

# **ADVERTISING FORMATS - - Technical Specification (mobile)**



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# 1. General rules of advertising creations.

## 1.1. Mobile advertising

For smartphone devices, advertisements are displayed on mobile versions of Wirtualna Polska Media sites.

It is allowed to use advertising materials in the following formats:

- jpeg/gif/png artwork
- HTML5 code
- asynchronous broadcast code
- asynchronous counting code

## 1.2. Advertising in applications

Advertising forms, available in IOS/Android applications are broadcast only from Wirtualna Polska Media codes - creations and in the form of jpeg/gif/png or html artwork, 3rd party codes are not accepted. Additional view counts can be performed only using pixels.

### **1.3. Cross-device advertising**

In the event of cross-device broadcast day for desktop, tablet and smartphone devices, it is possible to display the advertisement in two ways:

- a) The customer delivers advertising creations for the desktop (see technical specification for desktop advertising formats) and mobile advertising (item 2.1.3).
- b) The customer delivers a creation (artwork or html5) which will be adapted by us for scaling to the screen resolution on which it is viewed (item 3).

The advertisement is broadcast on the main site of Wp.pl and o2.pl. List of scaled creations listed in item 3

It is allowed to use advertising materials in the following formats:

- jpeg/gif/png artwork
- HTML5 code
- asynchronous counting code

### **1.4. External communication**

The mechanisms tracking user interaction must not be implemented.

The mechanisms downloading additional content from user sites must not be implemented without prior consultation with Wirtualna Polska Media.

### **1.5. Target sites**

All advertisements broadcast on mobile Wirtualna Polska Media products (web tablet, web smartfon, applications) have to transfer to mobile responsive services. Transfer from mobile creations to non-responsive desktop services is not permitted.

### **1.6. Targeting**

For mobile campaigns the following targeting is available.

**Mobile web:**

- declarative data (for logged in users: gender, age, education, industry, interests)
- behavioral groups
- data on the device (Device Atlas)

**Mobile app:**

- view in the application
- connection: WiFi or 2G/3G/4G
- geotargeting: geographic latitude and longitude based on the GPS module

## **1.7. False creations**

The ads cannot contain any operating elements, the function of which determined by their form, inscription or convention is inconsistent with their message or operates in a non-standard fashion. In particular, the ads cannot contain the main system buttons, window minimize and window close buttons that would operate differently from their standard function; it is also forbidden to broadcast ads in the form of system messages and warnings.

The buttons placed on the ads must perform functions consistent with the messages presented on the buttons; for example the buttons imitating a form, a drop-down list or a selection field may not be a redirection to the client's website or execute an action that is not consistent with their standard function.

## **1.8. Other information**

A 1px frame around the ad is required if the creation has a white or transparent background and it directly touches, at any point whatsoever, the creation's edge.

In the case of creations which require typesetting on the part of Wirtualna Polska Media (e.g. full screen interstitial) the complete set of materials should be available no later than 5 business days before the start of the broadcast.

## 2. Advertising creations (mobile)

### 2.1. Standard creations

Standard formats are graphic advertising elements placed in the site's structure in the tablet, mobile or application version.

The client should deliver a HTML5 creation or jpg/gif/png artwork. The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations" and the following dimensions and weights for individual creations.

#### 2.1.1. Standard creations in the application

Name of the creation	Size	Format of the creation	Weight	Operating system
Banner in application	300x100	JPEG,GIF,PNG	20kB/100kB	Android, iOS
Rectangle in application	300x250	JPEG,GIF,PNG	40kB/150kB	Android, iOS

#### 2.1.2. Standard creations - tablet

Name of the creation	Size	Format of the creation	Weight	Operating System
Billboard	750x100	JPG, GIF, PNG / HTML5	40kB/150kB(HTML5)	Android, iOS, Windows
Double billboard	750x200	JPG, GIF, PNG / HTML5	60kB/150kB(HTML5)	Android, iOS, Windows
Triple Billboard	750x300	JPG, GIF, PNG / HTML5	60kB/150kB(HTML5)	Android, iOS, Windows
Wideboard	970x200	JPG, GIF, PNG / HTML5	60kB/150kB(HTML5)	Android, iOS, Windows
Halfpage	300x600	JPG, GIF, PNG / HTML5	60kB/150kB(HTML5)	Android, iOS, Windows

