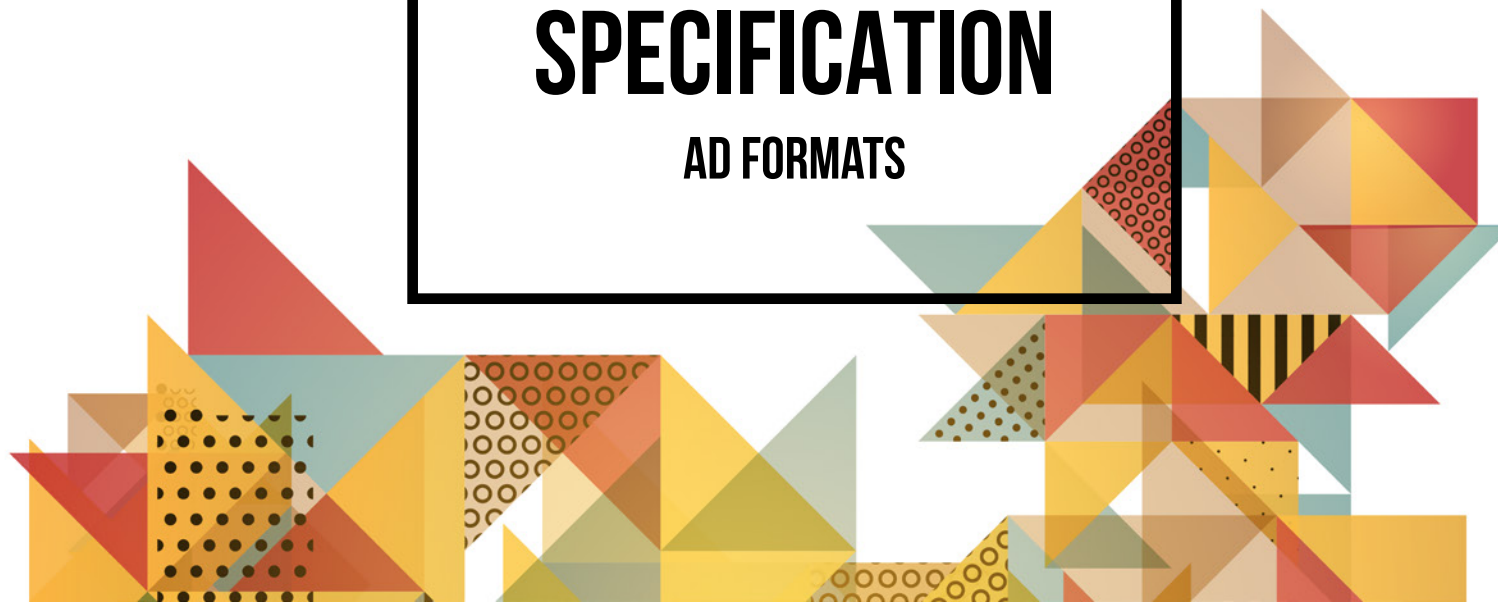




TECHNICAL SPECIFICATION

AD FORMATS



AVAILABLE AD FORMATS

- **OVERLAY/DOUBLE OVERLAY**
- **WELCOME SCREEN**
- **BRANDING PLAYERA**
- **BILLBOARD/DOUBLE BILLBOARD**
- **RECTANGLE**
- **SCREENING**
- **MOBILE BANNER**
- **INTERSTITIAL**

GENERAL INSTRUCTIONS

- WE ASK FOR SENDING US A COMPLETE SET OF CREATIVES AT ONCE, FOR THE WHOLE CAMPAIGN, AT LEAST 3 WORKING DAYS BEFORE ITS START. OTHERWISE, WE DO NOT GUARANTEE TIMELY START OF THE CAMPAIGN
- CREATIVES MUST HAVE A SIZE AND WEIGHT COMPLIANT WITH DETAILED SPECIFICATION (FOR SPECIFIC AD FORMAT)
- A SET OF CREATIVES SHOULD BE PROVIDED WITH AN ACTIVE URL (EXCEPT NON-CLICKABLE FORMATS)
- ADS THAT CAUSE ERRORS OR WARNINGS IN USERS BROWSERS WILL NOT BE ACCEPTED;
- HTML5 SPECIFICATION IS AVAILABLE [HERE](#);

