed versions are in one graphic file <https://i.iplsc.com/0007MIZ9WORQG2VC-C0.png>
- for the **narrow** version of the Homepage. The expanded and the collapsed versions are in one graphic file <https://i.iplsc.com/0007MIYYVSA3MWMF-C0.png>

Banner (for the wide and narrow version of the RWD site):

FILE SIZE: up to 200kb (each board separately),
DIMENSIONS: 1920x75px
TECHNOLOGY: JPG,PNG, GIF (static)

Designed according to the templates:

- for the **wide** version of the RWD site. <https://i.iplsc.com/0007MIZGACVDACVD-C0.png>
- for the **narrow** version of the RWD site. <https://i.iplsc.com/0007MIZERDM06WY7-C0.png>

COLLAPSE and EXPAND buttons:

FILE SIZE: up to 10kb,
DIMENSIONS: 150x50px,
TECHNOLOGY: JPG, PNG, GIF (static)

Designed according to the templates:

- the COLLAPSE button https://e.hub.com.pl/RWD/przycisk_ZWIN.png
- the EXPAND button https://e.hub.com.pl/RWD/przycisk_ROZWIN.png

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.

The COLLAPSE/EXPAND (ZWIŃ/ROZWIŃ) buttons should match the style and color palette of the rest of the ad.

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 the color of the background near the edges should fade to white.

COLLAPSED AD



EXPANDED:

TŁO
DOPASOWANE
DO REKLAMY

1220x500
REKLAMA ROZWIINIĘTA

TŁO
DOPASOWANE
DO REKLAMY



FAKTY

KRAKÓW 0°C
Pogoda na 72 godz. • Pogoda na 25 dni •

ZRABOWANE DZIECI | AUTORZY | OPINIE | HISTORIA

Katastrofa kolejowa w Hiszpanii

Co naprawdę ich łączy? Wiśniewski pokazał wymowne zdjęcie

BANNER

1220x75

Nowe fakty ws. śmierci Gmitruka. Prokurator w akcji

- Ugonoh w szoku po śmierci legendy: "jeszcze wczoraj..."
- Nowe fakty ws. śmierci Gmitruka. Prokurator w akcji
- CBA w PZPS. Działalność zatrzymani, chodzi o miliony
- Wielki problem Niemców. "Wszystko w rękach Polaków"
- Joachim Loew nie liczy na Portugalię w meczu z Polską
- Artur Szpilka: Odszedł jeden z największych kozaków
- Dramatyczny wypadek i cud, 17-latkę wróci do pełni sił
- Liga Narodów: Polscy kibice stawiają na... Portugalię
- Pięć minut, które wstrząsnęło reprezentacją Niemiec
- Skandaliczne zachowanie ekipy z mistrzem olimpijskim
- Młode Orły dokonają cudu? "Nie wszystko rozstrzygnięte"
- Złe wiadomości dla kadry Brzeczka przed meczem w LN
- Nasze drużyny wśród potęg, wielki apetyt na triumf w LM
- Trener Portugalczyków przestrzega przed Polakami
- Rosyjskie media o zwycięstwie Klimowa w Wiedlu

Kilko wróci na ring?

Wstrząsająca informacja. Nasz słynny trener odszedł nagle

Co za mecz! Rekord kariery!

Polacy poradzą sobie bez Lewandowskiego? Mecz o honor

Wyleci z Barcelony? Gwiazdor o sytuacji napastnika

MAIN BRANDING WITH VIDEO:

This ad format includes video. The maximal video duration is 30 seconds and it starts automatically when the ad is loaded, but without sound (which can be initialized by the user clicking the sound icon).

FILE SIZE: up to 2 MB

TECHNOLOGY: avi, mpg, mp4, mov, flv.

Technical specification of ad formats

39 | Page

NIP 113-21-73-100

Nr KRS 0000467579

Sąd Rejonowy dla m.st. Warszawy w Warszawie

52. Webmail Branding (Desktop)

DESCRIPTION : Non-invasive graphic ad in the upper part of INTERIA.PL Homepage, over the Portal menu.