#### 2.1.3. Standard creations - mobile

Name of the creation	Size	Format of the creation	Weight	Operating System
Banner	300x100	JPEG,GIF,PNG / HTML5	20kB/100kB(HTML5)	Android, iOS, Windows
Scalable banner	600x200	JPEG,GIF,PNG / HTML5	40kB/150kB(HTML5)	Android, iOS, Windows
Scalable banner XL	600x400	JPEG,GIF,PNG / HTML5	50kB/150kB(HTML5)	Android, iOS, Windows
Rectangle	300x250	JPEG,GIF,PNG / HTML5	40kB/150kB(HTML5)	Android, iOS, Windows

## 2.3. Mobile screening

### 2.3.1. Mobile screening on the WP Home Page

This format is analogous to the desktop version in that it contains the main creation and a background.

**Creation size:** 600x250px

**Weight:** JPG,PNG,GIF up to 40 kB, HTML5 up to 150kB

Mobile screening can be used in an enlarged version (XL)

**Creation size for Screening XL:** 600x300px

The creations are scalable depending on the screen resolution.

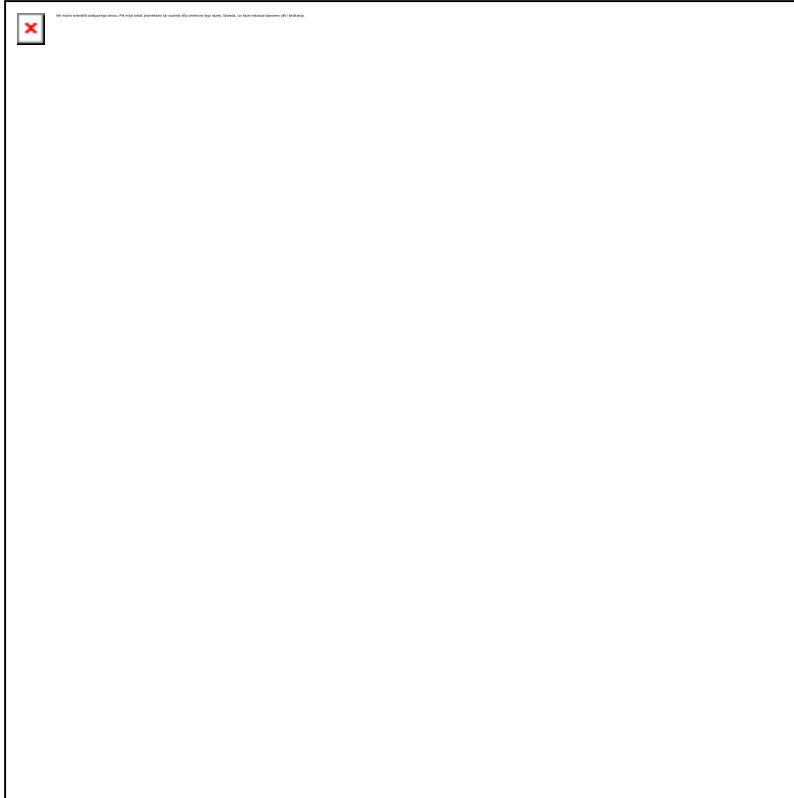
The client can broadcast a wallpaper with a selected color as a background for the creation and the first three editorial leads.

The client should send an HTML code of the selected color.

Forbidden colors are red and blue #005599.

Example:





### **2.3.2. Mobile screening on other sites**

Mobile Screening is an advertisement consisting of two scalable 600x200 px banners. The creation surrounds the main editorial topic on the homepages or the text paragraph on article pages of selected WPM sites.

The client should provide two different files (jpeg/gif/png or html5) in accordance with the specification for the scalable banner. Both creations should relate to each other in order to form a consistent whole, instead of duplicating the advertising message.

**Size:** 600x200 (each banner)

**Weight:** PNG,JPG,GIF up to 40 kB, HTML5 up to 150kB (each banner)

**Operating system:** IOS, Android, Windows Phone

## **2.4. Rich media creations**

### **2.4.1. Rectangle slider**

Slider is a set of rectangle advertisements, switched by moving to the left/right (swipe), or with a pre-defined delay.