OVERLAY/DOUBLE OVERLAY

WWW APP TV

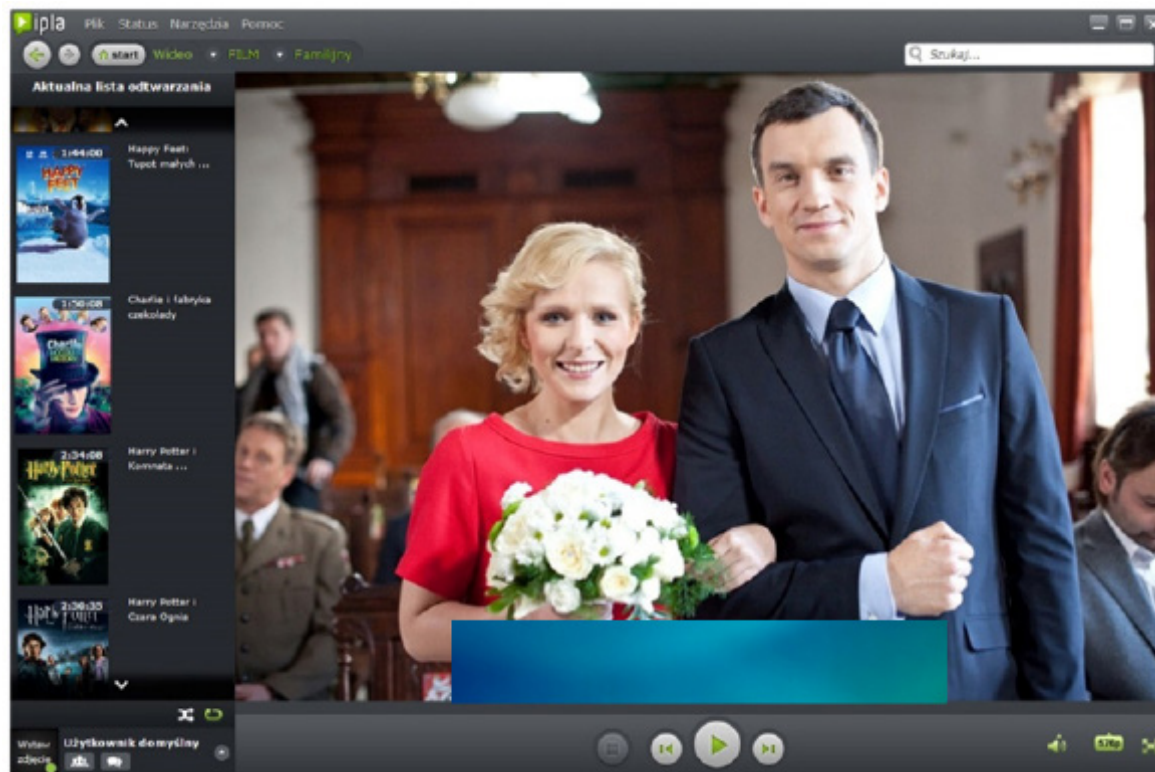
RECTANGULAR GRAPHIC ADVERTISEMENT, DISPLAYED DURING PLAYBACK, OVER PLAYER WINDOWS LOWER EDGE. MORE THAN ONE ADVERTISEMENT IS POSSIBLE, AND THEIR ORDER IS SETTING BY ADSEVER.

REQUIREMENTS:

- size: 650x75px/650x150px
- weight: do 100kB
- format: JPG/PNG

COMMENTS:

- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION
- AD DISPLAYS FOR 30S



WELCOME SCREEN

AD DISPLAYED IMMEDIATELY AFTER STARTING IPLA APPLICATION - IN ITS CENTRAL PART.
VIDEO AD IS AVAILABLE ON MOBILE/APP OF IPLA.TV WEBSITE.