Two separate graphics (for the wide and narrow version of the RWD site)

FILE SIZE: up to 200kb (for each graphic),

DIMENSIONS: 1920x420 px

TECHNOLOGY: JPG, PNG, GIF (static)

Designed according to the following models:

- for the **wide** version of the e-mail client. The collapsed and expanded ad are both in one graphic file: [//e.hub.com.pl/wzorce/reklama-niski_1220.png](https://e.hub.com.pl/wzorce/reklama-niski_1220.png)
- for the **narrow** version of the e-mail client. The collapsed and expanded ad are both in one graphic file: [//e.hub.com.pl/wzorce/reklama-niski_985.png](https://e.hub.com.pl/wzorce/reklama-niski_985.png)

A graphic (one for the narrow version and one for the wide version) consists of one creative which is 420 px in height. The upper banner is 60 px high, and after user interaction it expands into the 360 px high image.

The advertising message should take up 1220 px in the wide version and 985 px in the narrow version. The margins should stay in a neutral color.

Buttons ZWIŃ (COLLAPSE) and ROZWIŃ (EXPAND):

FILE SIZE: up to 10kb,

DIMENSIONS: 150x50px,

TECHNOLOGY: JPG, PNG, GIF (static)

Designed according to the following models:

- button ZWIŃ (COLLAPSE) https://e.hub.com.pl/RWD/przycisk_ZWIN.png
- button ROZWIŃ (EXPAND) https://e.hub.com.pl/RWD/przycisk_ROZWIN.png

The collapse-expand button is placed in the upper-right corner. It should be kept in the color scheme and style of the advertising graphics.

IMPORTANT:

- If the client's logo in the COLLAPSED AD is placed over the website's logo, it should be 50% smaller than the website's logo.
- We recommend that on both edges of the ad's background the color should turn to white.

NE

Y

EXPANDED STATE

1220x360

REKLAMA ROZWINIĘTA

ZWIŃ

X

TŁO

DOPASOWANE DO REKLAMY

interia.poczta

www.lrs0000.pl | lrs0000@interia.eu

Nova

Odbiór

Konta

Odpowiedz

Ciepły pocztę

Pisz do mnie

Prześlij

Ustaw

Ustaw za spam

Drugi

Szukaj wiadomości...

Odebrane

<input type="checkbox"/>	Od	Temat	Data	Rozmiar	
Nowy adres bez zakładania kolejnego konta? Sprawdź, jakie to proste >					
<input checked="" type="checkbox"/>	ZNAK.com.pl	-72% dla pierwszych 100 osób!	dziś, 10:39	76 kB	
<input checked="" type="checkbox"/>	Sexshop112.pl - dostarcz...	[TEST INTERIA.PL 2019-06-28 10:25:56] Gadżety erotyczne dla kobiet i mężczyzn >>	dziś, 10:25	61 kB	
<input checked="" type="checkbox"/>	Magda z NeoNail	= Dostawa za free? Każdy to lubi!	dziś, 10:14	19 kB	
<input checked="" type="checkbox"/>	Developer Murapol SA (...)	Kup mieszkanie podczas Ogólnopolskiego Dnia Otwartego w Murapol SA	dziś, 10:00	139 kB	
<input checked="" type="checkbox"/>	National Geographic Odkr...	Dwujęzyzny magazyn edukacyjny dla Twojego dziecka. Sprawdź!	dziś, 10:00	126 kB	
<input checked="" type="checkbox"/>	home&you - dostarczone ...	Tylko do niedzieli - Druga rzecz za 10 zł	dziś, 10:00	94 kB	
<input checked="" type="checkbox"/>	Venezia - dostarczone prz...	Rozpocznijmy szaleństwo wyprzedaży!	dziś, 10:00	146 kB	
<input checked="" type="checkbox"/>	Kazar - dostarczone przez...	Ruszyła wyprzedaż w Kazar do -60%! Sprawdź teraz!	dziś, 10:00	98 kB	
<input checked="" type="checkbox"/>	Okazjum.pl - dostarczone...	Sprawdź oferty tygodnia Polomarket!	dziś, 10:00	131 kB	
<input checked="" type="checkbox"/>	Pracuj.pl	Interia, trzymaj rękę na pulsie! Wybrałismy dla Ciebie najlepsze oferty pracy.	dziś, 09:17	74 kB	

Wętkowanie: włacz
1 2 3 4 5 ... 3212
Podgląd: włacz

DZIŚ W INTERII

Gwiazda disco polo w szpitalu. "Tee ma poprawny"

Sławek zawdzięcza ojcu? Przyparta do muru, w...

TECHNOLOGY: avi, mpg, mp4, mov, flv.