Technical specification of ad formats on DISPLAY

Updated 30.09.2026

Table of contents

I. GENERAL RULES MOBILE 5
MOBILE ADFORMS 7
1.1 MOBILE MAIN / SITE BRANDING 7
1.2 MOBILEBOARD 9
1.3 HIGH MOBILEBOARD 10
1.4 MOBILE RECTANGLE 10
1.5 MOBILE RECTANGLE FLIP X / Y 10
1.6 MOBILE RECTANGLE EDGE2EDGE 11
1.7 MOBILE RECTANGLE SLIDER 11
1.8 MOBILE HALFPAGE 11
1.9 MOBILE HALFPAGE EDGE2EDGE 12
1.10 MOBILE HALFPAGE SLIDER 12
1.11 SCRATCH 13
1.12 PAGE BREAK 13
1.13 CUBE 3D MANUAL 13
1.14 CUBE 3D VIDEO 14
1.15 SCROLL BRANDING MOBILE 14
1.16 SCROLL FOOTER 15
1.17 SPONSORED LINK 15
1.18 FF SG M.INTERIA.PL 15
1.19 INTERSTITIAL INTERIA MOBILE SGP 16
1.20 INTERSTITIAL INTERIA ROS 17
1.21 DRAG/SWIPE 17
1.21 MOBILE WEBMAIL BRANDING (WWW + APPLICATION) 18
1.22 MOBILE LOGOUTBOX 18
1.23 MOBILE GIGABOX 18
II. DESKTOP GENERAL RULES 20
GENERAL HTML5 RULES 22
2.1 BILLBOARD 26
2.2 PLAYER BRANDING 26
2.3 CONTENT BOX 26
2.4 CUBE 3D MANUAL 27
2.5 CUBE 3D VIDEO 27
2.6 DOUBLE BILLBOARD 28
2.7 DOUBLE WIDEBOARD 28
2.8 EXPAND BILLBOARD 28

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2.9 EXPAND HALF PAGE 29
2.10 EXPAND NAVIBOX 29
2.11 EXPAND RECTANGLE 30
2.12 EXPAND DOUBLE BILLBOARD 30
2.13 EXPAND TRIPLE BILLBOARD 32
2.14 EXPAND WIDEBOARD 32
2.15 EXPAND DOUBLE WIDEBOARD 33
2.16 FULLSCREENBOX INTERIA DESKTOP SGP 33
2.17 FULLSCREENBOX INTERIA ROS 34
2.18 FULLSCREENBOX WITH VIDEOAD 34
2.19 FULL SIDE 35
2.20 GIGABOX 35
2.21 GIGABOX FULL PAGE 35
2.22 HALF PAGE 36
2.23 HALF PAGE 3D 37
2.24 HALF PAGE PUZZLE EXPAND 37
2.25 IN-STREAM VIDEOAD 39
2.26 INTERBOX 39
2.27 CAROUSEL VERTICAL 39
2.28 CAROUSEL HORIZONTAL 40
2.29 SPONSORED LINK 40
2.30 LOGOUTBOX 41
2.31 MAILING 41
2.32 MAILING PREMIUM 42
2.33 MEGABOARD 43
2.34 MEGA DOUBLE WIDEBOARD 44
2.35 MULTISCREENING 44
2.34.1 INTERIA 44
2.34.2 POLSATSPORT.PL, POLSATNEWS.PL, TWOJAPOGODA.PL (FORMER NAME: SCRENNING) 46
2.35 MULTIBANNER 47
2.36 NAVIBOX 48
2.37 NAVIBOX FLIP EXPAND 48
2.38 PARALLAXA 49
2.39 BANNER 200 50
2.40 BANNER 400 50
2.41 BANNER 600 51
2.42 SCROLLING 3D 51
2.43 SCROLL BRANDING DESKTOP 52
2.44 RECTANGLE (INTER-TEXT BOX) 52

Polsat Media Spółka z ograniczoną odpowiedzialnością
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2.45 TRIPLE BILLBOARD 52
2.46 VIDEOAD IN DISPLAY ADVERTISING FORMATS 53
2.47 VSCREENING 53
2.48 WALLPAPER DYNAMIC 54
2.49 WIDEBOARD 56
2.50 MAIN/SITE BRANDING (PORTAL MAIN PAGE + RWD SITES) 56
2.51 WEBMAIL BRANDING DESKTOP 59
2.52 BANNER WITH WALLPAPER 61
2.53 DRAG/SWIPE 62
III. APPLICATIONS 63
3.1 APPLICATION'S BRANDING 63
3.1.1 MOBILEBOARD IN APPLICATIONS 63
3.1.2 RECTANGLE IN APPLICATIONS 63
3.2 INTERSTITIAL IN APPLICATIONS 63
IV. POLSAT MEDIA PERFORMANCE 64
4.1 DOUBLE BILLBOARD PERFO 64
4.2 TRIPLE BILLBOARD PERFO 65
4.3 WIDEBOARD PERFO 65
4.4 SCYSCRAPER PERFO 65
4.5 HALF PAGE PERFO 66
4.6 RECTANGLE PERFO 66
4.7 MOBILEBOARD PERFO 66
4.8 INTERSTITIAL PERFO 67
4.9 PRODUCT FEEDS PERFO 67
4.10 MAILING PERFO 70

Polsat Media Spółka z ograniczoną odpowiedzialnością
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I.General rules mobile

1. The submitted creatives cannot trigger warnings and errors while diplayed or disrupt the operation of the pages on which they are displayed. Ads that cause errors or warning in the user's browser will not be accepted for broadcast.
2. 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
3. Graphic formats: Some mobile devices do not support GIF animation.

   In that case, only 1 frame of the creative is displayed.
4. Behavioral targeting is not possible.
5. Ads are not displayed on websites such as: login, registration, settings, payments.
6. Ads are emitted using an adserver working in asynchronous mode.

   Ads cannot use the DOMContentReady and onLoad events – instead of the the equivalents: Inpl.Ad.onReady and Inpl.Ad.onLoad have been prepared. The ad code cannot use the document.write method.

   External adservers emitted using the SCRIPT tag without ASYNC parameter and ads using document.write can be broadcast using the solution recommended by IAB: Friendly IFrame (FIF).

   Ad may „know" that is has been embedded in the FIF frame after reading the variable: inDaplF. When the ad is in FIF, the variable is TRUE.
7. The lack of asynchronous broadcast codes may result in large discrepancies in the counting statistics. In this case, the statistics generated by the Interia Group adserver will be considered reliable and binding.
8. We require a complete set of creatives to be sent once, for the entire duration of the campaign, at least 3 working days before start of the campaign. Otherwise, we do not guarantee the timely launch of the campaign.
9. Creatives must have the size and weight specified in the detailed specification of a given ad format.
10. The complete set of creatives must be accompanied by an active address to which the creatives are to be directed after clicking – unless the creative is not to be clickable.
11. An advertising creation with a white background must have a frame that will clearly enable the user to distinguish it from the native (white) background of Interia.pl websites.
12. HTML5 creatives must be scalable/responsive.
13. Campaigns are implemented exclusively using creatives hosted on Polsat Media's own ad servers. Ads based on external codes are not accepted for emission.
14. AI Content Labelling**:** Effective from 2 August 2026**,** all advertising creatives generated or modified using AI (in whole or in part, including AI-generated images, backgrounds or audio) must include a clear and prominent disclosure informing users that the content has been generated or modified using AI. This requirement does not apply where AI has been used solely for technical post-production editing of existing content (e.g. colour correction, retouching or audio enhancement). The content creator is responsible for ensuring compliance with these AI labelling requirements.

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Mobile AdForms

1.1 Mobile Main / Site Branding

An interactive ad format, which expands to a larger size after clicking „ROZWIŃ" button, which allows the Advertiser to use the additional space for presentation. The visible area of the creative for tablets is 768 x 60 px before expanding and 768 x 300 px after expanding and for smartphones 320 x 60 px before expanding and 320 x 300 after expanding the creative..

- **Two boards (for tablets and smartphones):**

  File size: up to 100kb (each board separately),

  Tablet dimensions: 1280x360px

  Smartphone dimensions: 768x360px

  Technology: jpg,png, gif (static)

Designed by:

For tablets: the collapsed ad and the expanded ad constitute one graphic file

http://e.hub.com.pl/mobile/tablet_1280x360_768x60.jpg

For smartphones: the collapsed ad and the expanded ad constitute one graphic file
https://e.hub.com.pl//mobile_768x360_320x60.jpg

- **Two banners (for tablets and smartfons) FILE SIZE:** up to 100kb (each banner separately),

  Dimensions for tablets: 1280x60px (with the 768 x 60 area of visibility)

  Dimensions for smartphones: 768x60px (z zachowanym with the 320 x 60 area of visibility)

  TECHNOLOGY: JPG,PNG, GIF (static)

  Designed by:

  For tablets

  http://e.hub.com.pl/mobile/belka_tablet_1280x60.jpg

  For smartphones

  http://e.hub.com.pl/mobile/belka_smartfon_768x60.jpg

- **For sponsor of the day version with video:**

  The format includes possibility of displaying video. The maximum duration of the video is 30 seconds, and it starts playing as soon as the ad has loaded, but with muted sound (the sound can be turned on by the user clicking the sound icon).

  FILE SIZE: up to 2 MB

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

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- **ZWIŃ and ROZWIŃ buttons:**

  FILE SIZE**:** up to 10kb,

  DIMENSIONS: 80x40px,

  TECHNOLOGY: JPG, PNG, GIF (static)

ZWIŃ/ROZWIŃ (COLLAPSE/EXPAND) button is located in the upper right part of the AD COLLAPSED/ AD EXPANDED area and is aligned to the right Edge of the website's content

Designed by:
http://e.hub.com.pl/mobile/button_zwin.png

http://e.hub.com.pl/mobile/button_rozwin.png

IMPORTANT:

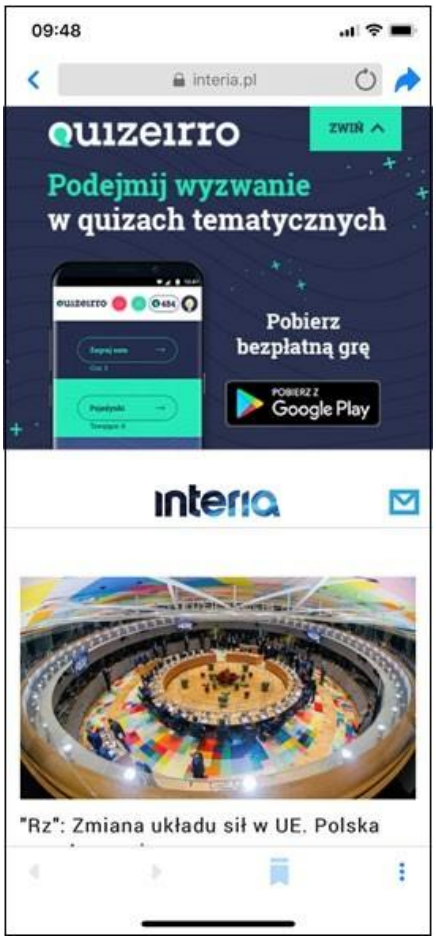
- If in the area of COLLAPSED AD, the client's logo is placed above the website's logo, it should be 50% smaller than it