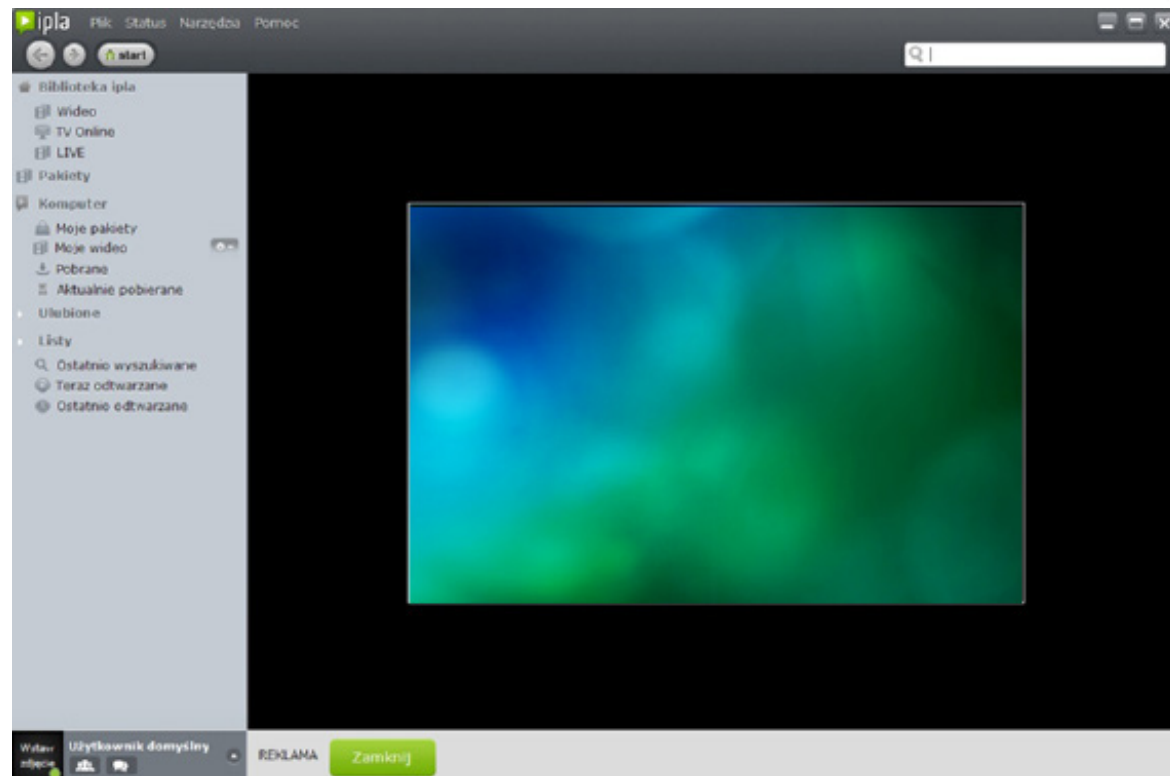
WWW APP TV

REQUIREMENT:

- size: 600x390px
- weight: do 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION
- AD DISPLAYS FOR 30S



