

ADVERTISING FORMATS -

- Technical Specification (desktop)



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1. General rules of advertising creations

1.1. Performance and errors

The creation may not cause errors on the page, that is incorrect display of the site or error warning pop-ups.

The ad cannot cause a load exceeding 10% of a standard computer CPU. A standard computer is assumed to be an Intel Core i5 4200M PC.

1.2. External communication

The mechanisms tracking user interaction or downloading additional content from external sites must not be implemented without prior consultations with Wirtualna Polska Media.

1.3. 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.

1.4. RichMedia creations

RichMedia creations may be max. 300kB without the user's interaction. All additional elements may be loaded after the action only. An action should be understood as a click or moving and hovering a mouse cursor over the hotspot area (which cannot be larger than 1/4th of the creation) for 3 seconds.

1.5. Sound in advertising creations.

Sound in creations may only be turned on after the user's action (click, move and hover). This restriction applies to both display ads and video pre-rolls.

1.6. Counts and broadcast codes

The counts and broadcast codes, which are designated for broadcast on the Wirtualna Polska Media space may not contain synchronous elements. In particular, the use of document.write() command is not permitted.

It is recommended that every campaign is broadcast on WP creations and third party counts are delivered in the form of pixels. For campaigns broadcast in video and audio players, pixels only are allowed.

All the counts and broadcast codes must be loaded through the site protocol.

So, instead of

```
<script src="http://mypage.pl/mycode.js"></script>
```

or

```

```

The following syntax should be used:

```
src="//mypage.pl/mycode.js" and src="//mypage.pl/mypixel.gif"
```

Moreover, each 3rd party element used on Wirtualna Polska Media sites must support SSL communication.

For creations broadcast from broadcast codes, the client is also obliged to send a thumbnail creation, which is necessary to broadcast the campaign if the user's browser prevents the broadcast of the main creation.

The thumbnail should be a .jpg/.png/.gif file.

1.7. HTML5 creations

HTML5 creations are advertising forms consisting of HTML, style sheets, artworks, video and a script, broadcast instead of standard advertising forms. If created correctly, HTML5 creations support ad broadcasts on any device, including a desktop computer, smartphones and tablets. These creations have different structures and, in order to be properly embedded, the materials must be delivered at least 3 business days before the planned broadcast. It is recommended that the creation should be accompanied by a manifest containing all the references to external files.

1.7.1. 3rd Party Codes

Creations developed using html5 banner generation tools, such as: Google Swiffy, Adobe Edge. We cannot guarantee that these forms will be properly displayed on mobile devices. Google Swiffy creations should be executed in accordance to the specifications for flash creations.

html5 creations may use external libraries, such as createjs, tweenlite, jquery etc. however the use of external libraries may adversely affect the creation's performance; in such a case we are not responsible for how correctly and how fast the ad will load. Please use them with caution.

1.7.2. Basic structure

The creations should be prepared in such a way as to load correctly in frames. If the format specification requires a creation to be scalable then a html5 creation should be prepared as scalable. The margin of the <body> element should be set at 0 so that the creation begins in the top left corner without any shift. Clickable elements should have the "cursor: pointer;" style set, those executed in Google Swiffy: buttonMode = true;

1.7.3. Click handling

All the clickable elements should use the "window.clickTag" global variable or the "window.clickFn()" function

In the case of multi-clicks, it will be "clickTag" or "window.clickFn()" with an incremental index. For the clickTag variable: window.clickTag1, window.clickTag2 etc.

For the clickFn() function: window.clickFn1(), window.clickFn2() etc.

Example of window.clickTag:

html: <div onclick="window.open(window.clickTag, '_blank')"></div>

Example of window.clickFn():

html: <div onclick="clickFn();"></div>

Additionally, a "click" can be linked to an element, while giving it the attribute of data-link="click", data-link="click1", data-link="click2" etc.

This element will be styled in such a way so as to a hand is displayed above it and a relevant redirection function will be linked to it.

Example:

html: <div data-link="click"></div>

Creations executed in Google Swiffy should read click addresses using flashVars in the “click” variable, just as flash creations do.

1.7.4. Creation closing

To close a full-screen creation, the window.closeFn(); global function must be called

This method should be called only after the “close” button is clicked. Automatic closing of the creation after a specified period of time is executed outside of the creation.

Creations executed in Google Swiffy should be prepared as flash creations: they should read the “zamknij” variable using flashVars and then, after the button is clicked, execute the function: flash.external.ExternalInterface.call(loaderInfo.parameters.zamknij);

1.7.5. Expanding and collapsing

To expand an expandable creation, the labelAction() global function must be called:

```
window.labelAction("expand");
```

Collapsing is executed by the same function with the “collapse” parameter:

```
window.labelAction("collapse");
```

1.7.6. Permitted elements

An HTML5 advertisement may contain:

- javascript
- style sheets (CSS)
- HTML
- Artworks (jpeg, gif, png)
- Video (mp4, webm)

1.7.7. SSL support

The creation should work correctly for both the standard (http) and the encrypted (https) protocols. This applies to all the elements loaded by the creation: scripts, artworks and videos.

1.7.8. Thumbnails

For HTML5 creations, the client is also obliged to send a thumbnail creation, which is necessary to broadcast the campaign if the user's browser prevents the broadcast of the main creation.

The thumbnail should be a .jpg, .png or .gif file.

1.8. SSL support

Advertising creations used in the Wirtualna Polska Media space should work correctly for both the standard (http) and the encrypted (https) protocols. This applies to all the elements loaded by the creation: scripts, artworks and videos.

1.9. Creation tests

By accepting the creation tests issued by the traffic team at Wirtualna Polska Media, the Client confirms their correctness in respect to the appearance, operation, execution of actions and calculation in external systems (if any).

1.10. Dynamic creations

1.10.1. Description of operation

Dynamic creations allow for change of the creation elements, adapting them in a specified way to the viewer. It works the most effectively in the case of e-commerce creations, but there are no reasons why it should not be used in each properly prepared campaign.

The following elements may be changed:

- Product photo
- Description
- Price
- Promotion price
- Redirect link

and other elements, for which information is found in the XML file, and the system (advertising creation) makes it possible to use them.

1.10.2. Requirements

The following elements are required to launch the campaign:

- XML feed, preferably with a full product offer, recorded in the CSV, XML or JSON format, located on the server at the provided link, updated at least once per 24h, without limitations regarding the file weight
- Implemented PX codes on all sub-pages of the client's service
- Creation HTML
- In the case of an email campaign, a thumbnail displayed if mailing is sent outside the poczta.wp.pl system

1.10.3. Detailed requirements

If no creations prepared in accordance with the specification are delivered before the broadcast, the advertisement will be broadcast on the basis of the default template. All creations have to be prepared in accordance with the technical specification of the Wirtualna Polska Media advertising formats.

Creations should be composed of a html file comprising the structure of the whole creation and css file with styles.

Display creations:

Display creations should be prepared responsively; they should fill up 100% of the space available for them and correctly open in frames. The margin should be set in such a way that the creation starts in the top left corner without any shift. Clickable elements should have the "cursor: pointer;" style set.

The creation HTML code should be prepared using appropriate tags to be used by the Wirtualna Polska Media dynamic creations system during generation of the final advertisement displayed to the user on the page. Thanks to the creation tags, appropriate images, links and texts are collected from the product feed. Below is a full list of tags with a description of their use and what they generate:

{{ url_N }} – link to the target page of the product with number N.

{{ name_N }} – name of the product with number N.

{{ price_N }} – price of the product with number N.

{{ sale_price_N }} – promotion price of the product with number N.

{{ category_N }} – category of the product with number N.

{{ image_N }} – source for the image with number N.

{{ field_a_N }} – additional parameter from feed for the product with number N. It is possible to use 5 additional parameters, marked from a to e (field_a, field_b, etc.). It is possible to assign

to them any parameters from the feed, e.g. product description, discount, to be placed in the creation.

{% redir "http://reklama.wp.pl" %} – permanent link to the given page; it can be used for example for the link to the shop's main page.

{% utm_url N "par1=val1&...." %} – link to the target page of the product with number N, with GET parameters added at the end; it can be used for example, to add UTM google analytics parameters to the link – example of application:

```
<a target="_blank" href="{% utm_url 2 "utm_source=newsletter_wp&utm_medium=email" %}
">
```

Substitute N with a number from 1 to 12, inclusive. This number is the product number. For example: note that the product name `{{ name_1 }}` should be displayed under the image `{{ image_1 }}`.

Number 1 means top priority (depending on the strategy, but for example: product displayed the most frequently by the user). Number 2 is a product that is displayed slightly less frequently, and so on. Up to 12 products can be displayed in each creation.