**Dimensions (each creation):** 300x250

**Weight:** up to 150 kB

**Operating system:** iOS, Android

### **2.4.2. Rectangle multiclick**

Rectangle multiclick is an advertising format comprising several active areas. The client delivers one artwork, indicating which image is to transfer to which target site.

**Size:** 300x250

**Weight:** up to 150 kB

**Operating system:** iOS, Android

### **2.4.3. Expand / Reveal**

Expanded formats are displayed in the place of the top banner. At the beginning the user can see only the bottom part of the creation, and only after interaction (tapping on the banner) the advertisement expands to the full size. Depending on the selection of the creation, the expand covers the content of the site and reveal pushes the content downward. Cross collapses the full screen again to the size of the banner.

**Size:** expanded 320x480, collapsed 320x100

**Weight:** PNG,JPG,GIF up to 40 kB, HTML5 up to 150kB

**Operating system:** iOS, Android

## **2.5. Native Mobile Ads**

Mobile native ad is a mobile advertisement whose styles are generated per service or application. This makes it possible to adapt the appearance of the advertisement to specific views. NMA advertisements are composed of an image, text and link

### **2.5.1. Native Ad – Mobile sites**

**Size:** 350x216

**Weight:** 30kB

**Advertisement content:** up to 70 characters

**Operating system:** IOS, Android, Windows Phone

### **2.5.2. Native Ad - Applications**

**Size:** 300x200

**Weight:** 30 kB

**Advertisement content:** up to 70 characters

**Operating system:** iOS, Android

### **2.5.3. Native Ad - Applications commentary**

Native Ad Opinion is an advertisement styled for a mobile phone with the user opinion.

**Advertisement content:** up to 70 characters

**Operating system:** iOS, Android

### **2.5.4. Native Ad - Pudelek Foto Moda**

Native advertisement broadcast on the mobile Pudelek site in the Foto Moda tab.

**Size:** 160x140

**Weight:** 20 kB

**Advertisement content:** up to 45 characters

**Operating system:** iOS, Android

## **2.6. Audio and video advertising**

### **2.6.1. Instream Audio Ad**

Instream Audio Ad is an advertising spot broadcast in the Wirtualna Polska Media radio application: Open FM for the needs of broadcast the client should deliver a graphic file with the dimensions 300x250 (weight 40kB) and mp3 file satisfying the following conditions:

**Format:** MPEG Audio Layer 3

**Weight:** 1.5 MB

**Band (bitrate):** from 128 (minimum) to 320 (maximum) kilobits / second

**Samplerate:** 44.1 kHz

**Integrated loudness:** -23LUFS-

**Operating system:** Android

### **2.6.2. Instream VideoAd**

Instream Video Ad is a video advertisement, shown before the video material in mobile services and Wirtualna Polska Media applications. The video materials should satisfy the following requirements.

**Format:** mp4 (aac + h.264 profile: baseline, level: 1.3) webm (vorbis + vp8)

**Resolution:** 512x288

**Instream weight:** up to 2MB,

**Weight - other creations:** 1.5MB

**Operating system:** IOS, Android, Windows Phone

The materials sent are checked and optimized by Wirtualna Polska Media. Due to optimization of the materials, the creation should be delivered at least two business days before the planned broadcast.

### **2.6.3. Inbanner Video Ad**

Inbanner Video Ad is a video advertisement, broadcast within any mobile advertisement (e.g. Rectangle, Slider, Interstitial).

The client should provide the HTML5 creation with dimensions and weight corresponding to a standard creation (see item 2.1). The creation should satisfy the general requirements described in the item entitled "General rules of advertising creations".

In addition, the client should deliver an mp4 / webm file, comprising the video material. The maximum permissible weight of the video file is 1.5MB.

The html5 file should comprise an area earmarked for the video player above which, in a separate layer, there should be a “play” button.

## 2.7. Commercial Break

**Commercial Break** is an ad appearing on a layer after user action during the transition between WPM pages. After a specified time or after clicking an appropriate link, the user is redirected to a target WPM site.

### Materials required:

The client should deliver two creations in a jpg/gif/png format sized 320x370px and 370x220px and the maximum weight of 60kB. The creation should satisfy the general requirements described in the Mobile Technical Specifications in the item entitled “General rules of advertising creations”. The Commercial Break format is not broadcast on devices with an iOS operating system below the 9.0 version.

