TECHNICAL SPECIFICATION
FOR ADVERTISING FORMATS
ON THE GREMI MEDIA S.A.
WEBSITES

1   GENERAL REQUIREMENTS

1.1   COMPLIANCE AND VERIFICATION

All ads sent by clients for publication on Gremi Media websites should meet the conditions of these technical specifications and comply with the IAB Poland advertising standards. Gremi Media may review the ad and prevent it from being published, or remove it from publication, in case of non-compliance with the technical specifications. The publication of an ad on the pages of the portal does not automatically mean that the ad was compliant with the advertising specifications. Gremi Media reserves the right to refuse to broadcast or to cease broadcasting any advertisement at any time if it considers it to be annoying or harmful to the users of the portal.

1.2   DEADLINES FOR MATERIALS SUBMISSION

All advertising materials must be submitted no later than 2 business days prior to publication.
In the case of HTML5 and Rich Media ads, that period should be at least 5 business days.

1.3   DIMENSIONS OF THE MATERIALS

Creatives must have the correct specified dimensions and file size which do not exceed those provided in the tables for specific forms of ad.

1.4   EXTERNAL ELEMENTS

The Advertiser must not implement mechanisms which track user interaction or pull additional content from external websites without obtaining consent from Gremi Media.
The creatives sent may not change or read cookies from the user's computer.

1.5   SOUNDS IN ADS

The sound in the creatives may be turned on only upon an action performed by the user (click, hover, hover and hold).

1.6   EFFICIENCY OF THE ADS

The ad must not interfere with the operation of the website.
The ad must not cause errors on the page.
The ad, irrespective of its type, must not overload the processor to an extent which significantly impedes work on the computer with other applications.

1.7   FALSE ADVERTISING

The ad may not mislead the user with its content and the message resulting from it. It also must not resemble basic system buttons or contain buttons that operate differently than what would be expected from their typical function. Ads are not allowed to be displayed in the form of warnings or system messages. Buttons placed on ads must operate in accordance with the message displayed on them.

1.8   ALLOWED FORMATS

Advertising materials in the following formats are allowed to be used:
- jpg/gif/png image
- HTML5
- asynchronous ad code
- asynchronous counter code

1.9   3RD PARTY AD CODES

Ad codes must be prepared for asynchronous embedding on the page; in particular, using the document.write() instruction is not allowed. For this reason, they should be provided as an iFrame. It is acceptable to use JavaScript, but in that case, it will be placed in the iFrame on the Gremi Media side. The preferred method of publication is

to serve the creative on the Gremi Media side with third party counts in the form of pixels. All counts and ad codes must be pulled from the site protocol. Therefor, the following syntax should be used src="//mywebsite.pl/code.js" and src="/mywebsite.pl/pixel.gif"

In addition, every 3rd party element used on Gremi Media websites must support SSL communication.

1.10 NAMING CONVENTIONS FOR THE CREATIVES

The names of the submitted creatives should not contain Polish characters or spaces. Files should be named according to the pattern:

- advertiser/campaign_name_ad type_dimensions.extension
  e.g.: GremiMedia_self-promotion_300x250.png

or

- ad type_dimensions_extension np.: billboard_750x100.png

1.11 CROSS-DEVICE ADVERTISING

In the case of advertising on different devices, sizes must be provided in accordance with the specifications under point 2.2.

1.12 TEST CREATIVES

By accepting the test creatives issued by the Gremi Media traffic team, the client confirms that they are correct in terms of appearance, operation, performance of actions and counting in external systems (if applicable).

2 SPECIFICATIONS OF THE CREATIVES

2.1 HTML5 CREATIVES

2.1.1 General information

- Gremi Media group websites use the Google Ad Manager adserver.
- The overall performance of the creative must comply with the requirements described in the technical specifications for the format. None of its elements may interfere with the operation of the publisher's websites and other adverts.
- The publisher does not provide data related to user interaction within the HTML5 creative. Such functionality should be provided on the code side of the creative.
- The universal place for measuring the impression of an ad is the moment the first element of the ad is loaded.
- For non-standard creatives or creatives containing video, the publisher reserves the right to formulate additional requirements which must be met prior to impression.
- Creatives must be prepared to be displayed in a responsive manner (correct operation when the container is resized).
- Creatives must not use jQuery libraries.
- Creatives must not scale
- The code must be compatible with Friendly iFrame.
- The total weight of files comprising an HTML5 creative must not exceed 150 kB.
- All references to files which make up an HTML5 creative should be contained in one HTML file only.
- It is not possible to insert JS measurement codes (such as IAS) - they must be included in the creative's code (before the "</body>" tag).