- We recommend that the color on both edges of BACKGROUND (rght and left) fade to white color

SITE BRANDING VISUALIZATION:

https://www.interia.pl/?from=desktop#adtester2023_660fbee5447126175154f99c

Smartphone



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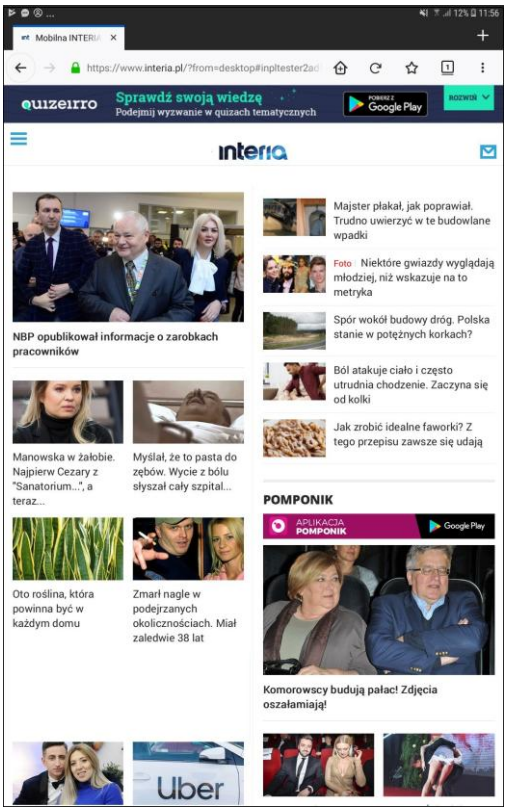
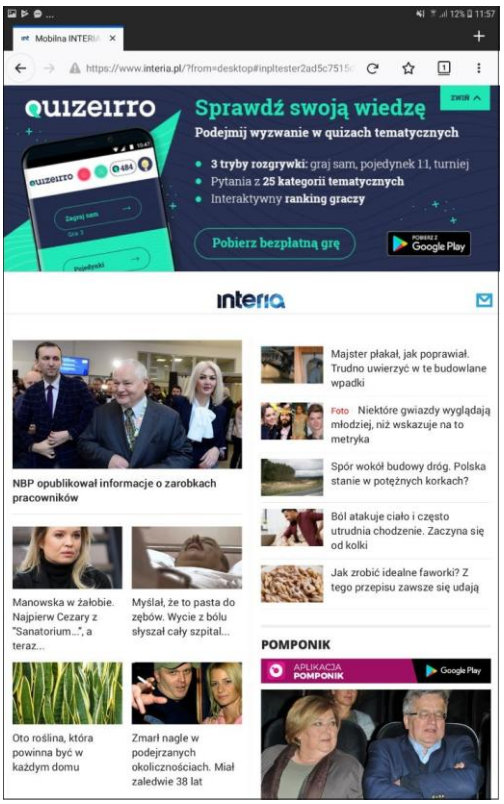
Tablet





1.2 Mobileboard

Basic mobile advertising format, displayed on the upper and lower slots.

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: HTML5/jpg/png

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

DIMENSIONS	FILE SIZE
300x50 px [1]	Up to 10 kB
300x75 px	Up to 10 kB
320x75 px	Up to 10 kB
320x100 px	Up to 10 kB
480x75 px	Up to 30 kB
750x100 px	Up to 50 kB
750x200 px	Up to 50 kB

[1] size required only for campaigns broadcas in applications and/or billed in the CPC model

Comments:

Audio in the ad is only allowed after an interaction from the user, such as clicking on a button.

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1.3 High Mobileboard

A larger form of Mobileboard, broadcast on the top and bottom slots.

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

DIMENSIONS	FILE SIZE
300x125 px	Up to 10 kB
320x125 px	Up to 10 kB
480x150 px	Up to 30 kB
750x300 px	Up to 50 kB

1.4 Mobile Rectangle

Advertising form displayed on the middle or bottom slot.

Dimensions: 300x250 or 336x280px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.5 Mobile Rectangle Flip X / Y

Description: The creative takes the form of a square card consisting of two sides – side A (front) and side B (back). When scrolling down, the user first sees side A. As they continue scrolling, the card rotates around the X/Y axis, revealing side B, located on the back of side A. As they scroll up, the card rotates in the opposite direction, revealing side A again. The card's movement is smooth and linked to the scroll, creating an interactive flipping effect.

Side A:

Dimensions: 300x300px
Format: GIF, JPEG, JPG, PNG
File size: up to 50kB

Side B:

Dimensions: 300x300px
Format: GIF, JPEG, JPG, PNG

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File size: up to 50kB

1.6 Mobile Rectangle Edge2Edge

Description: Scalable advertising form displayed on the middle or bottom slot, but much bigger. The format adapts to the screen resolution and browser window. The ad's dimensions stay proportional during scaling.

Dimensions: 336x280px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: Scalable HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.7 Mobile Rectangle Slider

Advertising form displayed on the middle or bottom slot.

The creative consists of interconnected formats navigated by the user.

Dimensions: 300x250 or 336x280px

Technology : GIF, JPEG, PNG, HTML5

Wight of the first screen: up to 60 kB

Weight of the subsequent screens: up to 50 kB*,

HTML5 -> up to 150 kb

Maximum number of screens: 5

Source format: 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

*The first two screens are drawn automatically when the ad is broadcast, the rest after user interaction. In the case of a creative with video, one screen must contain a static frame with the Play button applier – as a creative initiating the Video start.

1.8 Mobile Halfpage

Advertising forma displayed on the middle slot.

Dimensions: 300x400px or 336x400

Technology : GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

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- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

VideoAd – the possibility of broadcasting video within the medium.

In the case of a creative with Video, one screen must contain a static frame with the Play button applied – as a creative initiating the Video start.

Sound only after user interaction (hovering over for at least 1 sec. or clicking). In each case, it is recommended to include in the creative an appropriate message such as “Click to see more”, “Hover to expand/turn on the sound” etc. Possible auto-start or the video material without sound.

1.9 Mobile Halfpage Edge2Edge

Description: Scalable advertising form displayed on the middle or bottom slot, but much bigger. The format adapts to the screen resolution and browser window. The ad's dimensions stay proportional during scaling.

Dimensions: 336x400px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: Scalable HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.10 Mobile Halfpage Slider

Advertising form displayed on the middle slot.

The creative consists of interconnected formats navigated by the user.

Dimensions: 300x400px or 336x400

Technology : GIF, JPEG, PNG, HTML5

Wight of the first screen: up to 90 kB

Weight of the subsequent screens: up to 60 kB*

Maximum number of screens: 5

Source format: HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

* The first two screens are drawn automatically when the ad is broadcast, the rest after user interaction.

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VideoAd – the possibility of broadcasting video within the medium.

In the case of a creative with Video, one screen must contain a static frame with the Play button applied – as a creative initiating the Video start.

Sound only after user interaction (hovering over for at least 1 sec. or clicking). In each case, it is recommended to include in the creative an appropriate message such as “Click to see more”, “Hover to expand/turn on the sound” etc. Possible auto-start or the video material without sound.

1.11 Scratch

Advertising format that generates the effect of waring off the creative. Two static images required “before and “after” rubbing the layer.

Dimensions: 300x250px

Source format: JPG, PNG

File size: up to 60kB

1.12 Page Break

Page Break is an advertising format designed for touchscreen devices. It contains graphics placed under the website and visible when the page is scrolled. The ad is displayed on devices with a resolution of min. 320px

Dimensions: 300x950px lub 300x900px

File size: up to 100kB

Technology : GIF, JPEG, PNG, HTML5

Source format: HTML5

Obligatory elements:

- Visualization of the creation on the form of graphic files (PNG, JPG, etc.)
- The ad should contain a getURL action: dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.13 Cube 3D Manual

The forma uses 3D transformations, which are available in iOS 3+ and Android 4+.

Cube 3D Manual is a Rich Media format. The creation has the shape of a cuboid (cube). Rotating, it attracts the attention of users and reveals subsequent walls. Each wall can contain different graphic material and have separate links. Additionally, the user can rotate the cube on all axes, revealing interesting graphics on the appropriate walls of the cube. Desktop and mobile broadcasting possible.

Graphics can be placed on every wall:

Number of boards: 6 static files

Weight: for graphics 6x50kb

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Size: for graphics 300x300px

Technology: for graphics JPEG, PNG, JPG

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.14 Cube 3D Video

Uses 3D transformations, which are available in iOS 3+ and Android 4+.

Cube 3D Video is a Rich Media format. The creation has the shape of a cuboid (cube). Rotating, it attracts the attention of users and reveals subsequent walls. Each of the walls can contain different graphic material and have separate links. One of the walls on the graphic layer can also contain video. Desktop and mobile broadcasting possible.

Number of walls: 6

Number of graphics without video version: 6

Number of graphics with video version: 7

5 graphics for standard walls (without video)

1 graphic as a video cover (visible until the video is played)

1 graphic as a background under the video (this graphic layer is where the rectangular video is placed)

Weight: for graphics 7x50kb, for video: 3MB

Size: for graphics 300x300px

Technology: for graphics JPEG, PNG, JPG, for video mp4

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.15 Scroll Branding Mobile

Advertisement description: Creative displayed on the mobile layer of the Interia Portal Home Page, glued to the bottom edge of the device screen.

Two boards (for tablets and smartphones):

Tablet size: 1280x100px

Smartphone size: 768x100px

Format: JPEG, JPG, PNG

Size: up to 50kb (each board separately),

Additional information:
Key creative elements should fit appropriately:

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- for tablets, within a maximum width of 768px.

https://e.hub.com.pl/261/_ak/testy/scrollfooterDESKTOP/tablet.jpg
- for smartphones in the area of maximum width 320px.

https://e.hub.com.pl/261/_ak/testy/scrollfooterDESKTOP/smartfon.png
Elements placed outside this area may not be visible on smaller screen widths.

Alternative option:
It is also possible to provide a creative with the following dimensions:

- 768px for tablets

- 320px for smartphones
In this case, you must provide the creative's background color in HEX format to allow for proper adjustment of the background outside the graphic area.
Example of how advertising works:
https://www.interia.pl/?from=desktop#adtester2023_6980a0151b4dac6eb2d41218

1.16 Scroll Footer

Mobile advertising format, emitted on a layer stuck to the bottom edge of the device screen.

Dimensions: 320x100px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB

Source format: HTML5/jpg/png

- The ad should contain a getURL action: dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.17 Sponsored link

Broadcast on the mobile home page of interia.pl in the module:

WYDARZENIA / SPORT / BIZNES / MOTORYZACJA / STYL ŻYCIA / TECHNOLOGIE / POPKULTURA

Title: up to 50 characters with spaces

Graphic: 328x185px

Graphic format: JPG, PNG

File size: up to 10 kB

1.18 FF SG m.interia.pl

High Mobiboard, broadcast in FF model (advertising exlusivity) on the top advertising slot SG interia.pl

Dimensions: 300x250px or 336x280 px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB, HTML5 -> up to 100 kb

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Sąd Rejonowy dla m.st. Warszawy w Warszawie

Source format: HTML5

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

1.19 Interstitial Interia mobile SGP

Description: Graphic advertising appearing after clicking on an article link on the mobile SG interia.pl, and before opening the target article from under the link. The board with the creative is closed by user interaction - clicking the "X" button. The ad has a button which makes it possible to close it - no preparation by the client is required.