Exemplary HTML code created using the above tags:

```
1. <div class="container">
2.   <div class="product">
3.     <div class="top">
4.       <div class="image"></div>
5.     </div>
6.     <div class="bottom">
7.       <strong>{{ price_1 }} zł</strong>
8.       <a href="{{ url_1 }}">
9.         <div class="button">Zobacz</div>
10.      </a>
11.    </div>
12.  </div>
13.  <div class="product">
14.    <div class="top">
15.      <div class="image"></div>
16.    </div>
17.    <div class="bottom">
18.      <strong>{{ price_2 }} zł</strong>
19.      <a href="{{ url_2 }}">
20.        <div class="button">Zobacz</div>
21.      </a>
22.    </div>
23.  </div>
```

```

24. <div class="product">
25.   <div class="top">
26.     <div class="image"><img src={{ image_3 }}></div>
27.   </div>
28.   <div class="bottom">
29.     <strong>{{ price_3 }} zł</strong>
30.     <a href="{{ url_3 }}">
31.       <div class="button">Zobacz</div>
32.     </a>
33.   </div>
34. </div>
35. </div>

```

The display creation should also have added rules determining how the advertisement will be displayed depending on the available size of the advertising slot (unless the given advertisement is supposed to have only one pre-defined size). Prepare a separate creation structure for individual sizes and place them in one HTML code inside appropriate conditional instructions “if”, whose syntax is described below.

Beginning of a conditional block “if”:

{% if width <= AAA and height > BBB and height < CCC %} – where: “AAA”, “BBB” and “CCC” are integral numbers designating the width and height of the advertising slot. For example, the HTML code for the advertisement placed after this condition: *{% if width <= 350 and height > 200 and height < 600 %}*, will be displayed only when the place for the advertisement is not more than 350 pixels wide, more than 200 pixels high and less than 600 pixels high.

The “else if” condition:

{% elif width <= AAA and height <= BBB %} – just like in the case of the initial block, “AAA” and “BBB” are integral numbers designating the width and height of the advertising slot.

The “else” condition:

{% else %} – HTML code placed after this condition will be displayed if the conditions put in the previous blocks “if” or “else if” have not been satisfied.

End of a conditional block “if”:

{% endif %} – each conditional block “if” should be ended with this instruction.

The testing of display of a creation code prepared in accordance with this specification is possible only in the Wirtualna Polska Media system for dynamic creations.

Mailing creations:

- Format: text or HTML file (with graphic elements)
- Coding type: ISO-8859-2
- Basic weight – 100 kB of text or HTML (together with graphic elements and attachments), more for an extra charge, according to the prevailing price list.
- Required materials: name, address and e-mail of the sender, title and content of the letter. The “sender” field has to clearly specify the entity that sends the commercial information. The name of the company has to appear in this place. The content of the mailing may not mislead the user as regards the content or intention of the message; in particular it may not contain expressions suggesting ordinary correspondence with the user.
- The creation has to be consistent with Wirtualna Polska Media’s general technical specification.

As opposed to standard mailing creations, do not use markers `<!DOCTYPE>`, `<html>`, `<head>` and `<body>`. The entire creation should be placed in one element `<div>` (just like the HTML structure of the display creation).

Similarly to the display creation, the HTML code should be prepared using appropriate tags to be used by the Wirtualna Polska Media dynamic creations system during generation of the final advertisement displayed to the user on the page. Thanks to the tags appropriate images, links and texts are downloaded from the XML Feed. Below is a full list of tags with a description of their use and what they generate:

`{{ url_N }}` – link to the target page of the product with number N.

`{{ name_N }}` – name of the product with number N.

`{{ price_N }}` – price of the product with number N.

`{{ image_N }}` – source for the image with number N.

`{{ category_N }}` – category of the product with number N.

`{{ image_N }}` – source for the image with number N.

`{{ field_a_N }}` – additional parameter from feed for the product with number N. It is possible to use 5 additional parameters, marked from a to e (field_a, field_b, etc.). It is possible to assign to them any parameters from the feed, e.g. product description, discount, to be placed in the creation.

`{% redir "http://reklama.wp.pl" %}` – permanent link to the given page; it can be used for example for the link to the shop’s main page.

{% utm_url N "par1=val1&...." %} – link to the target page of the product with number N, with GET parameters added at the end; it can be used for example, to add UTM google analytics parameters to the link – example of application:

```
<a target="_blank" href="{% utm_url 2 "utm_source=newsletter_wp&utm_medium=email" %} ">
```

Substitute N with a number from 1 to 12, inclusive. This number is the product number. For example: note that the product name *{{ name_1 }}* should be displayed under the image *{{ image_1 }}*.

Number 1 means top priority (depending on the strategy, but for example: product displayed the most frequently by the user). Number 2 is a product that is displayed slightly less frequently, and so on. Up to 12 products can be displayed in each creation.

The testing of display of a creation code prepared in accordance with this specification is possible only in the Wirtualna Polska Media system for dynamic creations.

1.10.4. Creation examples:

Exemplary dynamic display creation prepared in accordance with the specification – [HTML and CSS code](#).

Exemplary dynamic mailing creation prepared in accordance with the specification – [HTML code](#).

1.10.5. Embedding PX codes

- **Obtaining appropriate parameters**

To insert codes in its page, the client obtains the gwpClientId parameter value from the contact person at Wirtualna Polska Media.

- **Inserting optimizing codes on the client's pages**

On the page or in the form designating completion of the given conversion, put in the following two code fragments in the <BODY> section.

- The first one – configuration code – parameterized for the given client and appropriate scenario.
- The second code fragment – asynchronous reference code – is identical for all clients and all scenarios (the second call has to be always after the first one and have access to the set variables from the first section).

- **Configuration code**

```
<script language="javascript" type="text/javascript">

<!-- // <![CDATA[

var gwpClientId = "CLIENT_ID",

    gwpPxInfo = {

action : "ACTION",

transaction: "TRANSACTION_ID",

products : new Array()

    },

    gwpExtParams = [

{name:"paramName1", value: "value1"},

{name: "paramName2", value:"value2"},

...

{name: "paramNameN", value:"valueN"}

    ];

/* Start of the loop for adding information on products */

gwpPxInfo.products.push({

    product : "PRODUCT_ID_X",

    price : "PRICE",

    quantity : "QUANTITY"

});

/* End of the loop for adding information on products */
```

```
// ]]> -->
```

```
</script>
```

- **Code of asynchronous reference to px.wp.pl**

```
<script language="javascript" type="text/javascript">
<!-- // <![CDATA[
/* START permanent section, not parameterized */
var gwpAction = (typeof gwpPxInfo != "undefined" && gwpPxInfo != null && typeof
gwpPxInfo.action != "undefined" && gwpPxInfo.action != null) ? gwpPxInfo.action:
'undefined',
    gwpReferer = escape(new String(window.location).substring(0,250)),
    tt = Math.round(Math.random()*1E10),
    requestParams = {
gwpAction : gwpAction,
gwpReferer : gwpReferer,
tt : tt,
gwpClientId : gwpClientId
    };

(function (d, s, id, u, x) {
    var js, fjs = d.getElementsByTagName(s)[0];
    if (d.getElementById(id)) return;
    js = d.createElement(s);
    js.id = id;
    js.async = true;
    x.tt = Math.round(Math.random() * 1E10);
    js.src = "//px.wp.pl/" + u + "?" + (function (o, p) {
for (p in x)
    if (typeof x[p] === "object")
        o.push(p + '=' + escape(JSON.stringify(x[p])));
    else
        o.push(p + '=' + escape(x[p]));
return o.join("&");
})([]);
    fjs.parentNode.insertBefore(js, fjs);
})(document, "script", "gwppx", "exdotdynamic/", requestParams));

/* END permanent section, not parameterized */

// ]]> -->
</script>
```

- **CLIENT_ID** - client ID, Wirtualna Polska Media assigned by the contact person in Wirtualna Polska Media. The ID is a string without Polish characters, spaces or special

characters (except for the underline _), only lower case letters, e.g. sklepXPrzykład.

Required on each page where the above code is placed.

- **ACTION** – means the action on which the code was placed, permitted values:
 - **purchase** – action finalizing product purchase (required parameters: PRODUCTS, TRANSACTION)
 - **viewProduct** – view of the page on the given product (required parameters: PRODUCTS)
 - **basket** – page with the user basket (required parameters: PRODUCTS)
 - **view** – any other page on which codes are placed
 - **TRANSACTION_ID** – purchase transaction ID or order ID (completed only on pages finalizing the purchase, where ACTION=PURCHASE)
 - **PRODUCT_ID_X** – product ID
 - **PRICE** – product price (e.g. 9.99)
 - **QUANTITY** – quantity of the given product in the order (e.g. 3)
- - gwpExtParams – optional variable, does not have to be set. Used to transfer additional parameters for the given conversion, e.g. user ID on the part of the client etc.
 - **name** – name of the additional parameter
 - **value** – value of the additional parameter

- **Exemplary pages of the client klientX.com**

<http://www.klientX.com/strona1.html> (without additional parameters, Landing Page type)

```
<html>
<head>Example 1</head>
<body>
<script language="javascript" type="text/javascript">
<!-- // 
VAR
    gwpClientId = "klientX",
    gwpPxInfo = {
        action : "view"
    };
// ]]&gt; --&gt;
&lt;/script&gt;
Insert "Code of asynchronous reference to px.wp.pl" here
&lt;/body&gt;
&lt;/html&gt;</pre></div><div data-bbox="111 821 800 840" data-label="Text"><p><a href="http://www.klientY.com/product.html">http://www.klientY.com/product.html</a> (page with information about the given product)</p></div><div data-bbox="111 857 327 892" data-label="Text"><pre>&lt;html&gt;
&lt;head&gt;Example 1&lt;/head&gt;</pre></div>
```

```

<body>
<script language="javascript" type="text/javascript">
<!-- // <![CDATA[
VAR
    gwpClientId = "klientX",
    gwpPxInfo = {
action : "viewProduct",
    products: [{
product: "32123123"
    }]
}; // ]]> -->
</script>
Insert "Code of asynchronous reference to px.wp.pl" here
</body>
</html>