Examples:



## 2.8. Parallax

It is a full-screen creation which is hidden under editorial contents, broadcast from a rectangle slot (visible window). By moving the finger along the screen the user gradually sees the advertising message. The visible creation area in all telephones is 300x400 px (vertical) and

400x300 px (horizontal), the remaining part of the creation will be visible only on telephones with higher screen resolution.

**Broadcast:** the advertisement is displayed under editorial content from a rectangle slot sized 300x250px

**Size:** 300x535 (vertical) and 535xx300 (horizontal)

The area visible on all telephones is 300x400px (vertical) and 400x300px (horizontal)

**Weight:** up to 60kB

**Format:** jpeg/png

**Operating system:** iOS, Android

Due to technical limitations of older mobile browsers, the format is supported by 95% devices. For this reason, a thumbnail should be delivered in a rectangle format.

**Thumbnail:** 300x250px, up to 40kB, jpeg/png



## **2.9. Additional advertising creations on WP's mobile main page**

### **2.9.1. Premium Panel**

Premium Panel is an advertising form broadcast over the mobile WP MP site.

#### **Materials required:**

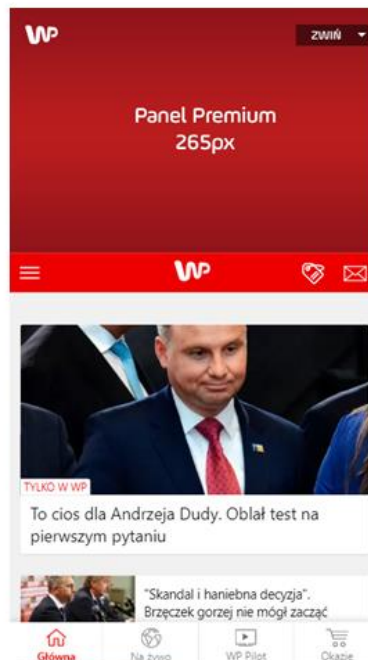
The client should deliver one jpg/gif/png file with total dimensions of 667x325px, weight up to 50kB.

#### **General requirements for creations:**

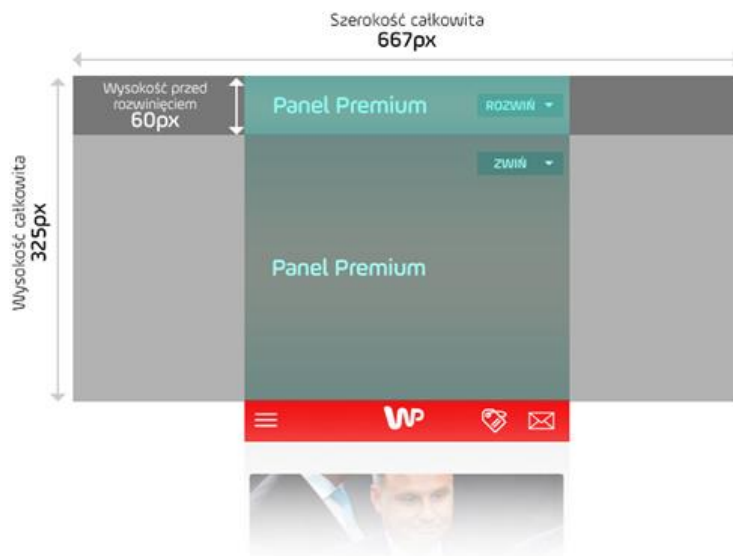
- The format consists of one creation that is 325px high and with total width of 667px. As a standard, the top 60px of the creation is visible; after the expansion (user action, click or tap), the remaining 265px is shown.
- The advertising area should occupy the middle part that is 325px wide and 325px high (as visualized below)
- The top right corner of the advertising area (40px high and at least 80px wide) should be available for the expand-collapse button. The remaining margins should be filled with one color.
- The creation should be consistent with the template, which specified areas of the individual creation elements (as visualized below)
- The creation should have margins with no objects
- The logo on the creation cannot be located directly over the WP logotype
- The creation can contain only one CTA button.

Mobile Premium Panel is available on WP MP only.

Sample creation:







## 2.9.2. Halfpage

Halfpage is the biggest available flat format in mobile Internet. The advertisement is displayed on the Wp.pl Main Page in the dimensions: 300x600 px (the area visible on all telephones is 300x400 px), after tapping on the cross, it is minimized to the size 300x200 px. If the telephone has a screen with lower resolution, the user will see the second part of the advertisement only after minimizing it or scrolling down. The creation should be built in such a way as the advertising message be readable to users both in an expanded and collapsed version.