2.1.2   Compatibility

All HTML5 creatives should be created according to the Google standards described here: https://support.google.com/admanager/answer/7046799?hl=pl

2.1.3   HTML5 advertising can include:

- HTML
- Cascading Style Sheets (CSS)
- JavaScript
- Images (jpg, png, gif)
- video (mp4, webm)

2.1.4   Closing creatives

Closing full-screen creatives should be done by calling the global function window.closeFn (); the function should be called only after clicking on the "Close" button.

2.1.5   SSL support

The creative should function properly for the encrypted protocol (https). This applies to all elements loaded by the creative – scripts, images, and videos.

2.1.6   Video in HTML5 creation

Video files should be hosted on external servers and then embedded in the creative code. This is dictated by the limitations related to the permissible file weight accepted by the adserver - max. 1,000 kB after or before unzipping. The sound in creatives containing video should be disabled (by default).

2.2   DISPLAY CREATIVES

DESKTOP:

Format	Dimensions [px]	File format	File size [kB]
Billboard	750x100	jpg/png/gif/html5/	60/150(html5)
Double Billboard	750x200		
Triple Billboard	750x300		
Wideboard	970x200		
Mega wideboard	950x400		
Rectangle	300x250		
Halfpage	300x600		
Gigapanel	1260x600		150
Gigaboard	1260x300		

MOBILE:

Format	Dimensions [px]	File format	File size [kB]
Rectangle	300x250	jpg/png/gif/html5/	60/150(html5)
Halfpage	300x600		

2.3   WALLPAPER/SKIN AD

The Wallpaper/Skin ad format consists of two creatives: a billboard ad and a wallpaper, which is an image displayed as the background at the top of the website.
Note: Due to the responsive build of the website, content is displayed with different widths depending on the screen size, resolution and browser settings. The possible widths of the area set aside for website content are: 1336px and 1012px. The wallpaper prepared should take into account the area that will be visible only with a website content width of 1012px. This area must not contain text or important graphic symbols (e.g. logo).

Billboard:

- Dimensions: 750x300px
- Format: jpg/png/gif/html5/Java Script
- File size: max 60 kb /150kb (html html5)
- If the creative is prepared in html5 format, it should be prepared in accordance with the guidelines in section 2.1

Wallpaper:

- Size: 1920x1010px
- Format: jpg/png
- File size: max 200kb

Notes:

- It is not recommended to use logos and text on the wallpaper because, depending on the screen size, resolution and browser settings, this content may not be visible to the user or may be partially cut off - for most devices, a width of 100px is a safe area;
- It is recommended that the wallpaper transitions into a uniform white background on all the outer edges, so as to obtain the effect of a smooth integration with the rest of the website;
- The space for site content must not be marked on the wallpaper. A background consistent with the rest of the wallpaper should be used here;
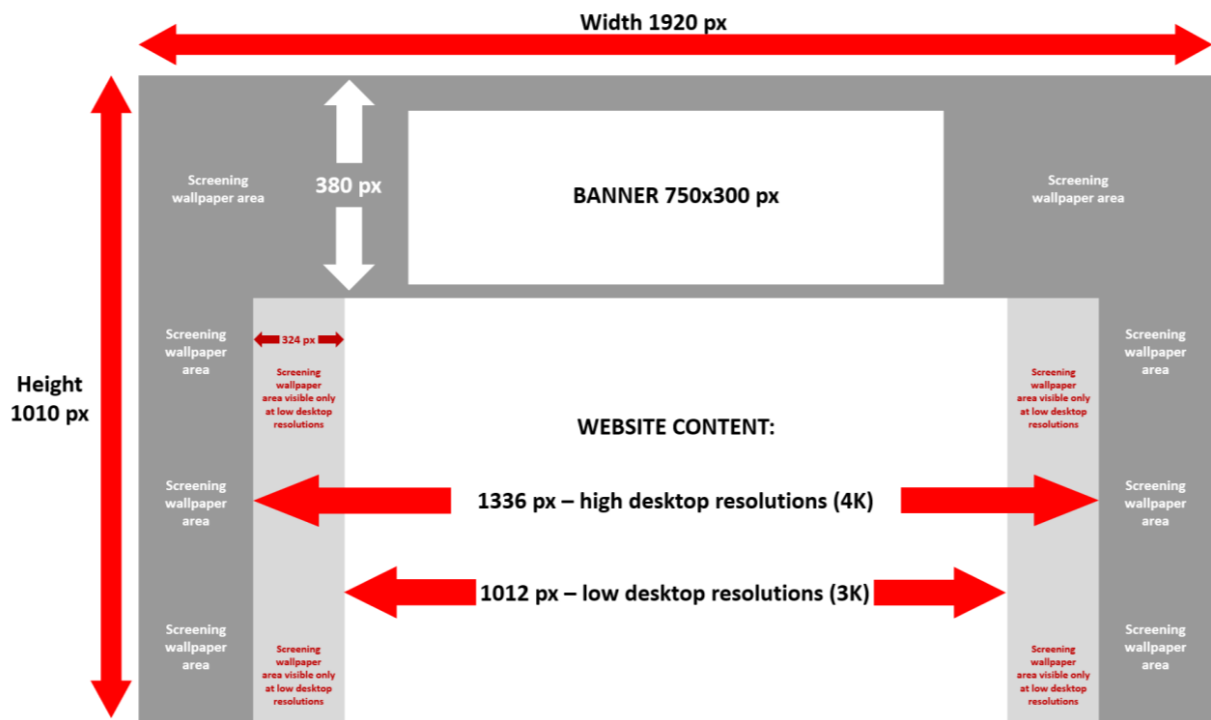
2.4   COMMERCIAL BREAK:

An advertising format that appears between page views of the website, before the article page is loaded. The user is redirected to the article page after clicking on the button or after 15 seconds have passed.

Desktop (two sizes required):

- Dimensions: 1260x600px and 1100x500px
- Format: jpg/png/HTML5
- File size (for each creation individually): max 150kb

Mobile:

- Dimensions: 320x370px
- Format: jpg/png/HTML5
- File size: max 150kb

2.5   PARALAXA

An advertising format that appears in the body of an article (mid-text), consisting of an advertisement placed underneath the service and made visible when the page is scrolled.

Desktop:
- Dimensions: 1260x600px
- Format: jpg/png
- File size: max 150 kB

Mobile:
- Dimensions: 300x600px
- Format: jpg/png
- File size: max 60 kB

2.6   SLASH

An advertising format that displays two images in one container - partially visible. By moving the mouse cursor or touching the divider on touchscreens, the user obscures or reveals the creative images.

- Number of graphics: 2
- Dimensions: all display creations described in point 2.2
- Format: jpg/png
- File size (for each creation individually): max 60 kB

2.7   CUBE

An advertising format that displays four images with the effect of a three-dimensional rotating cube. The cube can be rotated using sliding events or navigation buttons. If there is no user interaction with the ad, the cube will rotate automatically after 4 seconds.

- Number of graphics: 4
- Dimensions: all display creations described in 2.2
- Format: jpg/png
- File size (for each creation individually): max 60 kB

2.8 CAROUSEL

Advertising format with carousel effect. Consists of several graphics linked together, combining the whole into a moving gallery.