BRANDED PLAYER

WWW APP TV

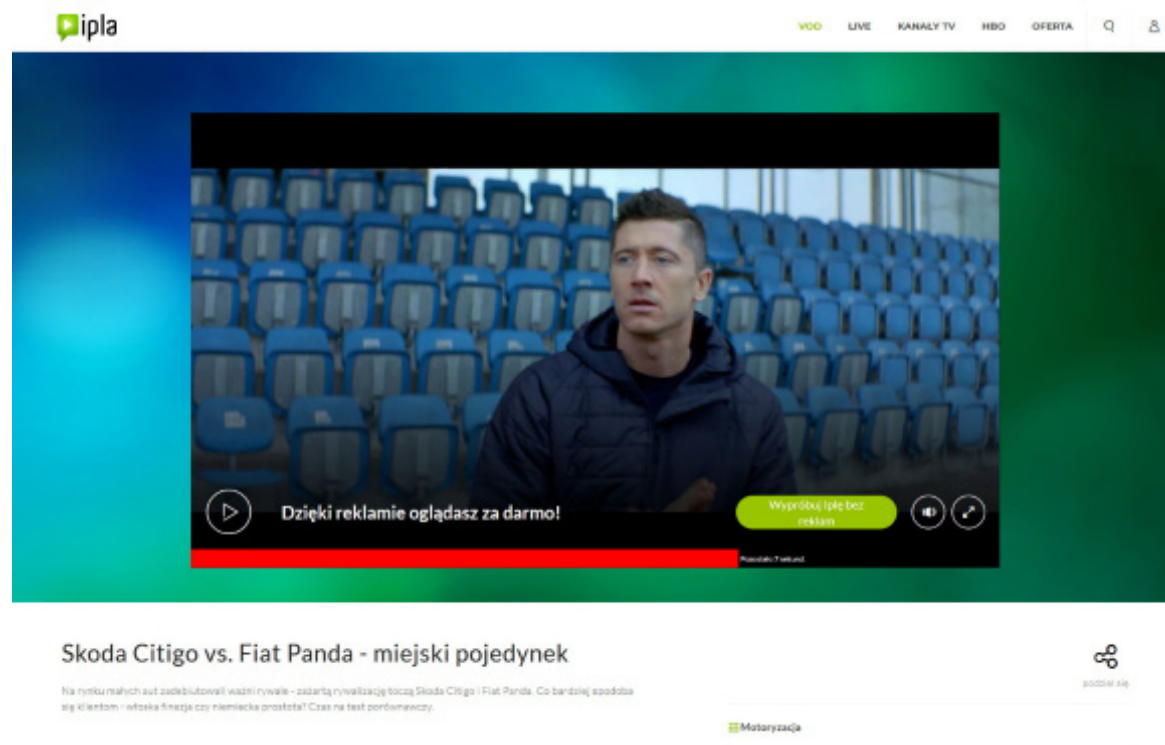
AD FORMAT IN THE FORM OF GRAPHICS SURROUNDING THE VIDEO PLAYER WINDOW. ONLY ONE ADVERTISEMENT OF THIS TYPE IS DISPLAYED DURING ONE VIDEO MATERIAL.

REQUIREMENTS:

- size: 1920x900px
- weight: do 200kB
- format: JPG/PNG
- a sample graphic design in PSD is available [here](#)

COMMENTS:

- AD IS SCALEABLE AND ADAPTS TO THE CURRENT DIMENSIONS OF THE USER'S BROWSER WINDOW



The screenshot shows a video player on the ipla website. The video content features a man in a dark jacket sitting in a stadium with blue seats. A branded advertisement is overlaid on the video, consisting of a blue and green gradient background with a white play button icon and the text "Dzięki reklamie oglądasz za darmo!". Below the video, the title "Skoda Citigo vs. Fiat Panda - miejski pojedynek" is displayed, along with a short description in Polish. The ipla logo is in the top left, and navigation links like "VOD", "LIVE", "KANALY TV", "HBO", and "OFERTA" are in the top right. A "Motoryzacja" tag is visible at the bottom right of the video player area.

BILLBOARD/DOUBLE BILLBOARD

RECTANGULAR AD DISPLAYED AT THE TOP OF THE WEBSITE, AVAILABLE ONLY ON THE DESKTOP VERSION OF THE WEBSITE

REQUIREMENTS:

- size: 750x100/750x200px
- weight: up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING

WWW - PC APP TV



RECTANGLE

RECTANGULAR BANNER AD, SURROUNDED BY THE CONTENT OF THE PAGE / APPLICATION.