```

<http://www.klientY.com/koszyk.html> (pages with the basket, the next stages before the purchase)

```

<html>
<head>Example 1</head>
<body>
<script language="javascript" type="text/javascript">
<!-- // <![CDATA[
VAR
    gwpClientId = "klientX",
    gwpPxInfo = {
        action : "basket",
        products : new Array()
    };
/* In the loop, dynamically added all products from the basket*/
gwpPxInfo.products.push({
    product : "product_id_X",
    price : "12.3",
    quantity : 2
});
gwpPxInfo.products.push({
    product : "product_id_Y",
    price : "22.1",
    quantity : 5
});
/*Koniec petli */
// ]]> -->
</script>
Insert "Code of asynchronous reference to px.wp.pl" here

```

```
</body>
</html>
```

<http://www.klientX.com/dziekuje1.html> (order, purchase)

```
<html>
<head>Example 1</head>
<body>
<script language="javascript" type="text/javascript">
<!-- // <![CDATA[
    VAR
        gwpClientId = "klientX",
        gwpPxInfo = {
            action : "purchase",
            transaction: "82828218",
            products : new Array()
        };
    /* In the loop, dynamically added all products from the order*/
    gwpPxInfo.products.push({
        product : "product_id_X",
        price : "12.3",
        quantity : 2
    });
    gwpPxInfo.products.push({
        product : "product_id_Y",
        price : "22.1",
        quantity : 5
    });
    /*Koniec petlin */// ]]> -->
</script>
Insert "Code of asynchronous reference to px.wp.pl" here
</body>
</html>
```

1.11. Other information

A scroll creation is created exactly as a static one. The scrolling mechanism is executed entirely by WP.

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 all HTML5 creations, we require that a backup image is sent in the GIF/JPG/PNG format. Backup images in this format also require a frame if white or transparent background of the creation touches an edge of the ad

None of the files sent (gif/jpeg/png creations, HTML5 creations and their elements) may contain Polish characters, special characters and spaces.

2. Advertising creations (display)

2.1. Standard creations

Standard formats are graphic advertising elements placed in the site's structure.

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".

Format	Dimensions	Jpeg/png/gif weight	HTML5 weight
Billboard	750x100	40kB	150kB
Double Billboard	750x200	50kB	150kB
Triple Billboard	750x300	60kB	150kB
Wideboard	970x200	60kB	150kB
Mega Double Billboard	970x300	60kB	150kB
Power Content	986x430	100kB	300kB
Content Box XL	970x600	100kB	300kB
Rectangle	300x250	40kB	150kB
Box	160x150	15kB	150kB
Skyscraper	160x600	40kB	150kB
Megabox	300x150	40kB	150kB
Halfpage	300x600	60kB	150kB
Megarectangle	450x250	40kB	150kB

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

2.2. Expandable creations

Expandable creations are layered formats broadcast in the locations of standard creations and expandable when a cursor is hovered over them

The client should deliver a HTML5 creation. The creation should satisfy the general requirements described in the item entitled “General rules of advertising creations”. A HTML5 creation should contain the actions described in item 1.7.5.

Format	Dimensions	Expanding	Jpeg/png/gif weight	HTML5 weight
Expand Billboard	750x100 -> 750x200	down	60kB	150kB
Expand Double Billboard	750x200 -> 750x300	down	60kB	150kB
Expand Wideboard	970x200 -> 970x300	down	60kB	300kB
Expand Megabox	300x150 -> 600x150	left	60kB	150kB
Expand Halfpage	300x600 -> 600x600	left	60kB	150kB
Expand Rectangle	300x250 -> 400x400	in all directions	60kB	150kB

2.3. Push down creations

Push down creations are formats similar to expandable creations, which push down the site’s content after the mouse cursor is moved on them.

The client should deliver a HTML5 creation. The creation should satisfy the general requirements described in the item entitled “General rules of advertising creations”. The HTML5 creation should contain the actions described in item 1.7.

Format	Dimensions	Pushing down	Jpeg/png/gif weight	HTML5 weight
Push Billboard	750x100 -> 750x300	down	60 kB	150 kB

Push Double Billboard	750x200 -> 750x300	down	60 kB	150 kB
Push Wideboard	970x200 -> 970x300	down	60 kB	300 kB

2.4. Scroll creations

Scroll creations are layered formats, which give the effect of a creation broadcast from the upper advertising slot to the upper edge of the browser window. After they are closed or after 5 seconds pass, the creations go back to the place of their corresponding standard formats.

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”.

The top right corner of the creation, sized 70x20px is reserved for the Close X button and should not contain any important advertising information.

Format	Dimensions	Jpeg/png/gif weight	HTML5 weight
Scroll Double Billboard	750x200	50kB	150kB

2.5. Site Takeover

Site takeover is a full-screen jpeg/gif/png, HTML5 or video creation, executed after hovering the mouse for 4 seconds over a selected standard creation. The standard time of the layered form broadcast is 15 seconds.

The client should deliver a jpeg/gif/png creation or an HTML5 file satisfying the requirements described in item 2.1. All the formats are permitted, with the exception of a banner, a box and a bar.

The client should also provide the layer creation in the form of a jpg/gif/png artwork or html file with the required files (see item 1.7 – HTML5 creations) Creation dimensions are defined by the client, however the minimum size is 400x300px and the maximum size is a full screen creation. In the case of formats that are not scalable to full screen, the color of the background on which the creation will be displayed should be provided. The html version should satisfy the requirements described in chapter “General rules of advertising creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

The html layer creation may contain video elements; in such a case the following recommendations should be followed:

- format: mp4/webm
- video codec: H.264
- audio codec: AAC
- integrated loudness: from -3 to -6 LU
- interlacing: none (progressive)
- frame rate: 25
- weight: up to 1.5 MB

For the Site Takeover format, the multiple device broadcast option is available (desktop, tablet, smartphone). In such a case, mobile versions must meet the requirements described in item 2.10 of the mobile specification.

2.6. Screening

2.6.1. Standard screening

Screening is an ad consisting of a Billboard / Double Billboard / Wideboard and a watermark.

The client should deliver two files. A jpeg/gif/png file or an html5 creation (see item 1.7) consistent with the specification of the appropriate advertising form (Billboard, Double Billboard, Wideboard) and a gif or .jpg file to be displayed in the background of the site.

The billboard creation should satisfy the requirement for a given form (items 1.7 and 2.1).

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

The total weight of the materials for each Billboard+watermark pair should not exceed 150kB (300kB for an HTML5 version in the top slot)

Both creations (Billboard and wallpaper) should connect with one another, forming a consistent whole; detailed recommendations for preparing the screening are available [HERE](#).

Site	Wallpaper type	Screen/wallpaper width	Site width
Premium Sites	Narrow	1366px	1000px
	Wide	1920px	1252px
Pudelek	Standard	1920px	980px
Pudelek (new layout)	Narrow	1180px	950px
	Wide	1920px	1280px
Pogoda	Standard	1920px	1260px
WP Sportowe Fakty	Narrow	1226px	986px
	Wide	1920px	1216px
o2	Standard	1920px	Main Page 1124px / article 970px
Other sites**	Standard	1920px	984px
WP Main Page	Narrow	1280px	975px
	Wide	1920px	1280px
kafeteria.pl (without forum)	Standard	1920px	1000px
Forum (f.kafeteria.pl, nerwica.com, kardiolo.pl, echirurgia.pl)	Narrow	1366px	1320px
	Wide	1920px	1320px
tv.wp.pl	Standard	1920px	1280px
abczdrowie.pl	Narrow	1366px	1000px
	Wide	1920px	1220px
parenting.pl	Narrow	1366px	1000px
	Wide	1920px	1220px
Dom.Money.pl, Moto.Money.pl, Praca.Money.pl	Standard	1920px	980px
Manager.Money.pl, Prawo.Money.pl, Technologie.money.pl, Msp.money.pl	Standard	1920px	Main Page + sections 980 px / article 1222px
SG Money MP, Serwis Finansowy Money (Gielda, Waluty, Gospodarka)	Standard	1920px	1220px

SG Money, Serwis Finansowy Money (Giełda, Waluty, Gospodarka – artykuły) – new version	Narrow	1200px	1000px
	Wide	1920px	1180px / article 1000px

*Premium sites includes: WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, WP Książki, Wawalove.

**without video.wp.pl.

The wallpaper area visible to the user depends on the screen resolution, site width and the size of the browser window. If a single version of the wallpaper is prepared, one should remember to keep the important elements of the advertising message close to the content of the site – this will ensure appropriate visibility for different screen resolutions (those used most frequently are: 1366x768px, 1920x1080px, 1600x900px)

2.6.2. Multiscreening

Multiscreening is a variation of a screening creation consisting of one billboard creation and several wallpapers.

The client should deliver an html file (see item 1.7) consistent with the specification of the appropriate advertising form (Billboard, Double Billboard, Wideboard) and gif or .jpg files to be displayed in the background of the site.