Desktop: graphics are emitted from the formats when combined:

 -Triple billboard (750x300px)

 -Mega wideboard (950x400px)

 -Gigaboard (1260x300px)

Mobile: graphics are broadcast from the Rectangle format (300x250px) after linking

- Number of graphics: 4-7
- Dimensions individual graphics: 290x185px
- Format: jpg/png
- File size (for each creation individually): max 60 kB

2.9 MULTISCREEN CAROUSEL

General guidelines:

- The carousel displays ad teasers in the form of a slider. It consists *of:* the main title of the carousel, logo, promotional photos, and titles displayed on them if applicable. The entire thing takes the form of a slider with an automatic scrolling function;
- The component is marked with the words "MAIN PARTNER" (or "PROMOTIONAL MATERIAL" if a logo is not provided) in the top right corner above the component;
- The carousel can contain from 5 to 7 teasers, and each of them, apart from the promotional photo, can also display a dedicated title positioned on the lower part of the photo. Each of the teasers can direct the user to a different landing page.
- The component is displayed from the CMS, meaning that it is not blocked by ad blocking plugins;
- The component scales automatically, i.e. the size adapts to the resolution of the device on which it is displayed;
- The landing page must be clear and legible on mobile devices;
- Guarantee of simultaneous emission of advertising message on the main page of rp.pl or parkiet.com and on their mobile versions.

Technical specifications:
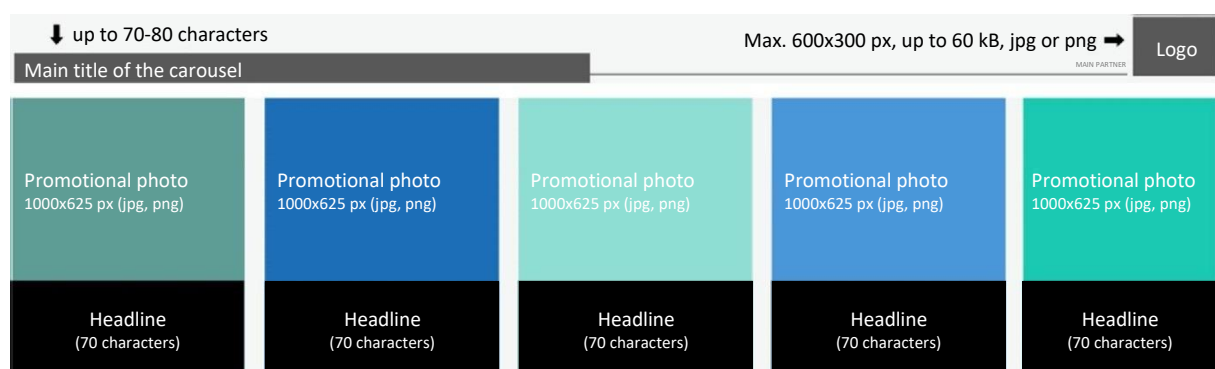
Main title of the carousel – text of 70-80 characters. All caps should not be used.

Logo: the maximum logo dimensions are 600x300px (width x height). If a larger logo is received, the component scales the image, while reducing the width proportionally. Maximum file size 60kB, accepted formats: JPG, PNG.

Promotional photo: image with dimensions 1000x625px (width x height). Maximum file size 60kB, accepted formats: JPG, PNG. Photos must not be signed (e.g., author/agency, etc.).

Headline: Text up to 70 characters with spaces. All caps should not be used. The title appears at the bottom of the promotional photo.

Video material: it is permitted to place one video instead of one of the promotional photos. The video is embedded from YouTube and is launched intentionally by the user. The title appears at the bottom of the promotional video.

Video requirements: in accordance with point 2.10

2.10 VIDEO

2.10.1 Basic video format

Video codec: H.264
Audio codec: AAC
Video bitrate: min. 1500 kbps, recommended 3000 kbps
Audio bitrate: 192 kbps
Audio channels: 2 recommended
Resolution: 564x316px
Maximum file size for the material: 30 mb
Aspect ratio: 16 : 9
FPS: min. 25

2.10.2 Video in-stream (pre-roll)

Maximum spot length: 30 seconds
Other requirements: in accordance with point 2.10.1

2.10.3 Player branding

Player branding consists in displaying a wallpaper behind the video player. The wallpaper can be displayed either each time the video player is called or only for specific in-stream material (pre-roll). The wallpaper is wider than the player and its maximum visible area is 60px above the player and 60px below the video player. The visible area of the wallpaper varies depending on the user's screen size, browser settings and resolution. When a smaller player is displayed, the wallpaper is automatically scaled proportionally to 16:9