1PV/5 min capping is automatically applied to the ad space.

Technology: GIF, JPEG, PNG, HTML5

Dimensions: 300x250 or 336x280 or 320x480

Weight: up to 150kB

- Include the getURL action in the ad: dharmapi.click('clickTag')
- The url addresses for particular clickTags must be submitted along with the materials.
- All the above requirements must be met for the creative to be accepted for emission.

MOBILE VISUALISATION:
300x250 https://www.interia.pl/#adtester2023_6a71df3df9ab0cbf8e09814a
336x280 https://www.interia.pl/#adtester2023_6a71e17ff9ab0cbf8e098254
320x480 https://www.interia.pl/#adtester2023_6a71e0e6f9ab0cbf8e0981dc

Visualization of advertising space:

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1.20 Interstitial Interia ROS

A full-screen ad format displayed between user transitions on a page, using the Google Web Interstitial mechanism. The ad appears at a natural point in the user's navigation, obscuring the page's content. The format features a standard close button ("X"), allowing the user to close the ad and continue using the site.

Technology: JPEG, PNG, HTML5

Dimensions: 300x250 or 336x280 or 320x480

Weight: up to 150kB

- Include the getURL action in the ad: dharmapi.click('clickTag')
- The url addresses for particular clickTags must be submitted along with the materials.
- All the above requirements must be met for the creative to be accepted for emission.

1.21 Drag/Swipe

Description: A rich media format displaying two creative versions within a single ad space. Moving a slider allows the user to gradually reveal the selected image. A unique destination URL can be assigned to each image. The format can be expanded to include an additional panel featuring a logo and an advertising message.

Requirements:

Number of images: 2

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Format: JPEG, JPG, PNG
File size per image: up to 50 KB
Allowed image dimensions: 300x400, 300x250

Button color values (HEX):

- "Return to selection" button color (default state),
- "Return to selection" button color (hover state),
- "Return to selection" button text color.

1.21 Mobile Webmail Branding (www + application)

Ad in mobile webmail is displayed after logging on to the user's webmail account in the Poczta Interia application and form the level of the mobile website (the so-called Moni Poczta).

MOBILEBOARD

Dimensions: 750x100px

Technology: JPG, PNG, GIF

File size: do 40 Kb

Scalable downwards. The creatives must be embedded on the INTERIA.PL server and emitted from INTERIA.PL codes.

1.22 Mobile Logoutbox

Advertising form displayed logout screen of the Interia.pl Webmail

Dimensions: 300x250 or 336x280px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: HTML5

- The ad should contain a getURL action:

dharmapi.click('clickTag')

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

1.23 Mobile Gigabox

Advertising form displayed on login screen to Interia.pl Webmail.

Dimensions: 300x250 or 336x280px

Technology: GIF, JPEG, PNG, HTML5

File size: up to 50kB,

HTML5 -> up to 150 kb

Source format: HTML5

- The ad should contain a getURL action:

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Sąd Rejonowy dla m.st. Warszawy w Warszawie

dharmapi.click('clickTag')

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

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Sąd Rejonowy dla m.st. Warszawy w Warszawie

II.Desktop 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. An advertising creation with a white background must have a frame that will clearly enable the user to distinguish it from the native (white) background of Interia.pl websites.
11. Campaigns are implemented exclusively using creatives hosted on Polsat Media's own ad servers. Ads based on external codes are not accepted for emission.
12. Ads are displayed using asynchronous ad loading

a) Ads may not use DOMContentReady 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 adservers 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.

13. SLL 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, broadcast 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: //.

14. AI Content Labelling**:** Effective from 2 August 2026**,** all advertising creatives generated or modified using AI (in whole or in part, including AI-generated images, backgrounds or audio) must include a clear and prominent disclosure informing users that the content has been generated or modified using AI. This requirement does not apply where AI has been used solely for technical post-production editing of existing content (e.g. colour

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correction, retouching or audio enhancement). The content creator is responsible for ensuring compliance with these AI labelling requirements.

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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).
HTML5 creatives must be scalable/responsive.

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, after dearchived from 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 Ad 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).

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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

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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 form 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

Other 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 (11+ - iPad, iPhone)
- Chrome (4+)

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- Android Browser (4+ - the default browser may have a different name depending on the manufacturer, e.g. AsusBrowser
- IE Mobile 11 (WindowsPhone 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>Przykładowa treść reklamy</h1>
        <a target="_blank" id="link">Przykładowy 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);
```


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Clicks:

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

Closing:

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

Get clickTags:

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

Desktop AdForms

2.1 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 px

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.

2.2 Player Branding

Description: Static graphic ad placed on the articles.

File size: up to 15 kb

Dimensions: two variants are available – 625x50 or 625x100 pixels. Two bars of the same size are required each time

Technology: GIF, JPEG, PNG, JPG

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

2.3 Content Box

Description: Static graphic ad placed in the articles.

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File size: up to 50 kb

Dimensions: External sites (Deccoria, Smaker, Maxmodels, Opracowania, Bryk): 800x150 px

IPLV2 and DS. sites: 1020x150 px

Technology: GIF, JPEG, PNG, JPG

Other: INTERIA.PL reserves the right to approve each creative. INTERIA.PL adds phrase "ad" on the edge of a creation so it should include space to place inscription.

2.4 Cube 3D Manual

Cube 3D Manual is a Rich Media format. The creation has the shape of a cuboid (cube). Rotating, it attracts the attention of users and reveals subsequent walls. Each wall can contain different graphic material and have separate links. Additionally, the user can rotate the cube on all axes, revealing interesting graphics on the appropriate walls of the cube. Desktop and mobile broadcasting possible.

Graphics can be placed on every wall:

Number of boards: 6 static files

Weight: for graphics 6x50kb

Size: for graphics 300x300px

Technology: for graphics JPEG, PNG, JPG

File size: 6 x 30 kb

Dimensions: 300x300 px

Technology: JPG, JPEG, PNG

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

2.5 Cube 3D Video

Cube 3D Video is a Rich Media format. The creation has the shape of a cuboid (cube). Rotating, it attracts the attention of users and reveals subsequent walls. Each of the walls can contain different graphic material and have separate links. One of the walls on the graphic layer can also contain video. Desktop and mobile broadcasting possible.

Number of walls: 6

Number of graphics without video version: 6

Number of graphics with video version: 7

5 graphics for standard walls (without video)

1 graphic as a video cover (visible until the video is played)

1 graphic as a background under the video (this graphic layer is where the rectangular video is placed)

Weight: for graphics 7x50kb, for video: 3MB

Size: for graphics 300x300px

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Sąd Rejonowy dla m.st. Warszawy w Warszawie

Technology: for graphics JPEG, PNG, JPG, for video mp4

- The ad should contain a getURL action:

  dharmapi.click('clickTag')
- URL addresses for each clickTag should be sent together with the rest of materials
- Before the ad is approved for display, it has to fulfill all the above requirements

2.6 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 px

Technology: GIF, JPEG, PNG, HTML5

1. The ad should includea 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.

2.7 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 px

Technology: GIF, JPEG, PNG, HTML5

4. The ad should includea getURL action:

   dharmapi.click('clickTag')
1. URL addresses for each clickTag should be sent together with the rest of materials
2. Before the ad is approved for display, it has to fulfill all the above requirements.

2.8 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 px before expanding

and 750x300 px after expanding

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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('mouseou
t'
, function() {
    dharmapi.collapse();
});
```

2.9 Expand Half Page

Description: Large format ad located in the upper part of the right column, it expands to the left to a latger size after you hover the mouse cursor over it.

File size: GIF, JPEG, PNG ->up to 60 kb

HTML5 -> up to 150 kb

Dimensions: 300x600 px before expanding and 600x600 px 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('mouseou
t'
, function() {
    dharmapi.collapse();
});
```

2.10 Expand Navibox

Description: Graphic ad located in the upper part of the right column, it expands to the left to a larger size after you hover the mouse cursor over it.

File size: GIF, JPEG, PNG ->up to 50 kb

HTML5 -> up to 150 kb

Dimensions: 300x250 px before expanding and 600x250 px after expanding

Technology: GIF, JPEG, PNG, HTML5

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Sąd Rejonowy dla m.st. Warszawy w Warszawie

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('mouseou
t'
, function() {
      dharmapi.collapse();
});
```

2.11 Expand Rectangle

Description: Graphic ad located in the middle of the article on the selected it expands to the left to a larger size after you hover the mouse cursor over it

File size: GIF, JPEG, PNG ->up to 50 kb

HTML5 -> up to 150 kb

Dimensions: 300x250 px before expanding and 600x250 px 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('mouseou
t'
, function() {
      dharmapi.collapse();
});
```

2.12 Expand Double Billboard

Description: An interactive form of advertising which after hovering over it with the mouse cursor “expands” to a larger size, allowing the use of additional space for the advertiser’s presentation.

File size: GIF, JPEG, PNG ->up to 50 kb

HTML5 -> up to 150 kb

Dimensions: 750x200 px before expanding

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NIP 113 21 73 100
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Sąd Rejonowy dla m.st. Warszawy w Warszawie

and 750x300 px 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>
```


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Sąd Rejonowy dla m.st. Warszawy w Warszawie

JavaScript:

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

2.13 Expand Triple Billboard

Description: An interactive form of advertising which after hovering over it with the mouse cursor “expands” to a larger size, allowing the use of additional space for the advertiser’s presentation.

File size: GIF, JPEG, PNG ->up to 60 kb

HTML5 -> up to 150 kb

Dimensions: 750x300 px before expanding

and 750x600 px after expanding

Technology: GIF, JPEG, PNG, HTML5

HTML:

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

JavaScript:

```
document.getElementById('expand').addEventListener('mouseov
er', function() {
      dharmapi.expand();
```

HTML:

```
});

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

JavaScript:

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

2.14 Expand Wideboard

Description: An interactive form of advertising which after hovering over it with the mouse cursor “expands” to a larger size, allowing the use of additional space for the advertiser’s presentation. Broadcast on selected website (wide layout).

File size: GIF, JPEG, PNG ->up to 60 kb

HTML5 -> up to 150 kb

Dimensions: 950x200 px before expanding

and 950x300 after expanding

Technology: GIF, JPEG, PNG, HTML5

HTML:

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

JavaScript:

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```
document.getElementById('expand').addEventListener('mouseov
er', function() {
      dharmapi.expand();
```

HTML:

```
});

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

JavaScript:

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

2.15 Expand Double Wideboard

Description: An interactive form of advertising which after hovering over it with the mouse cursor “expands” to a larger size, allowing the use of additional space for the advertiser’s presentation. Broadcast on selected website (wide layout).

File size: GIF, JPEG, PNG ->up to 60 kb

HTML5 -> up to 150 kb

Dimensions: 950x200 px before expanding

and 950x300 after expanding

Technology: GIF, JPEG, PNG, HTML5

HTML:

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

JavaScript:

```
document.getElementById('expand').addEventListener('mouseov
er', function() {
      dharmapi.expand();
```

HTML:

```
});

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

JavaScript:

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

2.16 FullscreenBox Interia Desktop SGP

Description: A full-screen static wallpaper ad displays after clicking the article link on the portal's home page (SGP) in the desktop environment, before the target article loads. The ad automatically closes after 15 seconds, or sooner if the user interacts by clicking the "Go to article" button. The wallpaper always fills the entire vertical screen area, from the top to the bottom. If the screen's aspect ratio is wider than the ad's aspect ratio, the free spaces on the sides are filled with a solid background color specified by the client. This format is only available for desktop devices.