A billboard creation should satisfy the requirements described in item 1.7. Moreover, the creation should contain calls of the `window.changeBackground()` action where N is the number of the wallpaper that should be displayed.

Additionally the following function must be defined in the creation:

```
window.changeBackground = function(value) {  
  
    parent.postMessage({name: "changeBackground", value: value}, "*");  
  
};
```

Change of the wallpaper using this function may be executed with a specific delay/interval or after any user action (move in, move out, click).

Every watermark creation should have the minimum width of 1366px. It is recommended that the names of the gif/jpg creation point to the wallpaper number. Sample names may include: wm1.jpg, wm2.jpg, wm3.jpg.

The total weight of any Billboard+watermark pair should not exceed 150kB (300kB for HTML5).

In the case of broadcast of an HTML5 billboard creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

2.7. Premium Panel

Premium Panel is the advertising form broadcast over the site. The Premium Panel consists of one creation that is 360px high. As a standard, the top 60px of the creation is visible; after the expansion (user action, click or tap), the remaining 300px is shown.

The client should deliver four jpeg/gif/png files:

1) Two main creations sized 1920x360px and weighing up to 100kB. The creation may not be scalable and the advertising area should occupy the middle part that is 970px wide (first creation) and 1200px (second creation). The top right corner of the advertising area (50px high and at least 150px wide) should be available for the expand-collapse button. The remaining margins should be filled with one color.

2) Creation expand button sized 140x40px. The button will be anchored in the top right corner of the creation, outside of the advertising area if the screen width is 1280 px or more (1600px for wide sites).

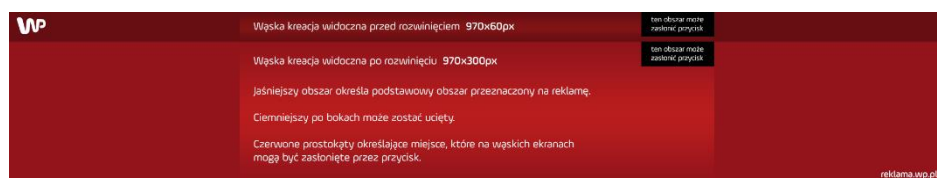
3) Creation collapse button sized 140x40px.

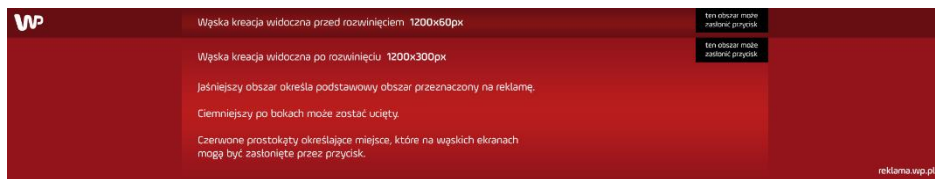
At the client's request, default creation expand and collapse buttons may be used in the creation.

Premium Panel is available on the following sites:

WP Main Page, Pudelek MP, Poczta WP, Money MP, WP Autokult, WP Gadżetomania, WP Komórkomania, WP Fotoblogia, WP abczdrowie, WP Parenting,

Sample creation:





2.7.1. Premium Panel XL

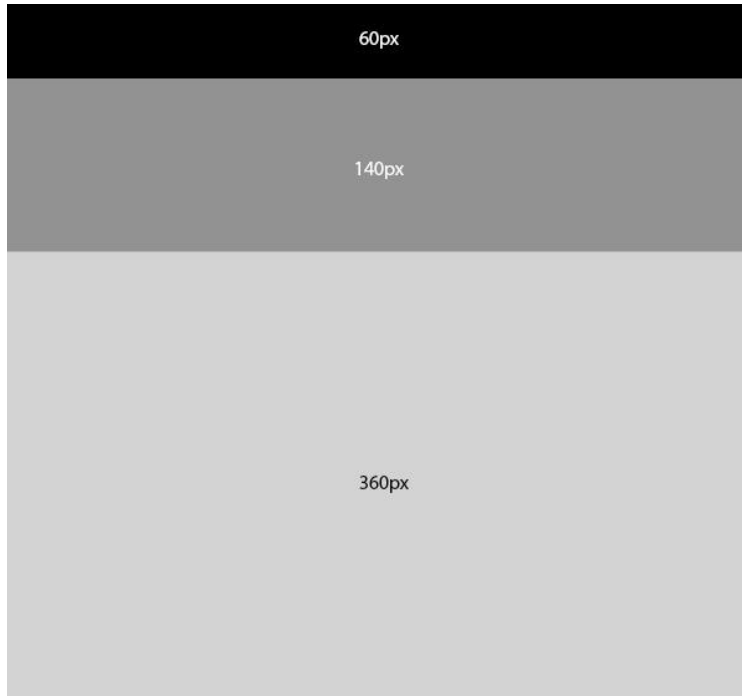
Premium Panel XL is a more advanced version of the Premium Panel (see 2.7). Premium Panel XL consists of a creation that is 700px high. As a standard, the top 100px of the creation is visible; after the expansion (user action, click or tap), the remaining 600px is shown.

The client should deliver four files:

- 1) Two main creations sized 1920x700px and weighing up to 150kB (png/jpeg/gif). The creation may not be scalable and the advertising area should occupy the middle part that is 970px wide (first creation) and 1200px (second creation). The top right corner of the advertising area (50px high and at least 150px wide) should be available for the expand-collapse button. The remaining margins should be filled with one color. The format is png/jpeg/gif.
- 2) Creation expand button sized 140x40px. The button will be anchored in the top right corner of the creation, outside of the advertising area if the screen width is 1280 px or more (1600px for wide sites). The format is png/jpeg/gif.
- 3) Creation collapse button sized 140x40px. The format is png/jpeg/gif.

2.7.2. Premium Panel Scroll

Premium Panel Scroll is a form of advertisement displayed over the website banner. Premium Panel Scroll consists of a single creation divided into 3 segments of consistent graphic content:



Typically, 140 px of the creation is displayed, and when expanded (by user click), another 360 px is shown. In the case of user scroll, the height of the creation is changed to 60 px. Creation scrolls up to the 4-scroll height, and for subsequent scrolls, it hides under the website banner. When the user scrolls again to the top of the website, the creation reappears.

Size: max. 200 kB

Customer should provide a JPEG file which meets the following requirements:

- 1) Two main creations 1920 x 560 px of total size 200 kB. Creation must not be scalable, and the advertisement area should be located in 970 px (first creation) and 1200 px (second creation) long central section. Upper right corner of the advertisement area (at least 50 px high and 150 px wide) should be available for the expand/collapse button. Other margins should be filled in with a uniform colour.
- 2) Creation expand button 140 x 40 px. The button will be anchored in the upper right corner of the creation, out of the advertisement area, if the screen width is 1280 px or more (1600 px for wide websites).
- 3) Creation collapse button 140 x 40 px. At customer request, default expand/collapse buttons can be used for the creation.

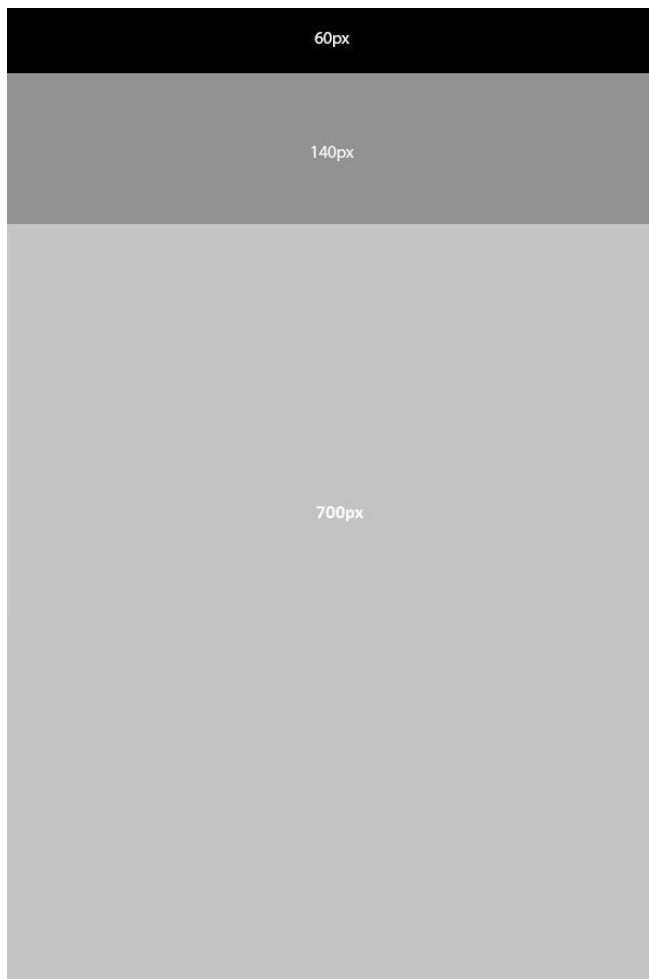
General creation requirements:

- Creation must be consistent with the template that specifies areas intended for each piece of the creation.
- Creation should have object-free margins.
- Creation logo cannot be displayed directly over the WP logo.
- Only one CTA button is allowed on the creation.