Wallpaper:

- Size: 564x437px
- Format: jpg/png
- File size: max 150kb
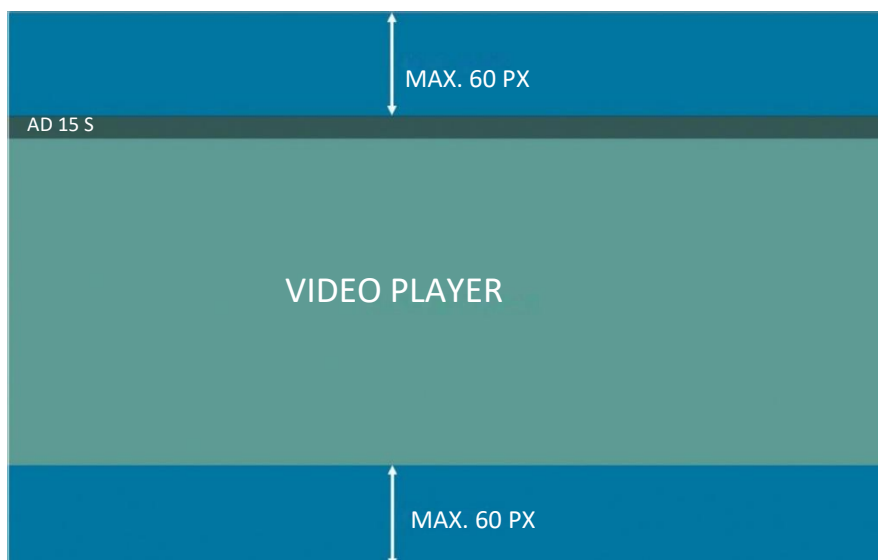
2.10.4 Video Banner

Video Banner is a video ad published within the space of a standard display ad (Billboard, Double Billboard, Wideboard, Rectangle, Halfpage).
Video can start automatically but only on mute; the sound will be turned on upon user interaction.
Videos that start after the user clicks on them can start with sound turned on.
The video should meet all the requirements specified in point 2.10.

2.11 SPONSORED ARTICLE

2.11.1 Sponsored article

Advertising text with graphics published on the selected Gremi Media website. The form in which a sponsored article is promoted depends on the website on which it is displayed. The article is described on the promotional teaser and on the article itself using one of the terms: PROMOTIONAL MATERIAL or SPONSORED MATERIAL.

The forms in which a sponsored article can be promoted include:

- a graphic teaser with text on the website's home page or website section's home page
- a text teaser on the website's home page or website section's home page

Advertising is offered in the Flat-fee broadcast model for a specified period of time of 3 days (Monday-Wednesday) or 4 days (Thursday-Sunday) with no guarantee of achieving specific results. Therefore, any data presenting the audience in particular Gremi Media services is only indicative and serves as a general guide for the advertiser.

2.11.2 Technical specifications: Promotional Articles on www.rp.pl and www.parkiet.com, as well as dedicated websites

Quality requirements for articles:
High-quality expert or advertising articles
The article must have a main photo and optionally a maximum of 5 photos in the body
The character limit for the article is 10000 characters (title up to 80 characters, introduction up to 450 characters, title of the article promotional teaser with photo up to 60 characters, without photo up to 45 characters). The article is published on the Gremi Group websites for a maximum of 12 months.

Photos

Main photo (required) resolution 1000x625px
Photos for the gallery (up to 9) resolution 1000x625px
Photo file size up to 150kB max
*the editorial team reserves the right to refuse to publish very poor-quality photos

Links

Dofollow links can be placed only in sponsored articles with teaser. It is possible to place max. 3 links in the material, all thematically related to other sources (preferably from the publishing group). Please insert the link in HTML form (anchor). Online articles without promotion or articles transferred from "Rzeczpospolita" may contain nofollow links only.
Online articles without promotion or articles transferred from "Rzeczpospolita" may contain only nofollow links.

Dofollow links can only be included in sponsored articles with a headline, published on our website for a maximum of 12 months. In the material it is possible to place max. 3 links, all thematically related links to other sources (preferably from the publishing group). Please insert the link in HTML form (anchor). Online articles without promotion or articles transferred from "Rzeczpospolita" may only contain nofollow links.