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Important: It is possible to broadcast from external customer codes. Responsiveness and scalability of creations in HTML5 and emitted via external codes is required

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

Desktop

a. Dimensions: 1920x1080 px
b. Technology: GIF, JPEG, JPG, PNG
c. File size: up to 150 kb
d. The background color of the creation should be provided in HEX format

DESKTOP VISUALISATION:
https://www.interia.pl/?fullScreenbox=1#adtester2023_68b6c39968156f7011ad89e4

- Include the getURL action in the ad: dharmapi.click('clickTag')
- The url addresses for particular clickTags must be submitted along with the materials.
- All the above requirements must be met for the creative to be accepted for emission.

2.17 FullscreenBox Interia ROS

Description: A full-screen ad format displayed between user transitions on a page, using the Google Web Interstitial mechanism. The ad appears at a natural point in the user's navigation, obscuring the page's content. The format features a standard close button ("X"), allowing the user to close the ad and continue using the site.

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

Desktop

e. Dimensions: 1220x600, 985x600 px
f. Technology: JPG, PNG, HTML5, video
g. File size: up to 150 kb
h. The background color of the creation should be provided in HEX format

- Include the getURL action in the ad: dharmapi.click('clickTag')
- The url addresses for particular clickTags must be submitted along with the materials.
- All the above requirements must be met for the creative to be accepted for emission.

2.18 FullscreenBox with VideoAd

Description: Full screen ad with static wallpaper and video in banner. Ad form appears after clicking on an article link on SGP on desktop and before opening the target article from the link. The board with creative is closed automatically after 15 seconds or by interaction (clicking on the „ Go to article” button by user). Desktop only.

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

Static wallpaper

- Size: 1920x1080 pixels
- Format: GIF, JPEG, JPG, PNG

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- Weight: up to 85 kb
- Important: We recommend that the wallpaper does not contain any text and that it is a universal graphic pattern.

Video in banner

- Ratio: 16:9
- Format: mp4, WebM
- Weight: up to 4MB
- Duration: up to 15 seconds
- Minimum quality: 720p
- Sound (disabled by default) enabled after user integration

1. URLs can be assigned to wallpaper and video separately

2. In order for the creation to be accepted for broadcast, all of the above requirements must be met..

2.19 Full Side

Description: Large format medium located in the new Webmail interface after logging in. The form is fully responsive – its size changes with the size of the browser window.

File size: up to 85 kb

Dimensions: 1460x1460 px

Technology: PNG

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

Important: The creative at the ends should contain a uniform color (100% of the border). The ad will shrink while scaling/shrinking the window so 100 % will be visible all the time. The background around the creative will be supplemented by Interia.pl

2.20 Gigabox

Description: Static graphic ad located on the Webmail login page.

File size: up to 80 kb

Dimensions: 600x450 px

Technology: GIF, JPEG, PNG, JPG

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

2.21 Gigabox Full Page

Description: Fullscreen branding onf the Webmail login page. Four alternative options for preparing the creative:

Static wallpaper

- Wallpaper dimensions: 1920x1080 px
- Wallpaper format: GIF, JPEG, JPG, PNG
- Wallpaper size: up to 85 kb

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Static wallpaper + static box

- Wallpaper dimensions: 1920x1080 px
- Wallpaper format: GIF, JPEG, JPG, PNG
- Wallpaper size: up to 85 kb
- Box dimensions: 600x450 px
- Box format: HTML5
- Box file size: up to 50 kb

Static wallpaper + box w HTML5

- Wallpaper dimensions: 1920x1080 px
- Wallpaper format: GIF, JPEG, JPG, PNG
- Wallpaper size: up to 85 kb
- Box dimensions: 600x450 px
- Box format: HTML5
- Box file size: up to 100 kb (if with VideoAd then 2 MB)

HTML5 Wallpaper

- Wallpaper dimensions: 1920x1080 px
- Format tapety: HTML5
- Wallpaper size: up to 300 kb (if with VideoAd then 2 MB)

Other: The essential elements for the wallpaper should be close to the Gigabox field. Important elements will not be “cut” on smaller screens:

1. The ad should include a getURL action:

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

2. ULR addresses for each clickTag should be sent together with the rest of materials
3. Before the As id approved for display, it has to fulfil all the above requirements.

2.22 Half Page

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

File size: GIF, JPEG, PNG ->do 60 kb

HTML5 -> do 150 kb

Dimensions: 300x600 pixels

Technology: GIF, JPEG, PNG, HTML5

4. The ad should include a getURL action:

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

5. ULR addresses for each clickTag should be sent together with the rest of materials

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6. Before the As id approved for display, it has to fulfil all the above requirements.

2.23 Half Page 3D

Description: Halfpage 3D is a Rich Media format. The creation has the shape of a cuboid. It rotates to the left, revealing subsequent walls. Each of the walls can contain different graphic material and have separate links. One of the walls on the graphic layer can also contain video. Desktop broadcast.

Graphics can be placed on every wall:

Number of walls: 4

Number of graphics: 4 (+1 video cover, if option with video material)

Weight: for graphics 4 x 60kb, for video: 3MB

Size: for graphics 300x600px (for video cover 300x200px)

Technology: for graphics JPEG, PNG, JPG, for video mp4

- The urls for each clickTag should be sent along with the materials
- In order for the creation to be accepted for broadcast, all of the above requirements must be met.
- It is possible to add more elements after the user's explicit consent.

2.24 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.

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: 200x200 px

Technology: JPG, PNG, GIF (static)

- **9 expanded blocks**

File size: up to 200 kb (each graphic separately),

Dimensions: 900x600 px

Technology: JPG, PNG, GIF (static)

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- **„Close” buton (ZAMKNIJ X):**

File size: do 10kb,

Dimensions: 100x30px,

Technology: JPG, PNG, GIF (statix)

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 corner of the expanded creative.

Close button (ZAMKNIJ X) should be provided in the color 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 WITH VIDEO:

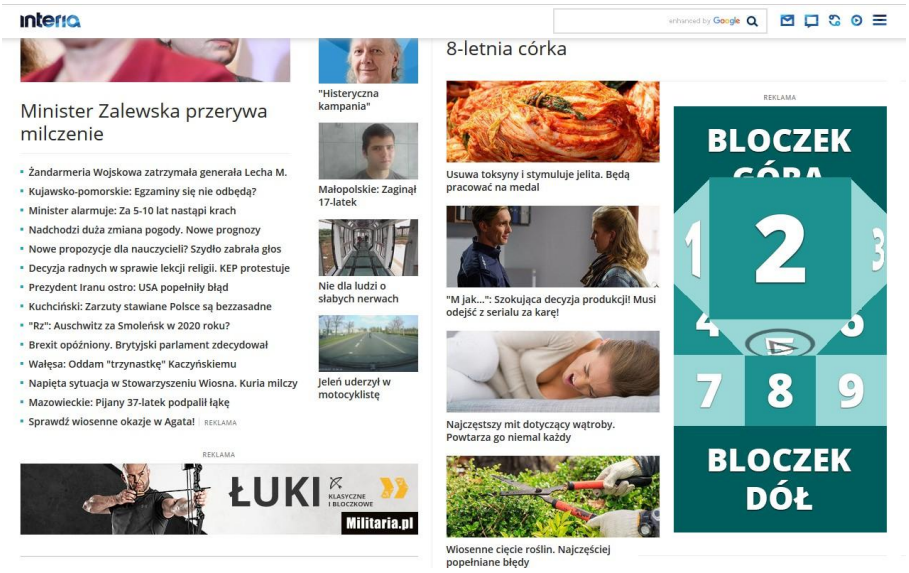
This format is for video playback. The player may be included in one or more blocks. Maximum video duration is 30 seconds, and it starts playing automatically after the ad is expanded.

File size: up to 2 MB

Technology**:** avi, mpg, mp4, mov, flv.

VISUALIZATION OF HALFPAGE PUZZLE EXPAND DESKTOP:
DESKTOP: https://www.interia.pl/#adtester2023_68c7eec2cf8bdec69d8ae3f3
Run-On-Site: https://wydarzenia.interia.pl/#adtester2023_68c7ef1ecf8bdec69d8ae400

The ad before expansion:



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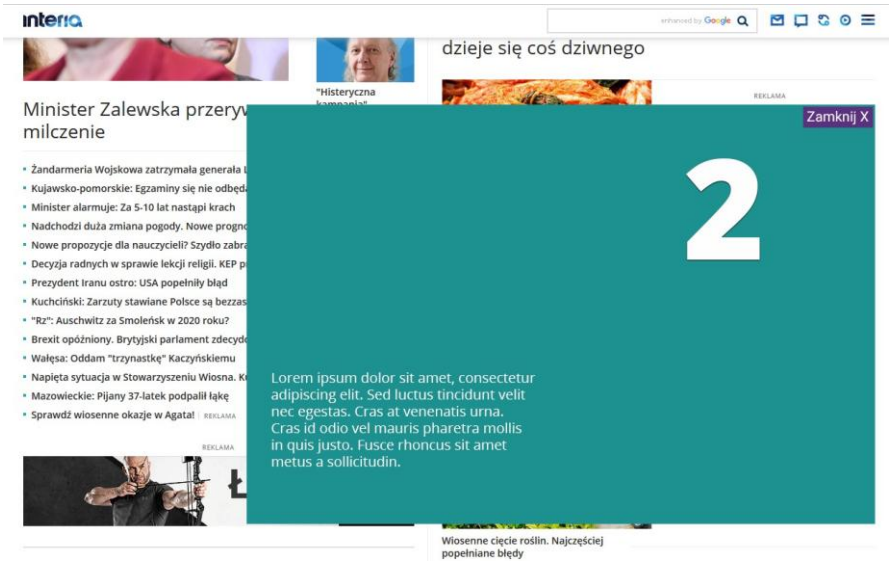
The ad after expansion (visible 1 of 9 possible expansions):



2.25 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.

2.26 Interbox

Description: Static graphic ad placed in the new webmail interface after logging in

File size: up to 50 kb

Dimensions: 600x450 px

Technology: GIF, JPEG, PNG, JPG

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

2.27 Carousel vertical

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Description: The ad is a Rich Media format prepared for desktop versions. The creation takes the format of a vertical carousel with a size of 300x600px and consists of 5 boards, of which the user sees 3 at a time. The boards can be moved using the arrows. Clicking the arrow initiates the movement of the boards up or down, respectively. Each board can contain different graphic material and have separate linking. It is possible to choose the background color for the creation. The default is white #ffffff.

Number of boards: 5

Board file size: up to 50 kb

Board dimensions: 300x250 pikseli

Board technology: JPEG, PNG, JPG

The background color of the creation should be provided in HEX format

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

2.28 Carousel horizontal

Description: The ad is a Rich Media format prepared for desktop versions. The creation takes the carousel format with the size of 950x300px and consists of 5 boards, which can be moved using the arrows. Clicking the arrow initiates the movement of the boards to the right or left, respectively. Each board can contain different graphic material and have separate links. It is possible to choose the background color for the creation. The default is white #ffffff.