**Size:** 300x600

**Weight:** PNG,JPG,GIF up to 60 kB, HTML5 up to 150kB

**Format:** PNG,JPG,GIF, HTML5

**Operating system:** IOS, Android, Windows Phone

## 2.9.3. Content Box

Content box is an additional advertisement displayed over the sections: Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia.

**Size:** 300x100 or 600x200

**Weight:** up to 40 kB

#### **2.9.4. Content box XL**

Content box XL is an additional advertisement displayed over the sections: Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia (the same advertising space as an ordinary content box)

**Size:** 300x250

**Weight:** PNG,JPG,GIF up to 40 kB, HTML5 up to 150kB

Up to content boxes XL may be working on one view of the service.

#### **2.9.5. Text-and-graphic link (Native Ad)**

Native AD is an advertisement broadcast in the content of the selected section: Wiadomości, Sportowe Fakty, Finanse, Gwiazdy, Moto, Styl Życia.

**Size:** 284x176

**Weight:** 20kB

**Advertisement content:** up to 70 characters

#### **2.9.6. WP Lokalnie**

##### **Mobile WP Lokalnie Bar on the WP Home Page**

Size: 600x75px

Format: jpg, png, gif, html5

Weight: up to 20kB (up to 100kB for html5)



## Mobile Lokalnie Native Ad on the WP Home Page

Artwork size: 118x74px

Format: jpg, png

Weight: up to 20kB

Text: up to 40 characters



### Mobile WP Lokalnie Bar in the listing of articles on a layer

Size: 600x75px

Format: jpg, png, gif, html5

Weight: up to 20kB (up to 100kB for html5)

Przegląd mediów lokalnych X

**WP**  
Banner WP Lokalnie (x 50px)  
reklama.wp.pl

**WARSZAWA** Zmień ▾

WSZYSTKIE KULTURA I SZTUKA SPORT BIZNES I I

 20.12.2017  
**Pilot MIG-a wcale się nie katapultował!**  
To prawdziwy cud, że żyje!

Pilot MIG-a 29, który spadł w okolicach Mińska Mazowieckiego może mówić o prawdziwym cudzie. Bartosz Kownacki, wiceminister Obrony Narodowej poinformował, że pilot „na pewno się nie katapultował”. Wszyscy byli pewni, że pilota uratowało katapultowanie się, a urazy powstały wskutek tego, że zrobił to na niskiej wysokości i spadochron nie zdążył wyhamować na tyle, by uderzenie [...]

[warszawawpiguice.pl](#)

[Przejdź do artykułu >](#)

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 20.12.2017  
**Powalczą w sieci z oszustami podatkowymi. MF wybrało najlepszych programistów**

Ministerstwo Finansów nagrodziło najlepszych informatyków i programistów, którzy uczestniczyli w prestiżowym konkursie „MinFinTech” i zapewnili minimalną podatkowość 150 tys. zł rocznie

## Mobile WP Lokalnie Native Ad above the listing of articles on a layer

Artwork size: 275x170px

Format: jpg, png

Weight: up to 40kB

Title: up to 60 characters

Text: up to 100 characters

CTA: up to 13 characters



## Mobile Lokalnie Native Ad in the listing of articles on a layer

Artwork size: 131x83px

Format: jpg, png

Weight: up to 20kB

Title: up to 60 characters

Text: up to 200 characters

CTA: up to 13 characters

Przegląd mediów lokalnych X

WARSZAWA Zmień ▾

WSZYSTKIE KULTURA I SZTUKA SPORT BIZNES I I

**VP**  
Native Ad  
reklama.esp.pl

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque.

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## Mobile Retail Daily

Format consistent with the general specification for Retail Daily

że zrobił to na niskiej wysokości i spadochron nie zdążył  
wyhamować na tyle, by uderzenie [...]

Warszawa: 8:00 - 9:00

[Przejdź do artykułu >](#)





20.12.2017

Powalczą w sieci z oszustami  
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zatrudnienie w spółce Aplikacje Krytyczne, która przygotowuje

Zobacz co dla Ciebie przygotowaliśmy:

	
Oferta	Oferta
<a href="#">CTA</a>	<a href="#">CTA</a>

## 2.10. Advertising in mobile mail

### 2.10.1. Login box

Advertising format broadcast in the login window of Poczta WP and Poczta o2 (mobile versions).