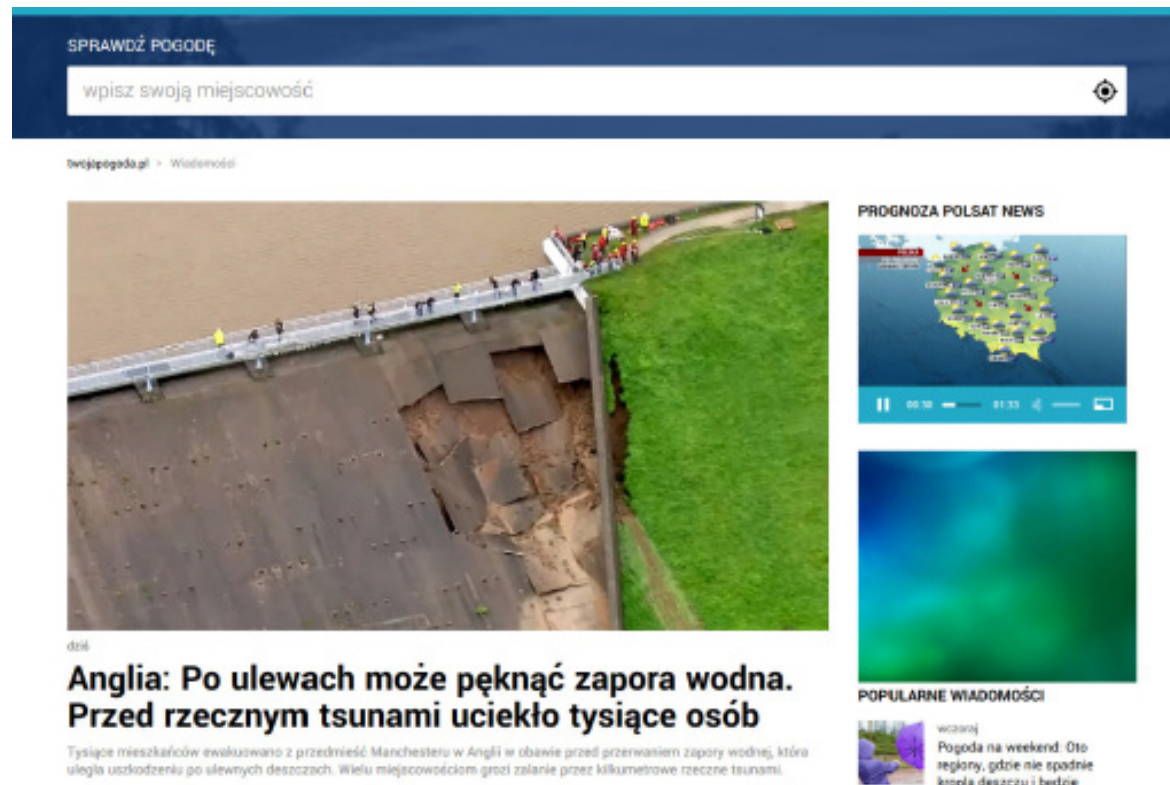
WWW APP TV

REQUIREMENTS:

- size: 300x250px
- weight: do 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING



SPRAWDŹ POGODĘ

wpisz swoją miejscowość

twój pogoda.pl • Wiadomości

Anglia: Po ulewach może pęknąć zaporą wodną. Przed rzeczonym tsunami uciekło tysiące osób

Tysiące mieszkańców ewakuowano z przedmieść Manchesteru w Anglii w obawie przed przerwaniem zapory wodnej, która uległa uszkodzeniu po ślężnych deszczach. Wiele miejscowościom grozi zalanie przez kilkumetrowe rzeczne tsunamy.

PROGNOZA POLSAT NEWS

POPULARNE WIADOMOŚCI

wczoraj
Pogoda na weekend: Oto regiony, gdzie nie spadnie kropla deszczu i będzie

SCREENING

WWW - PC APP TV

EMITTING BOTH THE BANNER AND THE WALLPAPER, OR THE WALLPAPER ITSELF ON THE ENLARGED AREA OF THE WEBSITE. FORMAT THAT PROVIDES A LARGE ADVERTISING SPACE.

REQUIREMENTS:

1. wallpaper:

- size: 1920x1080px
- weight: up to 200kB
- format: JPG/PNG
- background colour: HEX

2. banner (optional):

- size: 750x100/750x200px
- weight: up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD IS ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
 - A GRAPHIC DESIGN OF THE WALLPAPER SHOULD TAKE INTO ACCOUNT A WIDTH OF THE CENTRAL PART (SURROUNDED BY ADVERTISING) OF THE WEBSITE FOR WHICH THE CREATION IS PREPARED.
- CURRENT WIDTHS FOR SPECIFIC SITES:

POLSATSPORT.PL - 1170PX, POLSATNEWS.PL - 1280PX, GEEKWEEK.PL - 1280PX,
TWOJAPOGODA.PL - 1246PX



MOBILE BANNER

RECTANGULAR AD, DISPLAYED AT THE TOP OF THE WEBSITE,
AVAILABLE ONLY ON MOBILE AND APP OF IPLA.TV WEBSITE.