Video

It is possible to publish the client's video in the article:

File specification as in 2.10. or embed from YouTube.
Time:
  a)   ready-to-use video file sent by the client – 1 business day (tests)
  b)   file prepared/produced by GREMI MEDIA – (after individual agreements)

2.12 IN-FEED

The ad is offered in the Flat-fee model for a specific period of time of 3 days (Monday-Wednesday) or 4 days (Thursday-Sunday).

2.12.1 In-feed with photo

Native ad displayed on the home page of the websites.
Image resolution: 246x152px
Format: jpg / png
File size: up to 60kb
Text: up to 80 characters

2.12.2 In-feed without photo

Native ad displayed on the home page of the websites.
Text: up to 60 characters

2.13 MAILING:

Mailing requirements

Cut and linked html mailing packed into a zip file no larger than 60 kb,
Mailing subject line,
Email address and name of the mailing sender,
Client's details: name, address, tax identification number [NIP], National Business Registry number [REGON], National Court Register number [KRS], share capital,
Email addresses to which the mailing test can be sent for approval,
sending time and volume of the mailing base,
Optimal dimensions - 600x400 px

Guidance regarding HTML templates:

We recommend creating a template in HTML. Below you will find some tips for creating the template code:
  • Ideally, the template should be as simple as possible, without CSS,
  • The content should be contained in tables, not divs,
  • style="display: block; border: 0px" should be added to the cut images,
  • The width of the tables should not exceed 680px,
  • Each image should have a specified width, it is recommended to add images with the dimensions the way they should be in the email,
  • Test should not be added on the images – with most email programs this will cause a display error,
  • Video should not be added; you can replace it with an image with a play icon that will link to the content,
  • Scripts, frames or flash animations should not be added, - Forms or surveys should not be added,
  • The code MUST comply with the W3C standard for html 4.01. If there are errors in the code, the template will not display correctly,
  • Polish characters should be coded in the standard charset=utf-8",
  • It is worthwhile using ALTs in images. The description with ALT will appear before downloading images in the email program and after hovering the cursor over the image. They will be visible in the event that the image is not displayed,
  • Consider adding a preview link to the template – a hyperlink that will allow the recipient to open the email in the browser window if the message does not display correctly in the inbox.
  • Add style in the HTML code linearly,

- We recommend using safe fonts e.g. Arial, Tahoma, Georgia, Verdana,
- As a rule, we do not use float in emails, it can be omitted by using align="left",
- Responsive emails are characterised by simplicity and a simplified structure ensuring that they will be displayed correctly on most devices – similarly to non-responsive emails, their structure consists of tables using the attributes align, width and media queries,
- We build the entire structure of the email using <table> and its elements <tr> <td>, if there is use of the tag <div> many problems with the layout of columns and lines of the email may occur,
- style="display: block; border: 0px" should be added to the images,
- We do not recommend the use of drop shadows, gradients, border-radius, border, or background: url, as some email programs do not support these styles.

2.14 NEWSLETTER:

2.14.1 Static billboard

- Dimensions: 650x150px and 650x400px
- Format: jpg/png
- File size: max 150kb

2.14.2 Teaser in newsletter

- Photo: 16:9 jpg/png
- Title: up to 60-70 characters
- Lead: up to 150 characters

2.15 PODCAST:

Sponsor jingle

Audio format : WAV 24bit 48000Hz
Audio length (intro/end): ~ 10 - 15 seconds
Master output: -1dBTP / -14 LUFS
It is recommended to automate the instrumental track relative to the voiceover track (when the voiceover starts, the instrumental track is reduced by 4-6 dB depending on the dynamics of the instrumental track).
The voiceover should be recorded in an acoustically adapted room and at appropriate volume levels so as to achieve a warm and clear tone.
The voiceover audio file should undergo the processes of compression, correction and de-essing.
The mix between the instrumental and vocal tracks should be balanced and clear.
The entire recording undergoes the process of being limited to the previously indicated recommended volume levels.
It is also recommended to use fade in/out at the beginning and end of the jingle.