Size: 600x464px

Weight: up to 50KB

Format: jpg, png

Visualizations:





LOGIN BOX  
**600 X 464**

REKLAMA.WP.PL

adres e-mail

hasło

**ZALOGUJ SIĘ**

Nie pamiętasz hasła?  
Sprawdź jak je odzyskać »

Dlaczego warto mieć skrzynkę



login lub e-mail

hasło

zaloguj

[przypomnij hasło](#)

[załóż konto](#)

[standardowy interfejs](#)

[m.wp.pl](#)

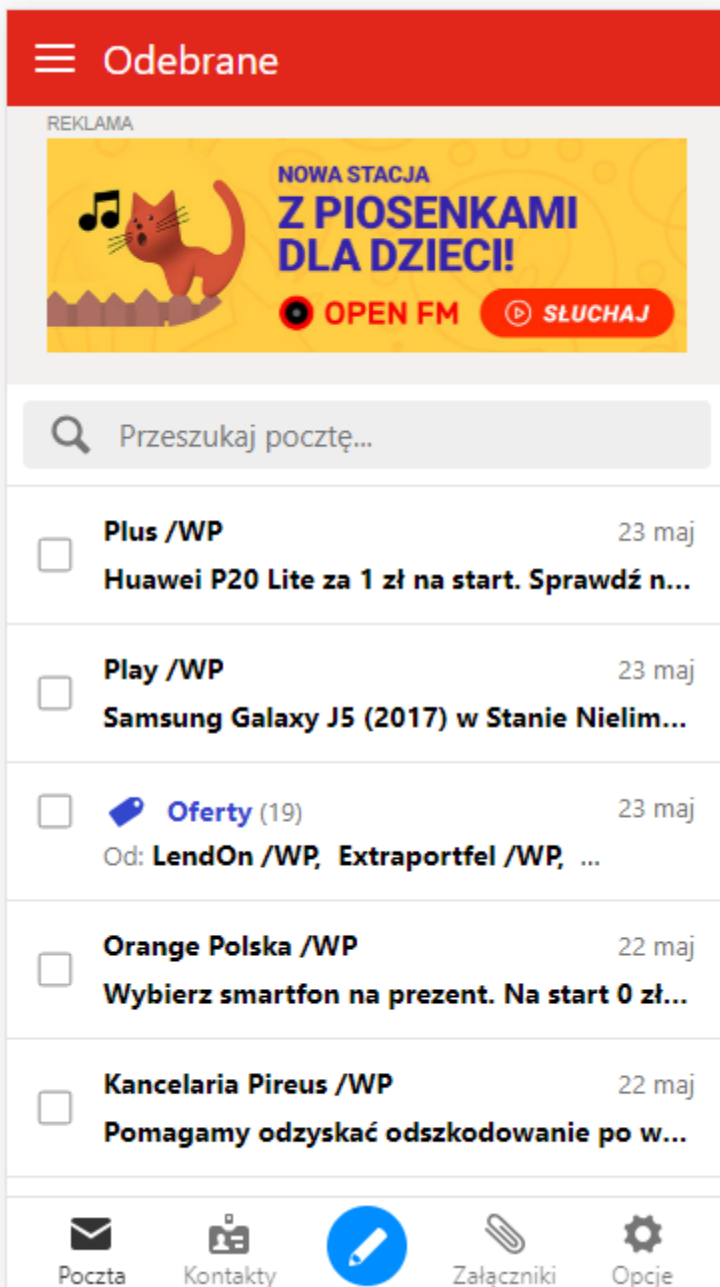
### 2.10.2. Banner in interface

Advertising format broadcast in the mobile Poczta WP or Poczta o2 interface above the list of messages.

Size: 600x200px

Weight: up to 40 kB

Format: jpg, png, gif (static formats only)



## 2.11. Mobile Retail Daily

Retail daily is an advertising format, which aggregates products supplied by the client in a creation that combines image and performance elements.