If a white background is applied for the creation, the customer should add horizontal lines to separate each graphic element (also at the bottom of the creation).
Format available on WP homepage.

2.7.3. Premium Panel Scroll XL

Premium Panel Scroll XL is a form of advertisement displayed over the website banner. Premium Scroll Bar consists of a single creation divided into 3 segments of consistent graphic content:



Typically 140 px of the creation is displayed, and when expanded (by user click), another graphic element of 700 px is shown. In the case of scroll user creation, height is changed to 60 px. Creation scrolls up to the 4-scroll height, and for subsequent scrolls, it hides under the website banner. When the user scrolls again to the top of the website, the creation reappears.

Size: max. 200 kB

Customer should provide a JPEG file which meets the following requirements:

1) Two main creations 1920 x 900 px of total size up to 200 kB. Creation must not be scalable, and the advertisement area should be located in 970 px (first creation) and 1200 px (second creation) long central section. Upper right corner of the advertisement area (at least 50 px high and 150 px wide) should be available for the expand/collapse button. Other margins should be filled in with a uniform colour.

2) Creation expand button 140 x 40 px. The button will be anchored in the upper right corner of the creation, out of the advertisement area, if the screen width is 1280 px or more (1600 px for wide websites).

3) Creation collapse button 140 x 40 px. At customer request, default expand/collapse buttons can be used for the creation.

General creation requirements:

- Creation must be consistent with the template that specifies areas intended for each piece of the creation.
- Creation should have object-free margins.
- Creation logo cannot be displayed directly over the WP logo.
- Only one CTA button is allowed on the creation.

If a white background is applied for the creation, the customer should add horizontal lines to separate each graphic element (also at the bottom of the creation).

Format available on WP homepage.

2.8. Welcome Screen

2.8.1. Welcome Screen

Welcome screen is an advertising format, which is a welcome screen with an advertising message displayed before the site loads. It features a “Continue” button and a message counting down 15s until it closes automatically. The advertising creation is placed in the middle part of the screen. The creation is broadcast on a gray background and should contain a frame. No other background color can be set. The creation is centered horizontally and vertically on the screen.

In the case of a HTML5 creation, the client may use video only in the userplay option.

For an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

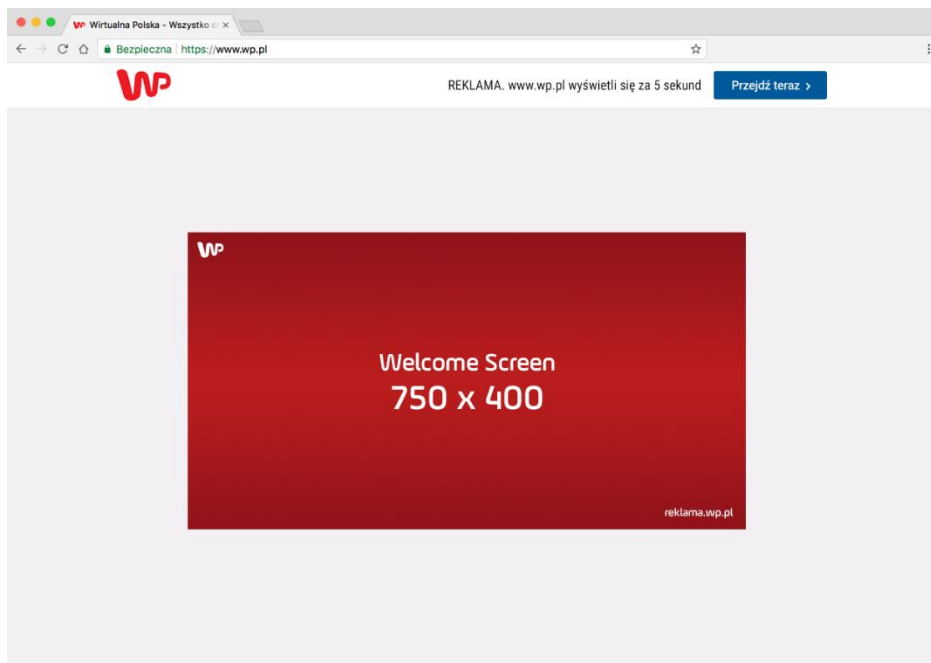
Size: 750x400px

Format: jpg, png, gif - recommended formats; html5

Weight: up to 60kB (up to 150kB for html5)

Welcome screen creations cannot be broadcast from the client's broadcast codes.

Welcome Screen can be broadcast on the following sites: WP Main Page as well as on the New Content Platform sites (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, Wawalove)



2.8.2. Welcome screen XL

Welcome Screen XL is a more advanced version of the Welcome Screen. For this creation, the client may also set the background color.

The Welcome Screen XL creation is scalable depending on the user screen size and centered horizontally and vertically.

In the case of a HTML5 creation, the client may use video only in the userplay option.

For an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

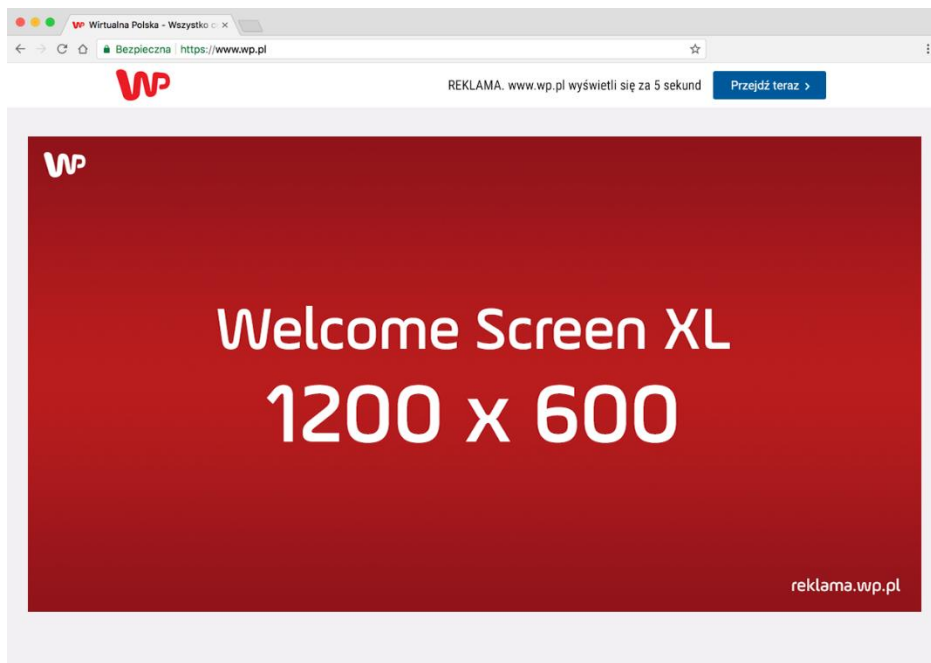
Size: 1200x600px

Format: jpg, png, gif - recommended formats; html5

Weight: up to 150kB (up to 300kB for html5)

Welcome Screen XL creations cannot be broadcast from the client's broadcast codes.

Welcome Screen XL can be broadcast on the following sites: WP MP as well as on the New Content Platform sites (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, Wawalove).



2.9. Commercial Break

2.9.1. Commercial Break

Commercial Break is an ad appearing on a dedicated sub-page or on a dedicated layer. After a specified time or after clicking an appropriate link, the user is redirected to a proper WP group site.

Materials required:

The client should deliver the creation in a jpg/gif/png or html5 formats sized 750x400px and with the maximum weight of 60kB (150kB for html5).

The creation should satisfy the general requirements described in the Technical Specification in the item entitled “General rules of advertising creations”.

Commercial Break can be broadcast on the following sites: WP MP, Pudelek.pl, Money.pl, WP SportoweFakty as well as on the New Content Platform sites (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, Wawalove).



2.9.2 Commercial Break XL

Commercial Break XL is a more advanced version of the ordinary Commercial Break.

Materials required:

The client should deliver the creation in a jpg/gif/png or html5 format sized 1200x600px and with the maximum weight of 150kB (up to 300kB for html5)

The creation should satisfy the general requirements described in the Technical Specification in the item entitled “General rules of advertising creations”.

The client may set the background color.

The Commercial Break may be broadcast on the following sites: WP Home Page, [Pudelek.pl](#), [Money.pl](#), WP SportoweFakty and on the sites of the New Content Platform (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, WP Książki, Wawalove)

Attention: Due to the specificity of the format, external tracking codes measuring visibility must be in the pixel format.

2.10. 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 Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, Wawalove)
- WP Poczta and Poczta o2 (970x300 px format only)

Broadcast form

Depending on the width of the site, 4 or 5 products may be visible on the first screen. Products are displayed in the form of a slider (after an arrow is clicked) and appear in the order depending on the product feed or randomly, based on click counts. The client decides on the form of broadcast.

On the first view, a creation consisting of three elements may be broadcast (image creation (double billboard + screening) and a product module, while subsequent views may contain a product module and screening only.

In order to maintain consistency of the message, we would suggest that the creation used as wallpaper is possibly uniform without too many text and graphic elements so as not to dominate the product module. In particular, the wallpaper should not contain product offers and “call to action” buttons.