Number of boards: 5

Board file size: up to 50 kb

Board dimensions: 300x250 pikseli

Board technology: JPEG, PNG, JPG

The background color of the creation should be provided in HEX format

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

2.29 Sponsored Link

Description: Textual advertisement enabling Advertiser to place links to his/her websites on the Main Page of the Portal in given editorial modules

Interia Home Page

Text link construction: Wydarzenia/Sport/Biznes -> maximum number of characters in the lead is 50 characters with spaces.

Text-graphic link construction: Wydarzenia (Polecane)/Motoryzacja/Styl życia/Technologie-Gry/Kulinaria/Pomponik/Popkultura -> maximum number of characters in the lead is 50 characters with spaces.

Graphics 328x171 in jpg, png, format

Leads to sponsored articles on the Home Pages of Interia's Thematic Services:

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**Biznes / Geekweek / Pomponik - ***1st and 2nd place for text-graphic leads are limited to 50 characters including spaces, and an image in the 380x220 px format.
E.sport / Film / Pogoda - *1st place text-graphic lead is limited to 50 characters including spaces, with an image in the 380x315 px format

Gry / Świat Seriali - *1st place text-graphic lead is limited to 50 characters including spaces, with an image in the 380x315 px format,
*2nd place text-graphic lead is limited to 50 characters including spaces, with an image in the 165x140 px format

Kobieta / Zielona / Muzyka - *1st and 2nd place text-graphic leads are limited to 50 characters including spaces, with an image in the 579x325 px format

Motoryzacja - *1st place text-graphic lead is limited to 50 characters including spaces, with an image in the 380x220 px format,
*2nd place text-graphic lead is limited to 50 characters including spaces, with an image in the 165x140 px format

Sport / Wydarzenia - *1st place text-graphic lead is limited to 50 characters including spaces, with an image in the 579x325 px format,
*2nd place text lead is limited to 50 characters including spaces

Styl - *1st, 2nd, and 3rd place text-graphic leads: 50 characters including spaces and image: 380x315 px

Zdrowie - *1st place text-graphic lead is limited to 50 characters including spaces, with an image in the 380x220 px format

Deccoria - *2nd place text-graphic lead in the NAJNOWSZE ARTYKUŁY module. Content and image are sourced from the article (title and main photo)

Smaker - Lead available in the rotator

Bryk - *2nd (small) tile in the ARTYKUŁY module, 50 characters including spaces, with the image being the article's main photo

Opracowania - *2nd tile in the POLECANE ARTYKUŁY module, 50 characters including spaces, with the image being the article's main photo

2.30 Logoutbox

Description: Static graphic ad placed on the webmail logout page.

File size: up to 50 kb

Dimensions: 750x400 px

Technology: GIF, JPEG, PNG, JPG

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

2.31 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.

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Required elements:

- Mailing topic up to 80 characters
- Senter'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, HTML with video

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)

*linking elements are not possible

Technologia: 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 (<IMG SRC="imagename.gif">).
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.

2.32 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 on new email interface.

File size: Avatar: 30 kb

Main creative: 85 kb

HTML5 -> up to 150 kb

Dimensions: Avatar: 40x40 px

Main creative: 1460x1460 px

Technology: GIF, JPEG, PNG, HTML
The client also provides text up to 80 characters including spaces – separately for the title and for the

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sender name.
The client can choose the text color and the background color of the mailing title bar.

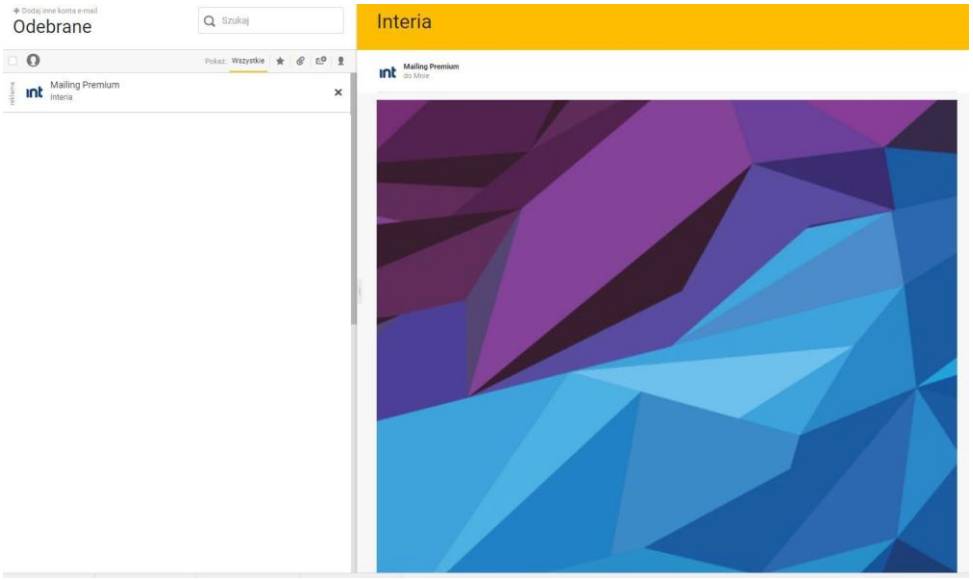
Important: For the broadcast of creatives in HTML technology, responsiveness and scalability of the ad with the 1: 1 aspect ratio with a maximum creative size of 1460x1460 pixels are required. In addition, the main creative must be centered. Due to the specific environment which is the e-mail, a creative in its entire area can have only 1 clickTag.

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.

VISUALISATION OF THE CREATIVE ONTE NEW EMAIL INTERFACE



2.33 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 ->do 100 kb

HTML5 -> do 200 kb

Dimensions:

- 1220x600 pixels for Interia Home Page
- 1220x400 pixels for RWD Sites

Technology: GIF, JPEG, PNG, HTML5

IMPORTANT:
HTML file should be scaled up and down

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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.

2.34 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 ad's dimensions stay proportional during scaling.

File size: GIF, JPEG, PNG -> up to 100 kb

HTML5 -> up to 160 kb

Dimensions: 1220x300 px

Technology: GIF, JPEG, PNG, HTML5

IMPORTANT:
HTML file should be scaled up and down

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.

2.35 Multiscreening

2.34.1 Interia

DESCRIPTION: Advertisement integrating banner format in the top advertising slot and service margins. The banner format is an active (clickable) advertising form directing to the Client's pages. Advertising in the margins in the basic version is not clickable.

Banner

Possible sizes: Billboard 750x100 px, Double Billboard 750x200 px, Triple Billboard 750x300 px, Wideboard 950x200 px, Double Wideboard 950x300 px, Mega Double Wideboard 1220x300, Megaboard 1220x600 (Interia Home Page) and 1220x400 (RWD Sites).

Weight: according to the specifications of the format.

WALLPAPER FOR RWD SERVICES

Background size: 1920x1080px

Background weight: 500 kB

- 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.

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- The banner cannot be linked to the wallpaper with any graphic elements.
- The whole wallpaper area must be filled with graphic elements constituting the background - the creation cannot have a white cut-out matching the site.
- We recommend that the wallpaper ends in a solid colour at the edges - in this case you should also enter the colour number (hex) you wish to set for 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 will scroll with the content of the page on which it is broadcast.
- 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.

WALLPAPER FOR INTERIA HOME PAGE:

Background size: 1920x1080px

Background weight: 500 kB

Technology:

For top slot format (Billboard 750x100 px, Double Billboard 750x200 px, Triple Billboard 750x300 px, Wideboard 950x200 px, Double Wideboard 950x300 px, Mega Double Wideboard 1220x300, Megaboard 1220x600: GIF, JPEG, HTML5

For website background (mainly margins): static GIF, JPEG

- On the Interia side the wallpaper will be finished with a gradient going to white, which will start appearing from the last 400px of the wallpaper.
- The wallpaper may look different depending on resolution or browser window size. That is why we recommend placing key elements close to the edge of the site content.
- We recommend that the wallpaper ends with a solid color at the edges - in this case you should also provide the color number (hex) that you want to set for the site.
- The wallpaper in the basic version is not animated.
- Wallpaper in the basic version is not clickable.
- For clickable wallpapers it is forbidden to use the background color native to the margins of the website.
- We recommend that you send us together with materials (a banner and wallpaper) a visualization showing how the wallpaper is to be embedded in relation to the banner on the chosen Interii site.
- We recommend sending two wallpapers, 1920x1080 in size, including a wide and narrow version of the content. The key elements of the advertising message should be close to the edge of the site content. The wide version of the content is 1422 px, the narrow one - 1262 px.

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The wallpaper is visible for users only on the margins, the site content covers the central part of the creation. Depending on the website, the width of the content varies:

- Interia Homepage: width of the content - 1422 px and 1262 px (you must send wallpaper in two versions, taking into consideration both widths of the main page. The wallpaper height cannot be higher than 1080 px.

- RWD sites: content width 1420 px or 1262 px (you must submit a universal wallpaper which takes into consideration both site widths. Part of the wallpaper will overshadow the site content (1420 px or 1262 px) and elements of the creation placed in this area will not be visible).

Designed by:

RWD services

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

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.

Wallpaper examples

For RWD websites

Wallpaper for 1420 px wide: https://e.hub.com.pl/Multiscreening_tapety/DS/1420_px.png

Wallpaper for 1262 px wide: https://e.hub.com.pl/Multiscreening_tapety/DS/1262.png

Important: The visible area of the wallpaper for 1920 px resolution with 125% zoom corresponds to the view for 1536px resolution and 1262px content.

2.34.2 polsatsport.pl, polsatnews.pl, twojapogoda.pl (former name: Screnning)

Simultaneous display of the banner format and the wallpaper or the wallpaper itself on the enlarged area of the website. The format provides a large advertising space.

Required materials:

1. Wallpaper:

- dimensions: 1920x1080px
- file size: up to 200kB
- technology: JPG/PNG
- background color: HEX marking

2. Banner (optional):

- dimensions: 750x100/750x200/750x300px
- file size: up to 100kB

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- technology: HTML5/JPG/PNG

Comments:

Audio in the ad is only allowed after user interaction, e.g. after clicking a button.

The graphic design of the wallpaper should consider the current width of the central part of the website for which the creative is being prepared. Current widths for services:

Polsatsport.pl - 1170px,

polsatnews.pl - 1280px,

geekweek.pl - 1280px,

twojapogoda.pl - 1246px

2.35 Multibanner

Opis: Nieinwazyjna reklama graficzna na Stronie Głównej INTERIA.PL. Format w efektowny sposób angażuje emisję na górnym slocie, tapetę oraz bannery umieszczone pomiędzy modułami redakcyjnymi tworząc spójne rozwiązanie kreacyjne.

Ważne: Rekomendujemy przygotowanie kreacji bannerów na transparentnym tle w celu wkomponowania ich w elementy graficzne tapety oblewającej kontent SGP.

Inne: INTERIA.PL rości sobie prawo ostatecznej akceptacji nośnika.