## **Availability**

Retail daily can be broadcast on:

- WP Main Page
- thematic sites (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshov, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, WP Książki, Wawalove)

## **Broadcast form**

Products are displayed in the form of a slider (after a swipe) and appear in the order depending on the product feed or randomly, based on click counts. The client decides on the form of broadcast.

In the case of mobile, only a product module may be broadcast.

## **Product feed**

The client should provide the product feed in the xml, csv, json format, which will include product ID, name, url, link to image, price, discounted price (optionally) – preferably in accordance with the following list of required materials.

We suggest that the product feed should contain up to 10 products and consists of products based on the bestseller/bestclick strategy or products with the highest sales potential and available in large volumes.

WPM reserves the right to add a CTA button (view/buy) on the creation.

Final product items or products with very high or very low prices will not be suitable for the retail daily format.

## **Materials required:**

Logo: white/transparent background, height 72 px (for vertical logotypes) or 36 px (for horizontal logotypes). WPM recommends that you should be guided by the overall visual effect and reserves the right to propose corrections.

Landing page/listing with promoted products (opened after the logo is clicked)

Requirements for products

Product photo: 180x240px (max weight 20 kB per photo)

Price: required

Discounted price: optional

For the purposes of a precise analysis of results, we would recommend adding UTM\_campaign – retaildniówka to product URL or another GA ID.

### 3. Cross-device advertising

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which will be adapted by us to the scaling to the screen resolution on which it is viewed. In the case of the WP Main Page and o2, the supported formats and output dimensions are presented in the tables below.

WP.pl MP	
Format name	Creation size
Double Billboard	750x200
Wideboard	970x200
Mega Double Billboard	970x300
Content box XL (above the TV module)	970x600
Content Box above the Biznes module	750x200
Content Box above the Gwiazdy module	750x200
Content Box above the Moto&Tech module	750x200
Content Box above the Styl Życia module	750x200

SG o2.pl	
Format name	Creation size
Double Billboard	750x200
Wideboard	970x200

Gigaboard	1200x600 / 970x600
Mid Box	668x147
Content Box	905x559
Content Box XL	1124x562
Bottom Box	668x430

A scalable creation does not require special preparation; it is enough to create it in accordance with the desktop specification for the selected advertising format.

One should remember that scalable creations should be prepared in such a way so as to ensure legibility of the advertising message when broadcast in smaller resolutions.

The automatic scaling of advertisements does not apply to creations from broadcast codes. In the case of such a solution creation scaling has to take place on the part of the client and additional creations need to be sent for each device type.

Operating system: IOS 8.0, Android 4.0

## 4. Non-standard formats

### 4.1. Cube

Cube is an animated advertising format in the form of a revolving cube. The cube revolves along one axis (horizontal) and the available advertising space is four 300x250 (rectangle) walls. Each of the tiles may contain a different static creation.

It is also possible to place an animated creation or a video clip on one of the walls.

The cube is a cross-device format broadcast for both desktop and mobile viewers.

#### **Materials required**

The Cube is a cross-device format available in two variants:

- a) made of 4 static tiles
- b) made of 3 static tiles and 1 dynamic tiles in the form of a video or HTML5

**Creation made of 4 static tiles:**

Size: 4 static 300x250px tiles

- Format: JPG, PNG, GIF
- Total weight of 4 files: up to 200 kB

### Creation made of 3 static tiles and 1 dynamic tile:

Size: 3 static 300x250px tiles

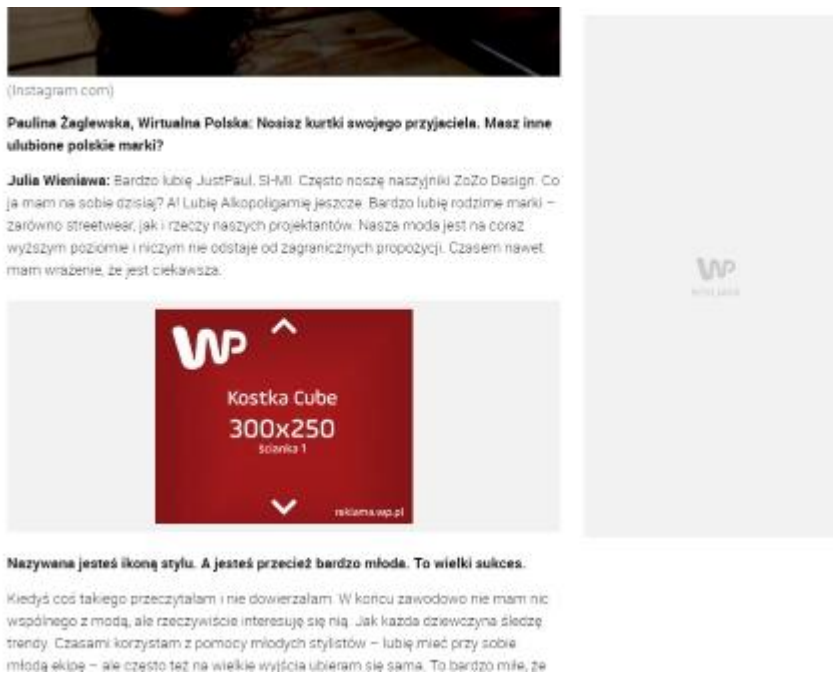
- Format: JPG, PNG, GIF
- Size: 1 animated 300x250px tile
- Format: HTML