The double billboard, screening and the product module should form a consistent creation with a consistent color scheme.

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, width up to 155 px (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

If retail daily is broadcast in the form of screening, the client should prepare the wallpaper in accordance with the guidelines in item 2.6.1. of the advertising specification.

Where upper slot is broadcast from broadcast codes, a thumbnail creation is required in accordance with item 1.7.8 of the advertising specification.

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

Retail Daily Contentbox on WP MP

Retail daily may take the format of Contentbox XL on the WP Home Page (item 4.1.8. of the Technical Specification).

The creation may contain from 4 to 8 products on the first screen, depending on the selected creation option. The template also supports scrolling through the product list.

The client should deliver creation background as a 990x600px image file or a color in the html format.

Retail Daily Contentbox may contain a wallpaper consistent with the Thematic Branding Specification (item 4.1.10. of the Technical Specification).

3. Advertising (video and audio) creations

3.1. Inbanner Video Ad

Inbanner Video Ad is a video advertisement, broadcast in any usual advertising place (Billboard, Double Billboard, Wideboard, Rectangle, Megabox, Halfpage).

Materials required:

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 video material may start either automatically (in which case it has to be muted) or after the user clicks on it (then start with the sound on is allowed).

3.2. Instream Audio Ad

Instream Audio Ad is an advertising spot broadcast on Wirtualna Polska Media’s radio station, Open FM.

Materials required:

The client should deliver an mp3 file satisfying the following conditions:

- format: MPEG Audio Layer 3
- maximum weight: 1.5 MB
- band (bitrate): from 128 (minimum) to 320 (maximum) kilobits / second
- samplerate: 44.1 kHz
- integrated loudness: -23LUFS

3.3. Videobacklayer

Videobacklayer is an advertising form combining an advertising banner and a full-screen video material. Full-screen video without sound is shown after moving the mouse above the advertising banner and counting 4 second. The user may activate the sound with a click.

Materials required:

The client should deliver two jpg/gif/png files (CallToAction start creation and end creation) sized 970x200 and weighing up to 60kB, and an mp4 clip with the video material.

The video clip should weigh up to 4MB. Suggested resolution: 720x405 (proportions 16:9), codecs H.264 (video) and AAC (audio).

Videobacklayer may be broadcast on WP MP sites, WP Sportowe Fakty, Pudelek, Pudelek.tv, Kafeteria, Money, WP Parenting, WP abcZdrowie. WP Autokult, WP Fotoblogia, WP Gadżetomania, WP Komórkomania and on New Content Platform sites (WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, WP Książki, Wawalove)

3.4. Ads in the portal's video player

3.4.1. Instream Video Ad / Preroll

Instream Video Ad is video advertising, shown before the video material in Wirtualna Polska Media services

Materials required:

The client should deliver a file containing video material satisfying the following guidelines:

Parameter	Recommended value	Accepted values
Video codec	H.264	MPEG-4
Audio codec	AAC	mp4a, mp3
Video bitrate	400 kbps	above 200 kbp/s
Audio bitrate	192 kbps	224, 256, 320, 384 kbp/s
Audio channels	2	3,6,8
Integrated loudness	from -3 to -6 LU	-23LU
Size / aspect ratio	1920x1080 / 16:9	1024x576 16:9
		1280x720 16:9

Interlacing	NONE (progressive)	
Number of frames	25	

Maximum weight: 4 MB

The material is 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.

External codes:

Instead of video material the client may send the broadcast code in the form of a VPAID tag / own code. In such case Wirtualna Polska Media will make available only broadcast counts.

The codes should be delivered at least 7 days before the campaign start. Wirtualna Polska Media will provide a test broadcast which should be verified in terms of appearance, parameters and correctness of statistics counts.

3.4.2. Instream Video Skip Ad

Instream Video Skip Ad is video advertising, shown before the video material in Wirtualna Polska Media services, containing a “Skip Ad” button. When skipping the video ad, the user receives an advertising board with a countdown and then the target video material.

The client should deliver two files. Video clip satisfying the requirements from item 3.4.1, and a jpeg/png file with dimensions 550x310px and weight up to 100kB.

3.4.3. Instream Bottomlayer

Instream Bottomlayer is an advertising element covering the top or bottom part of the player in the wp.tv service.

Materials required:

The client should deliver a png, gif or jpg file with dimensions 480x90px and weight up to 20kB

3.4.4. Adframe

Adframe is the branding of the portal player, which consists of the bottom and top bar, broadcast along with the editorial video material in the central part of the screen.

Materials required:

Advertising creation consists of two banners sized 640x50px

The creations can be prepared in the .jpg, .gif or .png formats

Creation weight: up to 100kb for both files combined

Each banner may link to a different site of the client

The client can provide tracking codes for each banner separately to track conversion properly.



3.5. Outstream Video Ad

Outstream Video Ad is video advertising, shown in the place of the midtext. The advertising starts off collapsed and expands automatically when the advertising place appears in the active screen.

Materials required:

The client should deliver a file containing video material satisfying the guidelines described in item 3.4.1 (see advertisements in the portal video player). The material starts off muted and sound is activated after the user's action (placing the cursor).

Together with the video material, the client should deliver a board displayed during the loading of the clip – jpeg, gif or png file, with the dimensions 550x310px and weight up to 40kB. In

addition, it is possible to broadcast an additional banner under the video player in the form of a jpeg/gif/png file - 550x60px and weight up to 20kB.

4. Creations dedicated to respective services

4.1. Additional creations on WP's main page

4.1.1. General recommendations

Each creation and creation count for broadcast on WP's main page should fulfill the general rules for broadcast of advertisements - in particular item 1.6 of the Technical Specification, describing the limitations in the operation of scripts.

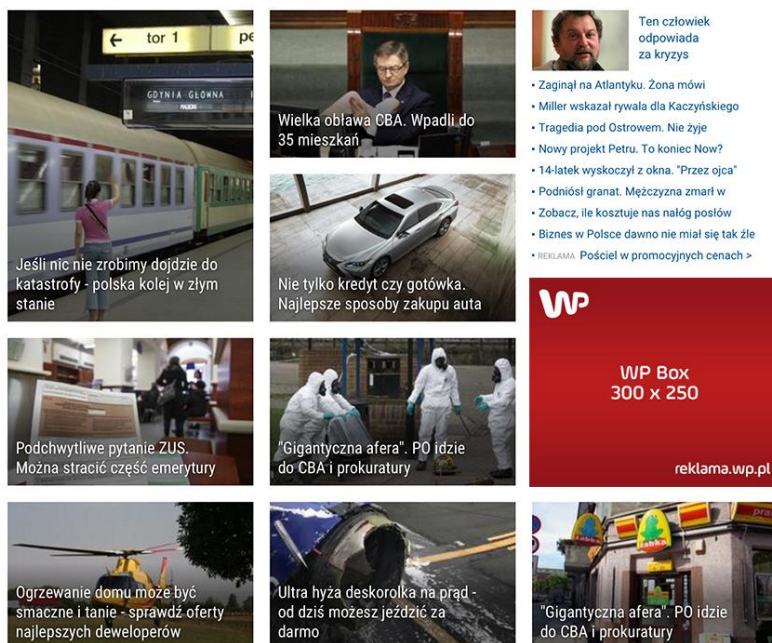
4.1.2. WP Box

WP Box is a rectangle advertisement displayed in the right column of the three top sections of the main page.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
News (Wiadomości)	Right	300x250	40kB	150kB
Sportowe Fakty (Sports Facts)	Right	300x250	40kB	150kB
Biznes (Business)	Right	300x250	40kB	150kB



4.1.4. Slider WP Box

Slider WP Box is a set of WP Box advertisements, switched with left/right arrows, or with pre-defined delay (by default 3 seconds). Each creation can be a HTML5 file, jpg/gif/png artwork, or video clip. Creations should satisfy the requirements described in item 4.1.3. In the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

In the case of a video creation a clip satisfying the following requirements should be sent:

- dimensions: 300x250
- format: mp4/webm
- video codec: H.264
- audio codec: AAC
- integrated loudness: from -3 to -6 LU
- interlacing: none (progressive)
- frame rate: 25