Możliwa jest emisja z kodów zewnętrznych Klienta

Wytyczne do przygotowania nośnika:

Multiscreening:

- Top slot - prepared according to the current specification: Multiscreening on the Interia Home Page.
- Wallpaper - in two versions prepared for narrow and wide version of the content (details concerning width of the content are given in the Multiscreening subitem on the Interias Home Page). The wallpaper should take into consideration the height of the three banners (due to the dynamic structure of the SGP content, we recommend preparing the wallpaper with the height of 7200px, creation weight: up to 700 kb).

On Interia's side, the wallpaper will be finished with a gradient changing into white, which will start appearing from the last 400px of the wallpaper. Due to the dynamic structure of the SGP content, the bottom part of the wallpaper will be limited to the bottom edge of the automotive module.

The wallpaper cannot contain a white background imitating the content of the website.

Wallpaper technology: JPEG, PNG.

Banner Sport :
Prepared according to the current specification: Banner 200 or Banner 600

Banner Biznes:
Prepared according to the current specification: Banner 400

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Banner Motoryzacja:
Prepared according to current specifications: Banner 400

2.36 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 px

- The ad should include a getURL action:

  dharmapi.click('clickTag')

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

2.37 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 px before expanding

Technology: GIF, JPEG, PNG (static)

Buttons „ROZWIŃ" i „ZAMKNIJ X":

File size: up to 10 kb

Dimensions: 100x30 px

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.

Video:

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('mouseov
```


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```
er', function() {
      dharmapi.expand();
});
```

HTML:

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

JavaScript:

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

2.38 Parallaxa

Description: Formats with parallax effect.

Creative Banner 600:

File size: up to 200 kb

Dimensions: 1220x950 px

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

Other: INTERIA.PL reserves the right to accept the final 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 BANNER 600px WITH PARALLAX EFFECT:

https://www.interia.pl/#adtester2023_68c7ef7dcf8bdec69d8ae42c

Creative Halfpage 300x600:

File size: up to 100 kb

Dimensions: 300x950 px

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

Other: INTERIA.PL reserves the right to accept the final creative

Designed according to the following model:
http://e.hub.com.pl/RWD/300x950px.png

IMPORTANT:

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- 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/#adtester2023_66a8e9360d34fe9934f5a11f

2.39 Banner 200

Description**:** Static graphic advertisement placed on the Portal's Main Page above the Sports module.

The format adapts to screen resolution and browser window size. Scaling takes place while maintaining the proportions of the creation. The creative prepared in HTML5 technology should be responsive.

File size: GIF, JPEG, PNG -> up to 100 kb

HTML5 -> up to 200 kb

Dimensions: 1220x200 pixels

Technology: GIF, JPEG, PNG, JPG, HTML5

Other: INTERIA.PL reserves the right of final approval of the media

If the creative is not scalable, the creatives should be delivered in 2 sizes (1220x200 px and 985x200 px)

- The ad should include a getURL action:

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

- The url for each clickTag must be submitted along with the materials.
- For the creative to be accepted for emission, all the above requirements must be met

2.40 Banner 400

Description**:** Static graphic ad placed on the Interia Homepage under the Pomponik (Gossip) module. 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: 1220x400

Technology: GIF, JPEG, PNG, JPG, HTML5

Other: INTERIA.PL reserves the right of final approval of the media

If the creative is not scalable, the creatives should be delivered in 2 sizes (1220x400 px and 985x400 px)

- The ad should include a getURL action:

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


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- The url for each clickTag must be submitted along with the materials.
- For the creative to be accepted for emission, all the above requirements must be met.

2.41 Banner 600

Description**:** A static graphic advertisement placed on the Portal's Main Page above the Sports module (broadcasted as an alternative to Banner 200).

The format adapts to screen resolution and browser window size. Scaling is done while maintaining the proportions of the creation. The creative prepared in HTML5 technology should be responsive.

File size: GIF, JPEG, PNG -> up to 100 kb HTML5 -> up to 200 kb

Dimensions: 1220x600 pixels

Technology: GIF, JPEG, PNG, JPG, HTML5

Other: INTERIA.PL reserves the right of final approval of the medium. Above the ad there will be a "Scroll" button allowing you to scroll the Main Page to the content underneath the ad.

If the creative is not scalable, the creatives should be delivered in 2 sizes (1220x200 px and 985x200 px)

- The ad should include a getURL action:

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

- The url for each clickTag must be submitted along with the materials.
- For the creative to be accepted for emission, all the above requirements must be met.

2.42 Scrolling 3D

Description**:** The creation has the shape of a cuboid. The advertisement responds to the user's scroll by rotating around its own horizontal axis, thus revealing its walls one by one. The advertisement is placed in banner locations on the Interia Home Page in the desktop version..

Number of walls: 4

File size: 4x100kb (summary creation weight max. 400kb)

Dimensions: 4 graphics with dimensions of 1220x200px for wide screen resolutions and 4 graphics of 750x200px for narrower screen resolutions

Technology: JPEG, PNG, JPG (wall graphics are static, no HTML5 capabilities)

Other: INTERIA.PL reserves the right of final approval of the medium. Above the ad there will be a "Scroll" button allowing you to scroll the Main Page to the content underneath the ad.

- The ad should include a getURL action:

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

- The url for each clickTag must be submitted along with the materials.
- For the creative to be accepted for emission, all the above requirements must be met.

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2.43 Scroll Branding Desktop

Description: Creative displayed on the Interia Portal Home Page layer, glued to the bottom edge of the device screen.

Size: 1920x100px

Technology: JPEG, JPG, PNG

Size: up to 80kB

Additional information:
Key creative elements should fit within a maximum width of 1220px. Elements placed outside this width may be invisible on smaller screens.

https://e.hub.com.pl/261/_ak/testy/scrollfooterDESKTOP/makietaDESKTOP.jpg

Example of how advertising works:

https://www.interia.pl/#adtester2023_69809fbd1b4dac6eb2d41203

Alternative option:
It is also possible to provide a creative with dimensions of 1220x100px. In this case, please provide the creative's background color in HEX format to allow for proper adjustment of the background outside the graphic area.

2.44 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 px

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.

Comments:

Audio in the ad is only allowed after user interaction, e.g. after clicking on a button.

2.45 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 px

Technology**:** GIF, JPEG, PNG, HTML5

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2. The ad should include a getURL action:

   dharmapi.click('clickTag')

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

2.46 VideoAd in display advertising formats

The player must be equipped with Stop/Pause and Mute buttons.

Videos in the creation can be started automatically but with the sound muted. The sound may be activated only upon user action (hovering for at least 1 second or clicking).

The maximum weight of a video spot in a creative with automatic film start-up: 3MB

No weight limit for a streaming spot in a creative initiated by a user action.

Weight of the initiating creation - in accordance with the Standard for the format.

2.47 VScreening

Description: A graphic ad in a standard format, e.g. a billboard/rectangle (initial creative), on which a video spot is placed (video-small). Hovering the mouse over the creative area triggers a countdown. After it has elapsed, a full-screen board with a graphic background (board) is displayed, against which a large-format video is played (video-large).

Requirements:
Initiating creative
- Format: GIF, JPEG, JPG, PNG
- Weight: according to the format specification, e.g. billboard/rectangle
- Size: according to the format specification, e.g. billboard/rectangle

Video-small
- Format: mp4, WebM
- Weight: do 3mb
- Ratio 16:9

Static board
- Format: GIF, JPEG, JPG, PNG
- Size: 1920x1080 pikseli
- Weight: do 80kB

Video-large
- Format: mp4, WebM
- Weight: do 4mb
- Ratio 16:9
- Minimum quality 720p

Additional information/recommendations:

- Videos in the creative are launched automatically, but with muted sound.
- Sound can only be launched after a user action (clicking on the speaker)).
- The area of the entire creation before expanding the large video and the wallpaper area after the large video are clickable and transfer to the Client's website (these can be two separate links).
- Example of an advertisementhttps://kobieta.interia.pl/zdrowie/news-proste-cwiczenia-na-szybkie-podniesienie-cisnienia-dzialaja-,nId,7901096#adtester2023_679cc36176599f9ed46e4f4b

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- In each case, it is recommended to place an appropriate message in the creation, such as "Move to see more", "Move to expand/move to turn on sound", etc., motivating to expand the creation

2.48 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, Mega Double Wideboard, Megaboard).
- 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)

Script to be placed in the creative on the client's side.

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1. Adding an attribute in the HTML element for which the wallpaper will be replaced when you hover the mouse over:

```
data-inpl-element-id="<numer, np: 1,2,3...>"
```

1. Adding the script at the end in the BODY element

```
setTimeout(function() {
       if (typeof dharmapi !== 'undefined') {
           dharmapi.ready();
           var elements =
 document.querySelectorAll('[data-inpl-element-id]');
           elements.forEach(function(el) {
               el.addEventListener('mouseenter',
 function() {

 dharmapi.fireEvent('onMouseEnterHandler', ['element' +
 el.dataset.inplElementId]);
               });
               el.addEventListener('click', function() {
                   dharmapi.click('clickTag' +
 el.dataset.inplElementId);
               });
           });
       }
    }, 5);

 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",
```