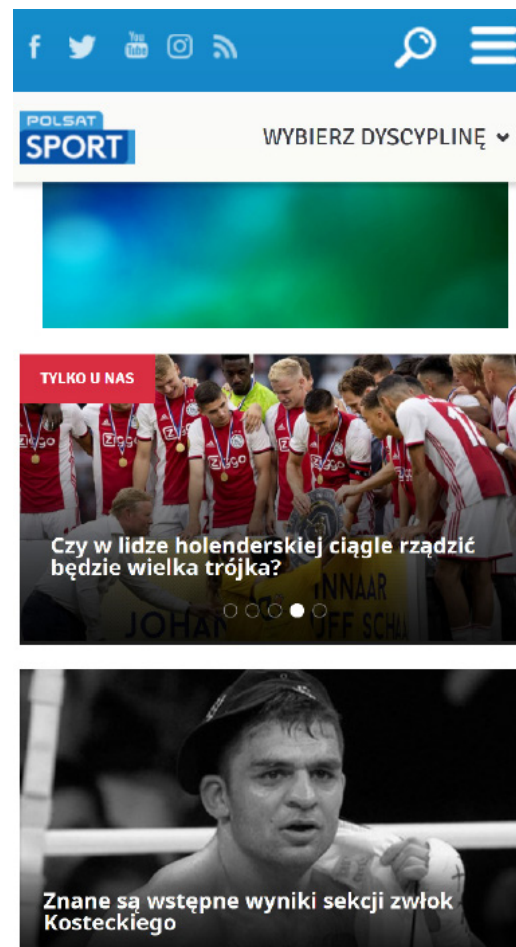
REQUIREMENTS:

- size: 320x50/320x100px
- weight: up to 50kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING

WWW - MOBILE APP TV



INTERSTITIAL

FULL-SCREEN AD, COVERING THE ENTIRE INTERFACE AREA. DISPLAYED WHEN USER ENTERS A WEBSITE.

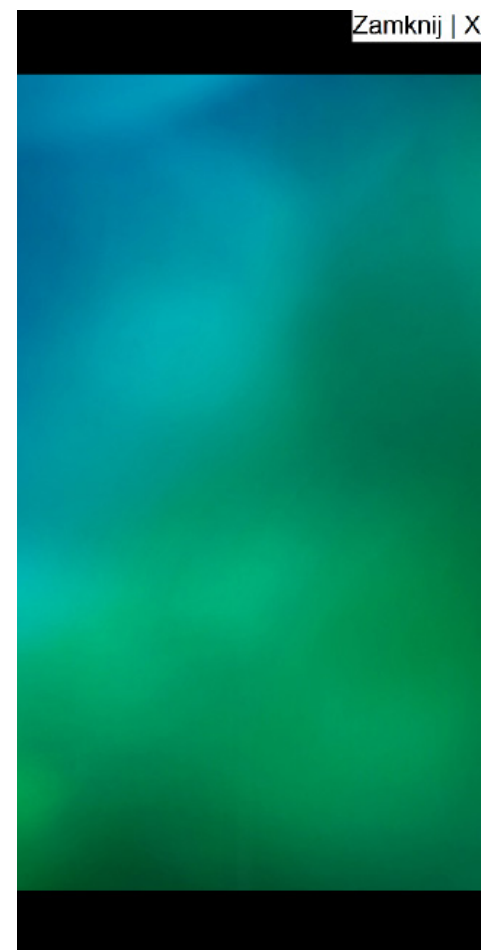
REQUIREMENTS:

- size: 640x960px+960x640px
- weight: each up to 100kB
- format: HTML5/JPG/PNG

COMMENTS:

- SOUND IN AD ALLOWED ONLY AFTER USER INTERACTION, E.G. AFTER CLICKING
- AD DISPLAYS FOR 10S
- AD HAS A CLOSING BUTTON - DOES NOT REQUIRE CLIENT PREPARATION

WWW - MOBILE APP TV





POLSAT MEDIA
B I U R O R E K L A M Y