- weight: up to 1.5 MB

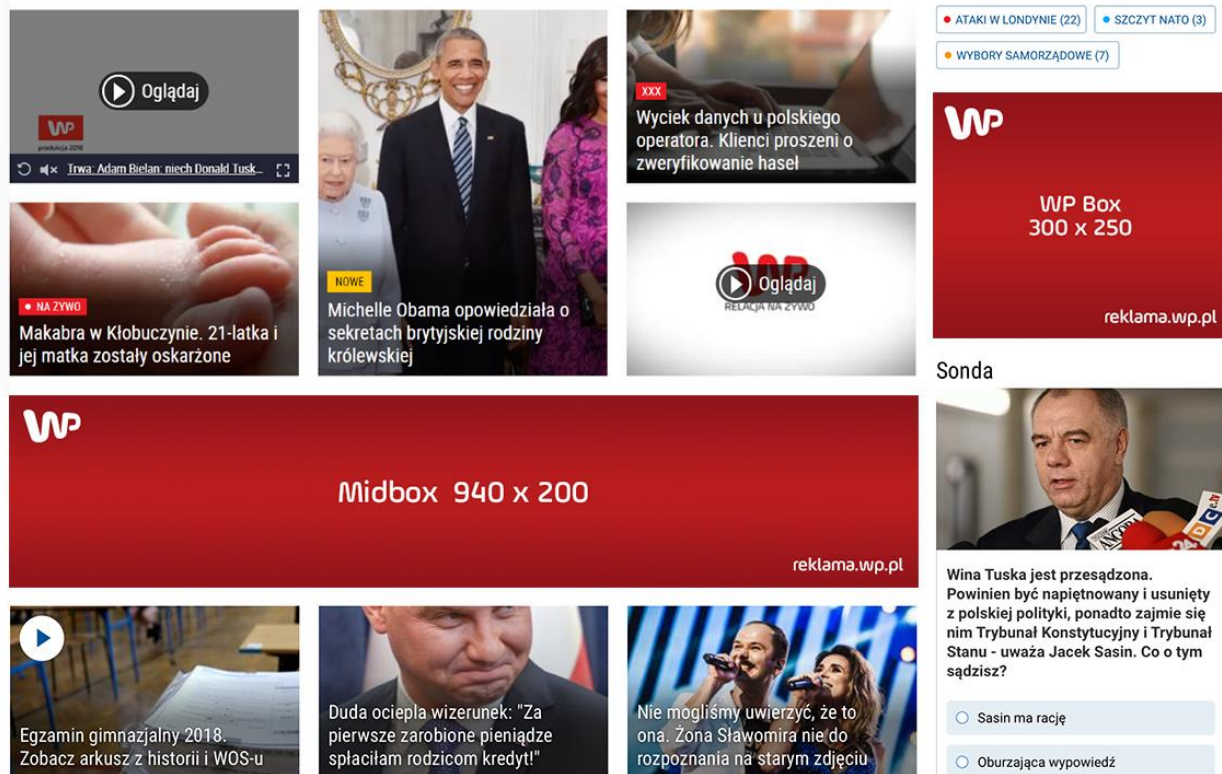
4.1.5. MidBox

MidBox is an advertising box displayed on the left column of the WP MP, in the main news module, after the fourth row of editorial blurbs/tiles.

Size: 940x200px

Format: jpg, png, gif, html5

Weight: up to 50kB (up to 150kB for html5)



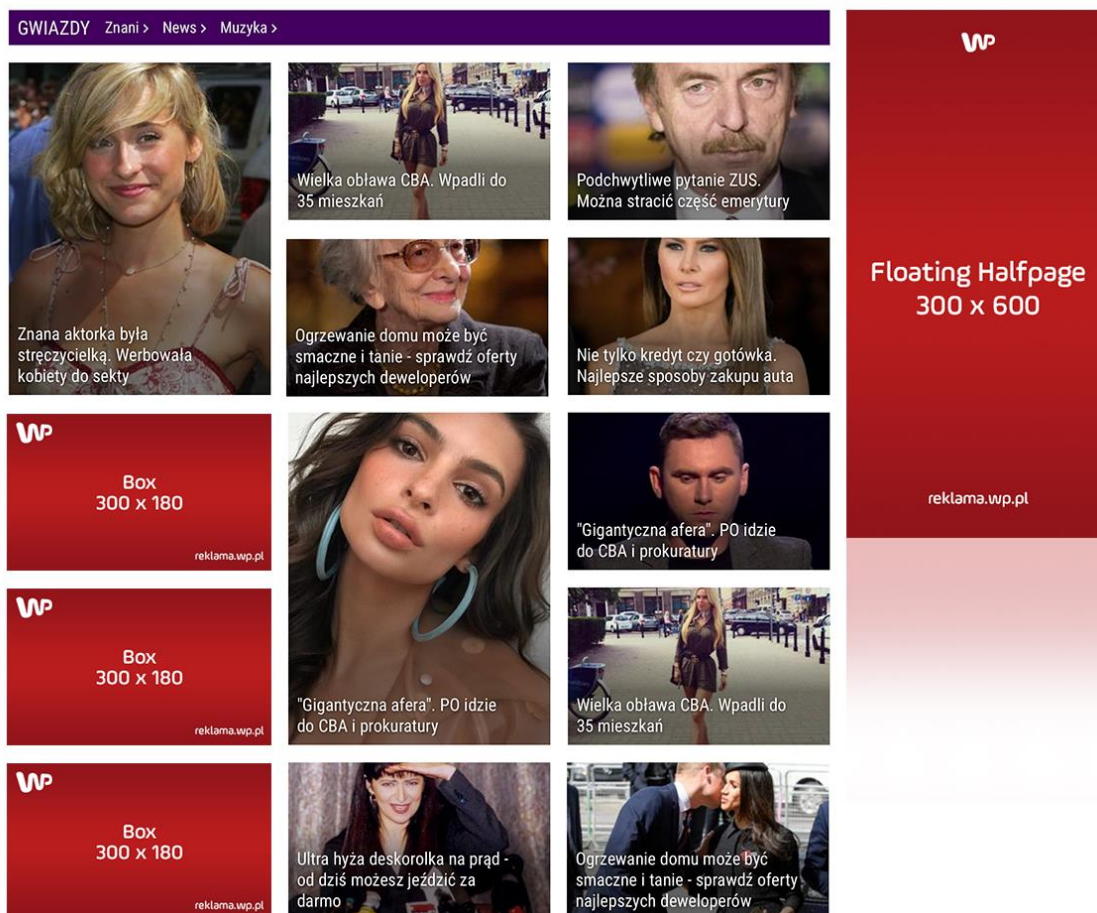
4.1.6. Stars Box

Stars Box is an advertisement displayed in the right column of the “Gwiazdy” (Stars) section. Three advertising places with identical dimensions, one after another, are available.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled “General rules of advertising creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
Gwiazdy (Stars)	Right	300x180	30kB	150kB



4.1.7. Moto&Tech&Gaming Box

The Moto&Tech Box is an advertisement displayed in the right column of the “Moto” section. Three advertising places with identical dimensions, one after another, are available.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled “General rules of advertising creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
Moto&Tech	Right	300x180	30kB	150kB

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4.1.8. Lifestyle Box

Lifestyle Box is an advertisement displayed in the right column of the “Styl Życia” (Lifestyle) section. Two advertising places with identical dimensions are available.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled “General rules of advertising creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Location of the box, module	Column	Dimensions	Weight jpg/gif/png	HTML5 weight
Lifestyle	Right	300x180	30kB	150kB

STYL ŻYCIA Żywnie > Cięża i dziecko > Fitness > Psychologia > Życie intymne > Seks i związki > Fit >



4.1.9. Content Box

Content Box is a billboard advertisement placed above the modules: Telewizja, Biznes, Gwiazdy, Moto, Styl Życia, Zobacz więcej.

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled "General rules of advertising creations".

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Format	Dimensions	Weight jpg/gif/png	HTML5 weight
Content Box	1260x200 / 940x200	60kB	150kB
Triple Content Box	1260x300 / 940x300	60kB	150kB
Content Box XL	1260x600 / 940x600	100kB	300kB
Content Box XL	1260x600	100kB	300kB



4.1.10. Parallax

Parallax is a static advertisement broadcast in place of a Contentbox, available on the WP Main Page only. The creation has the height of the user's browser window and appears hidden under editorial contents. By scrolling the page, the user gradually sees the advertising message. The area visible to the user depends on the resolution of the user's screen. For the 1366x768px screen resolution, it is about 970x650px (the ad is centered), while the remaining part of the creation will be visible on screens with higher resolutions. At any moment, the user sees a 970x600px area or smaller, in accordance with the ContentBox size (see item 4.1.8).

Creation size: 1260x1000 / 940x1000px

Weight: 150kB

Format: jpeg/png

4.1.11. Thematic Branding

Thematic Branding is a screening comprising the thematic Content Box plus module placed under it. The client should deliver two files. HTML5 file (see item 1.7) or jpg/gif/png artwork consistent with the specification of the appropriate advertising form (see item 4.1.8) and gif or .jpg file to be displayed under the Content Box and module.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

The watermark creation should have the minimum width of 1366px (preferred 1920px), and the maximum height of:

- Sport module: 912px + height of the billboard form
- Biznes module: 912px + height of the billboard form
- Gwiazdy module: 1116px + height of the billboard form
- Moto&Tech module: 924px + height of the billboard form
- Styl Życia module: 1228px + height of the billboard form

It is possible to prepare three wallpapers, depending on the screen width according to item 4.1.2.

The aggregate weight of the Content Box + Watermark pair should not exceed 150 kB. (300kB, for the HTML5 version in the billboard slot).

4.1.12. Gigaboard

Gigaboard is scalable advertisement broadcast in the billboard place of the service. The format automatically adapts to the screen resolution and size of the browser window, retaining the proportions of the creation.

Materials required:

The client should send a HTML5/jpeg/gif/png creation with dimensions 1260x600*/ 940x600px and weight up to 100kB (300kB dla HTML5).