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```
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");
      }
}
```

2.49 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 tp 60 kb

HTML5 -> up to 150 kb

Dimensions: 950x200 px

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.

2.50 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: do 200kb (each board separately),

Dimensions: 1920x650px

Technology: JPG,PNG, GIF (static)

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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: do 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.

MAIN BRANDING Z 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.

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sekretariat@polsatmedia.pl
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NIP 113 21 73 100
Nr KRS 0000467579
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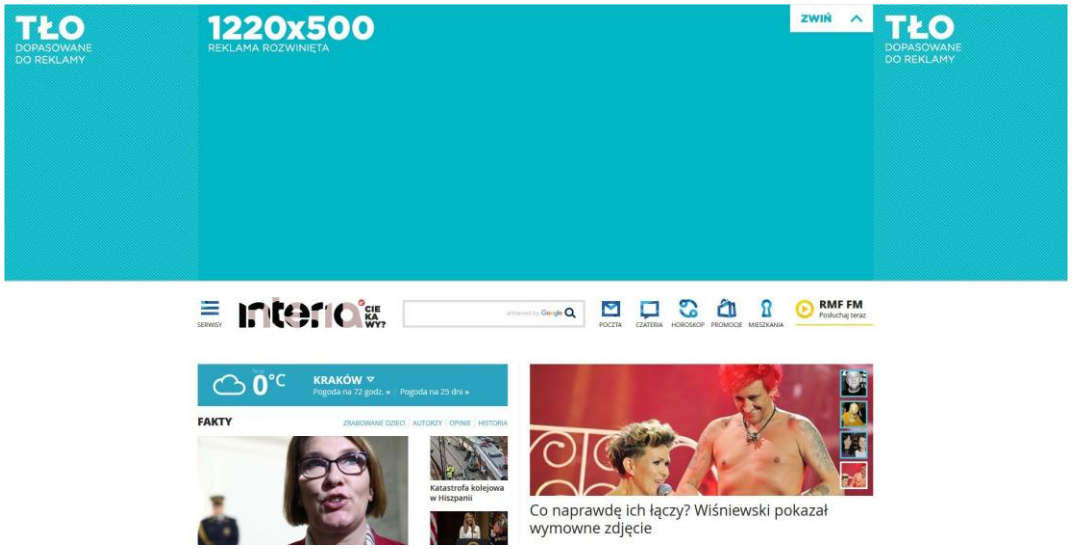
COLLAPSED:

EXPANDED



BANNER

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2.51 Webmail Branding Desktop

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

File size**:** up to 200kb (for each graphic),

Dimensions**:** 1920x420px

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
- 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

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.

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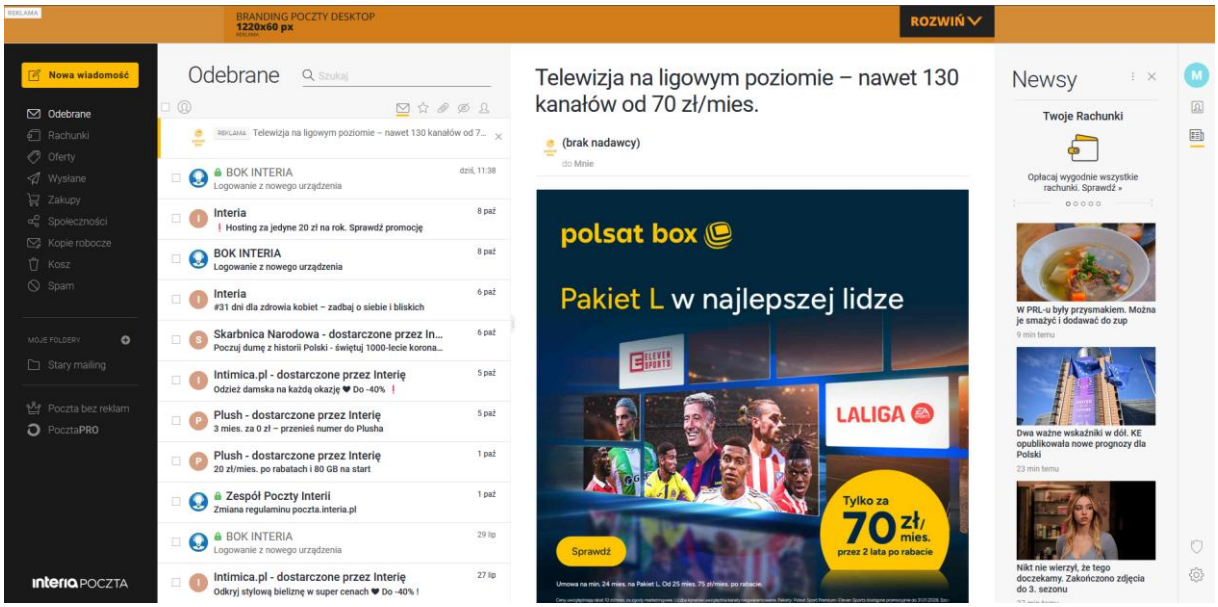
MAIN BRANDING WITH VIDEO:

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).

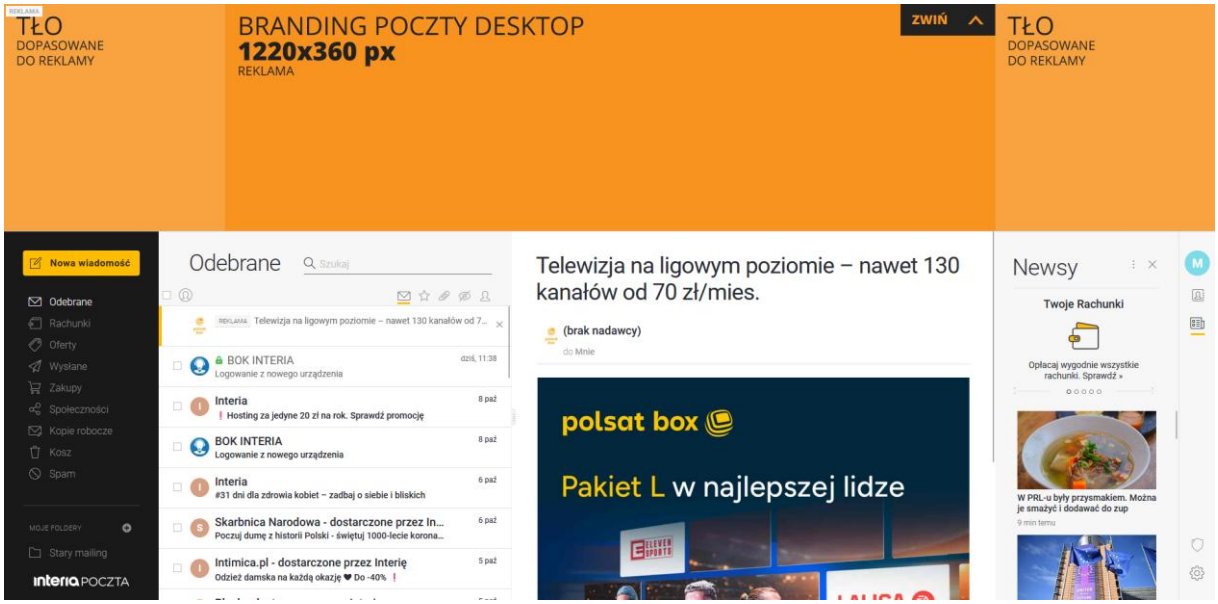
File size: up to 2 MB

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

COLLAPSED STATE



EXPANDED STATE



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2.52 Banner with wallpaper

Description: Graphic ad on the INTERIA.PL Home Page. The Product consist of 2 formats: banner placed in the place of banner 200 or banner 400 and wallpaper.

File size: according to the specification of the chosen format

Double Billboard - 750x200 px
Wideboard - 950x200 px
Triple Billboard - 750x300 px
Double Wideboard - 950x300 px
Banner 200 – 1220x200 px and 985x200 px
Banner 400 – 1220x400 px and 985x400 px
Banner 600/Megaboard – 1220x600 px
Mega Double Wideboard – 1220x300 px and 950x300 px

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.

Wallpaper

File size: up to 200 kb

Dimensions: 1920x1080px

Technology: JPEG, PNG

Content width – 1422 px and 1262 px (the wallpaper should be provided in 2 versions for each of the widths – the site's content (1422 px or 1262 px) will cover the middle part of the wallpaper, so any elements placed there will not be visible).

- The wallpaper makes a seamless creative together with the banner placed in the top slot (Billboard, Double Billboard, Wideboard, Triple Billboard, Double Wideboard, Banner 200, Banner 400 and Banner 600).
- 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.
- For clickable wallpapers, it is prohibited to use the native background color for the margins of a given website.
- The wallpaper cannot scroll.
- The wallpaper cannot be animated.
- The wallpaper may be clickable or not clickable – according to the clinet's preferences.
- 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.

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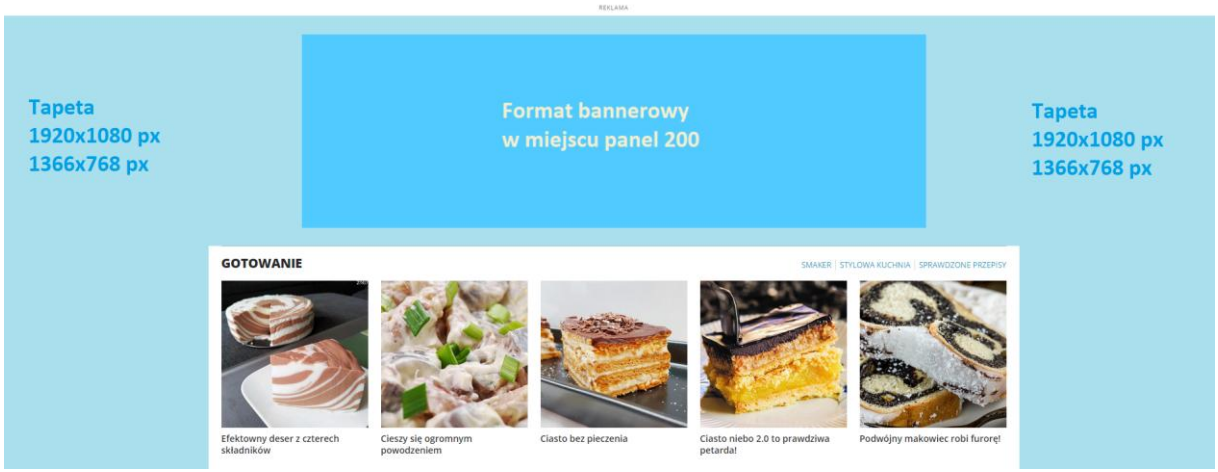
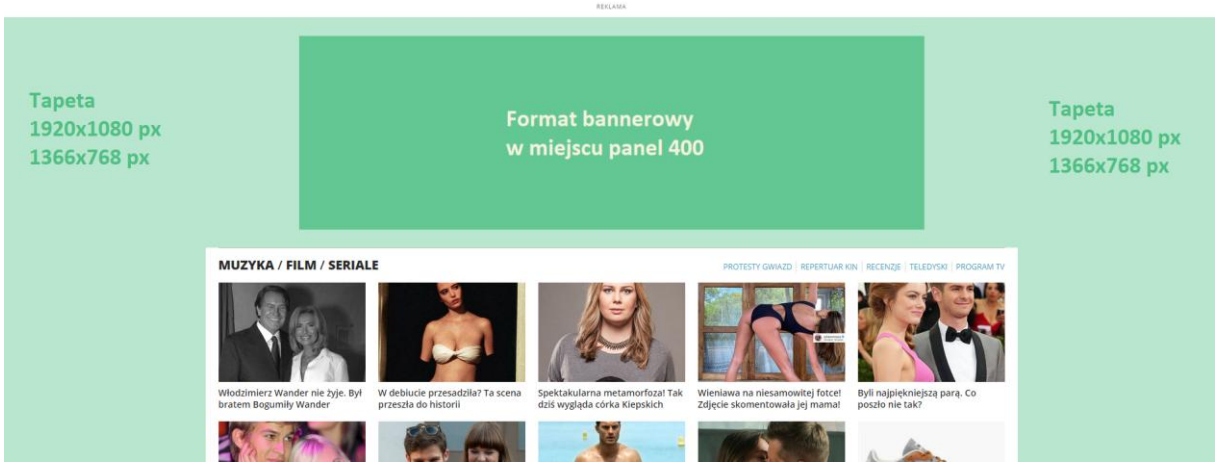
Visualization for a banner with wallpaper in banner 200 (between SPORT and GOTOWANIE modules)



Visualization for a banner with wallpaper in banner 400 (between PORADY and MUZYKA/FILM/SERIALE modules)



2.53 Drag/Swipe

Description: A rich media format displaying two creative versions within a single ad space. Moving a slider allows the user to gradually reveal the selected image. A unique destination URL can be assigned to each image. The format can be expanded to include an additional panel featuring a logo and an advertising message.

Requirements:

Number of images: 2
Format: JPEG, JPG, PNG
File size per image: up to 50 KB
Allowed image dimensions: 1220x600, 1220x400, 1220x300, 1220x200, 1220x100, 950x300, 950x200, 950x100, 750x300, 750x200, 750x100, 300x600, 300x250

Button color values (HEX):

- "Return to selection" button color (default state),
- "Return to selection" button color (hover state),
- "Return to selection" button text color.

Example of an advertisement:

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https://www.interia.pl/?from=mobile#adtester2023_6aa15434e3379643a8e0b7e2

Optional logo panel for desktop
The format can be extended to include a panel containing a logo and advertising text.
Safe zone for this creative version:

- The recommended safe zone covers the central 30% of the creative area.
- All key creative elements should be placed in the central areas of the graphics.
- The outer areas of the graphic should contain only background or supplementary elements.
- Failure to observe the safe zone may result in the partial cropping of creative elements during display.

Additional requirements for the logo panel:

- logo: JPG, JPEG, PNG,
- maximum file size: 50 kB,
- advertising message tex,
- panel background color (HEX),
- text color (HEX),

Example of an advertisement:
https://www.interia.pl/?from=mobile#adtester2023_6aa1567be3379643a8e0b7fa

III.Applications

3.1 Application's Branding

Exclusive advertising broadcast on all advertising slots available in the application. Advertising forms depending on the application: Mobileboard or Rectangle.

3.1.1 Mobileboard in Applications

Horizontal advertising format displayed in the top or bottom slots of the application.

Dimensions: 300x50px, 300x100px, 320x50px, 320x100px

Technology: JPG, PNG

File size: up to 40kB

3.1.2 Rectangle in Applications

Dimensions: 300x250 or 336x280px

Technology: JPG, PNG

File size: up to 40Kb

3.2 Interstitial in Applications

It expands from the page margin and automatically adjusts to the dimensions of the display, obscuring the content of the website. It closes automatically after 7 seconds or after pressing the "ZAMKNIJ X" button. Publisher is responsible for preparing the „ZAMKNIJ X" button.

Two image files with dimensions of 1920x1920 px dedicated to:

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A. **vertical orientation**: the main advertising content should be placed in the center on an area of 1246x1883 px (guarantee of visibility). The visibility of other advertising content (left and right areas) is limited depending on the display resolution of the user's mobile device. A uniform background of the creative is recommended.

B. **horizontal orientation**: the main advertising content should be placed in the center on an area of 1826x1026px. The visibility of other advertising content (areas above and below center) is limited depending on the display resolution of the user's mobile device. A uniform background of the creative is recommended.

Dimensions: 1920x1920px

File size: up to 100kb

Technology: JPG, PNG

Due to systems limitation, this form will not be broadcasted to some users with iOS (iPhone3)

Visualizations and template files:

IV.Polsat Media Performance

4.1 Double Billboard Perfo

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 px

Technology: GIF, JPEG, PNG, HTML5

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.2 Triple Billboard Perfo

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 px

Technology**:** GIF, JPEG, PNG, HTML5

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.3 Wideboard Perfo

Description: Graphic advertisement placed at the top of a website in place of a traditional banner, of much larger size. Emission on selected sites (wide layout).

Weight: GIF, JPEG, PNG -> up to 50 kb; HTML5 -> up to 150 kb

Size: 980x200 pixels

Technology: GIF, JPEG, PNG, HTML5

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.4 Scyscraper Perfo

Description: A tall, thin online ad unit.

Weight: GIF, JPEG, PNG -> up to 50 kb; HTML5 -> up to 150 kb

Size: 120x600 or 160x600 pixels

Technology: GIF, JPEG, PNG, HTML5

1. Include the getURL action in the ad:

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


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2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.5 Half Page Perfo

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

File size: GIF, JPEG, PNG ->do 60 kb HTML5 -> do 150 kb

Dimensions: 300x600 pixels

Technology: GIF, JPEG, PNG, HTML5

1. The ad should include a getURL action:

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

2. ULR addresses for each clickTag should be sent together with the rest of materials
3. Before the As id approved for display, it has to fulfil all the above requirements.

4.6 Rectangle Perfo

Description: Graphic advertisement placed in the middle of an article on a selected website.

Weight: GIF, JPEG, PNG -> up to 50 kb; HTML5 -> up to 150 kb

Size: 300x250 and 300x300 pixels (obligatory in two sizes)

Technology: GIF, JPEG, PNG, HTML5

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.7 Mobileboard Perfo

Description: Primary mobile advertising format, aired on top and bottom slots.

Technology: GIF, JPEG, PNG, HTML5

Weight: up to 50kB, HTML5 -> up to 100 kb

Size: 320x50 pixels

Source format: HTML5/jpg/png

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.

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3. All the above requirements must be met for the creative to be accepted for emission.

Notes:

Audio in the ad is only allowed after interaction from the user, e.g., after clicking a button.

4.8 Interstitial Perfo

Description: Ads that appear between two content pages

Technology: GIF, JPEG, PNG, HTML5

Size: 320x480 pixels

Weight: up to 50kB

1. Include the getURL action in the ad:

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

2. The url for each clickTag must be submitted along with the materials.
3. All the above requirements must be met for the creative to be accepted for emission.

4.9 Product Feeds Perfo

Description: File containing product information such as name, price, availability, link to product image, link to product page in customer's store.

Forms of product feeds using Shoperia Generator

- Blocks under the articles of selected services:

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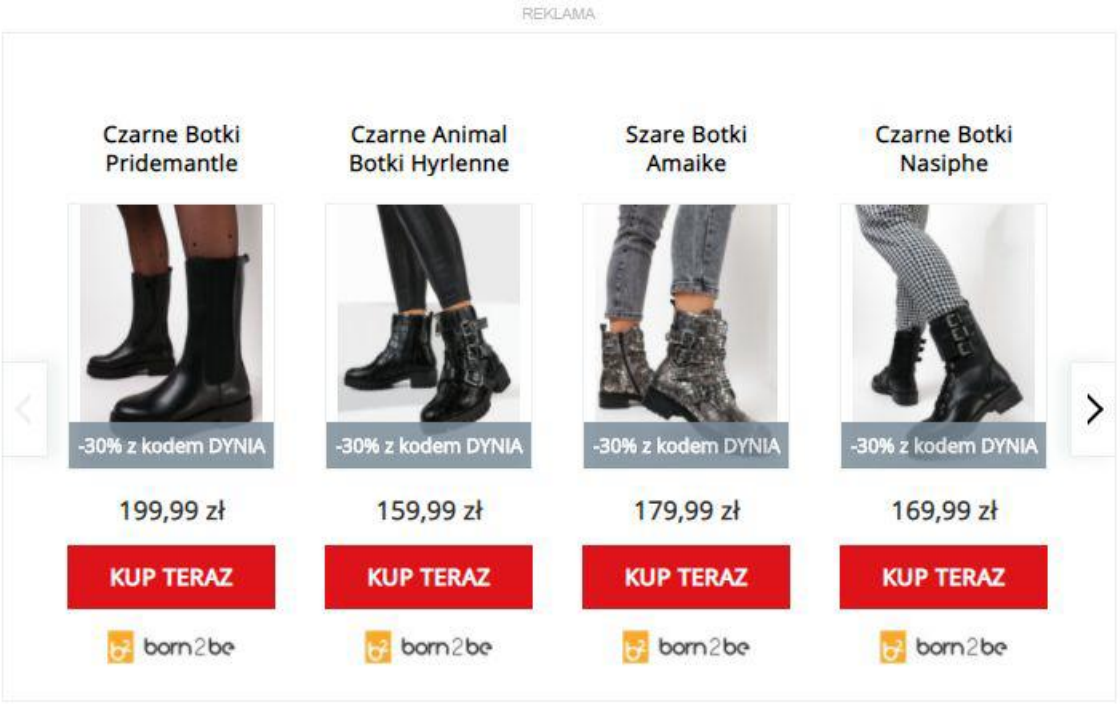

- E-commerce widget on the Interia.pl homepage There is a bookmark with products available:

Feed specifications in the Google standard

Only basic attributes are needed for the system to work properly.

Feed with basic attributes:

https://storage-krk-kapua.interia.pl/v1/AUTH_d013fa127d054735bf96ad580efde7df/shoperia/przyklad_google_najprostszy.xml