or

- Size: 1 video 300x250px tile
- Format: video (MP4 and WebM)
- Total weight of 4 files: up to 200 kB

### Delivery date

The creations should be delivered no later than 2 business days before the broadcast.



The image shows a screenshot of a WP Home Page advertisement. On the left, there is a vertical ad tile with a dark background and a photo of a person. Below the photo, the text reads: "(Instagram.com)", "Paulina Zagłewska, Wirtualna Polska: Noś iaz kurtki swojego przyjaciela. Masz inne ulubione polskie marki?", and "Julia Wieniawa: Bardzo lubię JustPaul, SI-MI. Często noszę naszyjniki ZoZo Design. Co ja mam na sobie dzisiaj? Al Lubię Akopoligamę jeszcze. Bardzo lubię rodzime marki – zarówno streetwear, jak i rzeczy naszych projektantów. Nasza moda jest na coraz wyższym poziomie i niczym nie odstaje od zagranicznych propozycji. Czasem nawet mam wrażenie, że jest ciekawsza." Below this text is a red square with the WP logo, the text "Kostka Cube 300x250 srobnka 1", and "reklama.wp.pl". On the right, there is a vertical ad tile with a light gray background and the WP logo.

## 4.2. Główny nastrój na stronie WP

Glonews is a format available on the WP MP, located near the editorial content that is frequently consumed by Web users.

### **Format features:**

The format consists of max. 3 creations, rotated automatically and intentionally by the user (swipe).

The creation is broadcast above the weather forecast module. The user cannot close it. The creation is broadcast with a 1/4h cap.

### **Materials:**

The client should provide:

- up to 3 JPG / PNG files
- 600x300 p
- weight: up to 30 kB (per file)
- a 80x30 px field in the top right corner of the creation is reserved for advertisement marking and should not contain important elements such as logo, copy, CTA etc.

### **Delivery date**

The creations should be delivered no later than 2 business days before the broadcast.



Test:





### 4.3. Branding of a Sportowe Fakty questionnaire, table, quiz – mobile

Advertising form displayed on the [sportowefakty.wp.pl](http://sportowefakty.wp.pl) site next to site elements such as tables, quizzes, questionnaires. The client should provide:



Bar:

- size: 300x100 px
- weight: up to 20 kB
- format: static artwork (JPG, PNG)

### 4.4. Audience Lead Collectors – mobile

A Lead Collector is a format that allows for effective collection of quality leads. In each case, this format is adapted to the specific needs of the client's industry and designed according to its needs.

An Audience Lead Collector is broadcast to dedicated user segments on selected areas of WP Media and the Businessclick network.

- size: 300x250 px
- format: HTML5



For the mobile version of the audience lead collector, the client should provide:

- lead collector background sized 300x250 px in the jpg/png format up to 40 kb (the background will be used to display other elements such as form fields, buttons, copy, so the background should maintain as uniform colors as possible).
- copy encouraging the user to take action (e.g. Sign up for a test drive) approx. 50 characters
- labels for form fields (e.g. name, telephone, e-mail). The creation can contain max. 3 form fields.
- wording of the consent to data processing
- content of the CTA on the button (e.g. Subscribe)
- optionally, content of additional text links (max. 2) redirecting to the client's site (sample content: download price list + URL)

Delivery date:

- min. 5 business days before the broadcast date