```
<?xml version="1.0"?>
<rss xmlns:g="http://base.google.com/ns/1.0" version="2.0">
<channel>
<title> Auta </title>
<link >http://www.interia.p l</link>
<description> kampania auta </description>
```


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<item >
<g:id> 111 </g:id>
<g:title >VW Golf </g:title>
<g:link> https://tinyurl.com/y6v246b4 </g:link>
<g:image_link> https://storage-krk-kapua.interia.pl/v1/AUTH_d013fa127d054735bf96ad580efde7df/shoperia/1golf.jpg </g:image_link>
<g:availability> in stock </g:availability>
<g:price >12000 PLN </g:price>
<g:sale_price> 10156 PLN </g:sale_price>
</item>

Here the next products to make a minimum of 12.

</channel>
</rss>

Information about one product ranges between <item> i </item>

<g:id> - unique identifier of the product
<g:title> product name
<g:link> a link to the product on the client's site
<g:image_link> a link to the product image on the client's site or server
<g:price> base price
<g:sale_price> optional promotional price, allows displaying discount information
<g:availability> product availability

For more diverse products, add a parameter with category names to uniquely identify the type of products. For example:

<g:google_product_category>Kobieta > Odzież > Kurtki > Kurtki zimowe</g:google_product_category>

Attention!

For the system to work, feed must contain at least 12 products !

File in xml format must be placed for download on https without autodownload.

More detailed information is available on this site:

https://support.google.com/merchants/answer/7052112?hl=pl

Example feed with additional attributes:

https://storage-krk-kapua.interia.pl/v1/AUTH_d013fa127d054735bf96ad580efde7df/shoperia/example_feed_xml_rss.xml

Specification of feeds in Ceneo standard

https://www.ceneo.pl/poradniki/Instrukcja-tworzenia-pliku-XML

Attention!

For the system to work, the feed must contain at least 12 products !

File in xml format must be placed for download on https without autodownload.

Recommendations for titles, image size and logo

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- - hotos cannot be smaller than **366 px** on the long side. The system converts larger photos to the required size by itself.
- The logotype file should be provided separately. The recommended format is .png, alternatively .jpg. The height of the image should not be less than **30 px**. The best presentation of logos on blocks is horizontal on white background.
- The length of the product name that is displayed depends on the block format, screen resolution and character size. That's why it cannot be specified with a specific number. Blocks under the articles due to the format usually shorten the titles to 2-4 words. For bookmarks we recommend the product name length to be no longer than 45-50 zzs.

4.10 Mailing Perfo

Description: Mailing allows you to reach a specific audience with a selected combination of a set of characteristics with your advertisement.

Weight: 100 kb

Size: 600 x unlimited

Technology: .zip (.html and graphic)

Required elements:

- sender name
- return address
- subject of the message
- footer (sender's full address data)
- addresses to which the tests are to be sent

Technology: HTML

Requirements:

1. All components of the mailing should be packed in one zip archive
2. HTML file should be named index.html
3. All graphic files must be placed in the same folder as the index.html file
4. There should be no references in the HTML code to graphic files downloaded from external servers (except for measuring pixels)
5. Encoding of Polish characters should be set to ISO-8859-2 and UTF8
6. The creative must be created with <table>.
7. Referrers must have target="_blank" attribute
8. Images must not be placed in the <style> section
9. All enclosed graphics in the HTML code must have attribute BORDER="0"
10. The HTML code must not contain the <!DOCTYPE ...> declaration and the <title> and <meta> tags except for the font encoding declaration
11. Style sheets can be included in the HTML code but cannot be downloaded from external servers

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