The creation should satisfy the general requirements described in the item entitled “General rules of advertising creations” and “HTML5 creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

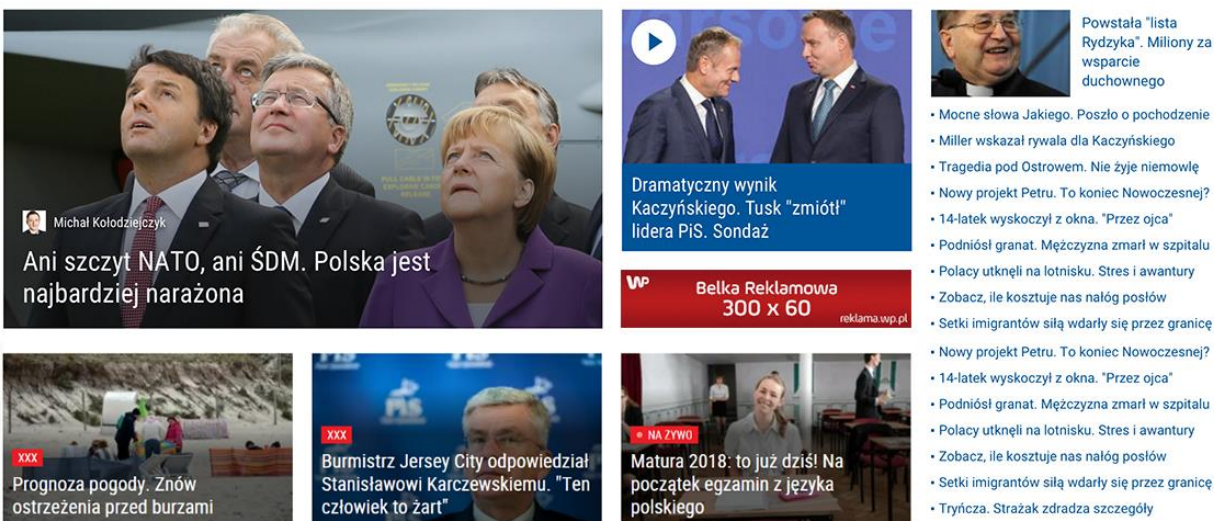
4.1.13. Text links, right column

The client should deliver the content of the link, no longer than 28 characters (including spaces). The designation “advertisement” will be added automatically to each link. The link may be inserted into one of the following modules.

- Wiadomości (News)
- Sportowe Fakty (Sports Facts)
- Business

4.1.14. Advertising bar (under the Weather widget)

Advertising bar is a form placed under the module that contains information among others on the weather. The client should deliver a jpg/gif/png file with dimensions 300x60px. The creation should weigh up to 30kB. The artwork should be static (use of an animated gif is not permitted).




4.1.15. Floating Halfpage

Floating Halfpage is an advertising form broadcast in the right column of each thematic module on the WP MP.


The client should send a jpeg/gif/png artwork with the dimensions and weight specified below.

Format	Dimensions	Maximum weight
Floating Halfpage	300x600px	60kB


TURYSTYKA
Wakacje >
Last Minute >
All Inclusive >
Dla Dzieci >
Wycieczki >
Nocowanie w Polsce >




Wyspa w Europie kusi atrakcjami. Każdy powinien ją odwiedzić




Polacy zamarli gdy zobaczyli rudą kulę. "Wyglądał jak pień drzewa. Miał 1,5m i ważył 70kg"




Ranking najbezpieczniejszych linii. Zaskakujące pierwsze miejsce




Oferta dnia: urlop w Bułgarii w 5-gwiazdkowym hotelu. Już od 1899 zł




Chicago czy Toronto? Poleć do Ameryki




Wyjechały z Polski na 3 miesiące. Minęły 4 lata. "Nie wsiadaliśmy do samolotu"



Oferta dnia: wczasy w Hiszpanii przecenione o 72 proc.! Tylko 830 zł za tydzień



Polka na wyspach Gili Gili. Zdradza, dlaczego wielu już nigdy z nich nie wyjeżdża



Floating Halfpage
300 x 600

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4.1.16. WP Okazje

WP Okazje is a dedicated advertising format designed for ecommerce services and allowing them to present products previously viewed on the site by the user. Products are displayed on both desktop and mobile versions, however these broadcasts cannot be separated.

The following elements are required to launch the campaign:

- PX code scripting of the site (process described in 1.10.5)
- Product feed in CSV, XML or JSON formats
- PNG format logo, 320px wide, to be presented against a white background

Mandatory fields in the feed:

- unique offer ID consistent with the product ID on the product card on the target site (sent in the PX code)
- link to the product (with any code attached)
- link to a product image, preferably on a white or transparent background, file format PNG, width 320 px
- product name
- product category
- current product price
- product price before promotion

The feed is updated every hour. Product images are downloaded to a Wirtualna Polska Media server. Creation statistics are collected by and available from WPM, but any codes can be attached to links provided in the feed within a campaign, e.g. Google Analytics UTMs.

4.1.17. WP Lokalnie

WP Lokalnie bar on the WP Home Page

Size: 940x60px

Format: jpg, png, gif, html5

Weight: up to 40kB (up to 150kB for html5)

Native Ad Lokalnie on the WP Home Page

Artwork size: 300x180px

Format: jpg, png

Weight: up to 20kB

Text: up to 80 characters



Belka WP Lokalnie 940 x 60

[reklama.wp.pl](#)

Wiadomości lokalne: **Augustów** ▾

[Więcej z Augustowa \(24\)](#) >

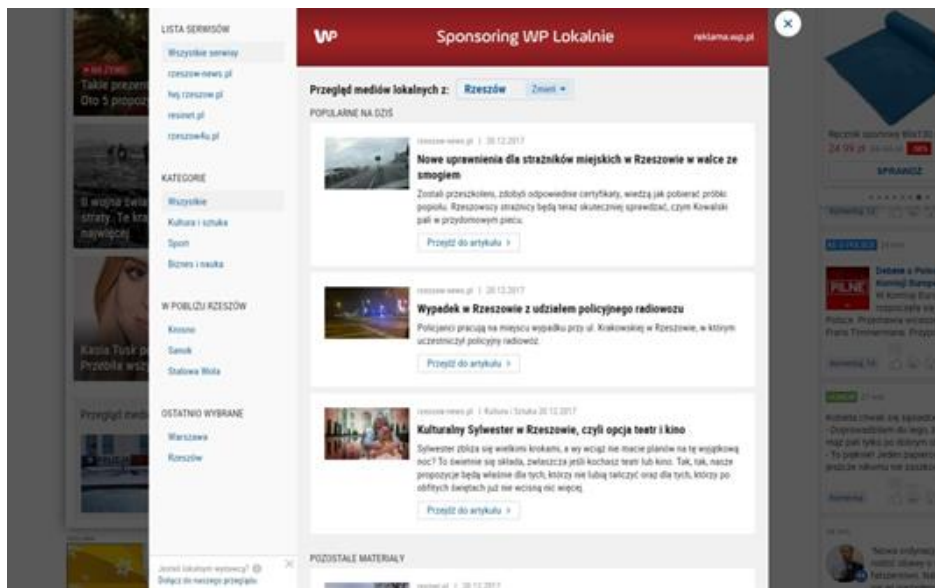


WP Lokalnie Bar in the listing of articles on a layer

Size: 725x90px

Format: jpg, png, gif, html5

Weight: up to 40kB (up to 150kB for html5)



Native Ad Lokalnie above the listing of articles on a layer

Artwork size: 320x195px

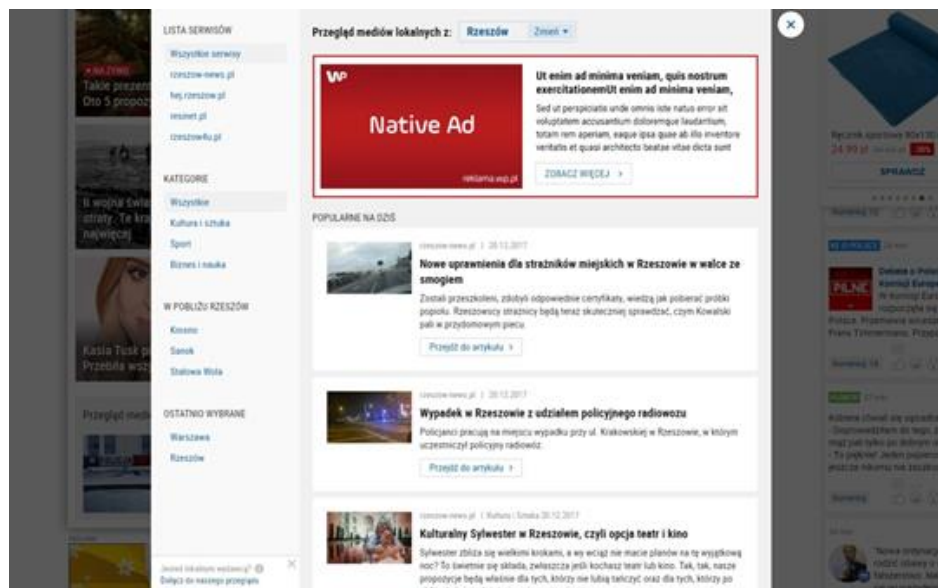
Format: jpg, png

Weight: up to 40kB

Title: up to 60 characters

Text: up to 150 characters

CTA: up to 13 characters



Native Ad WP Lokalnie in the listing of articles on a layer

Artwork size: 130x80px

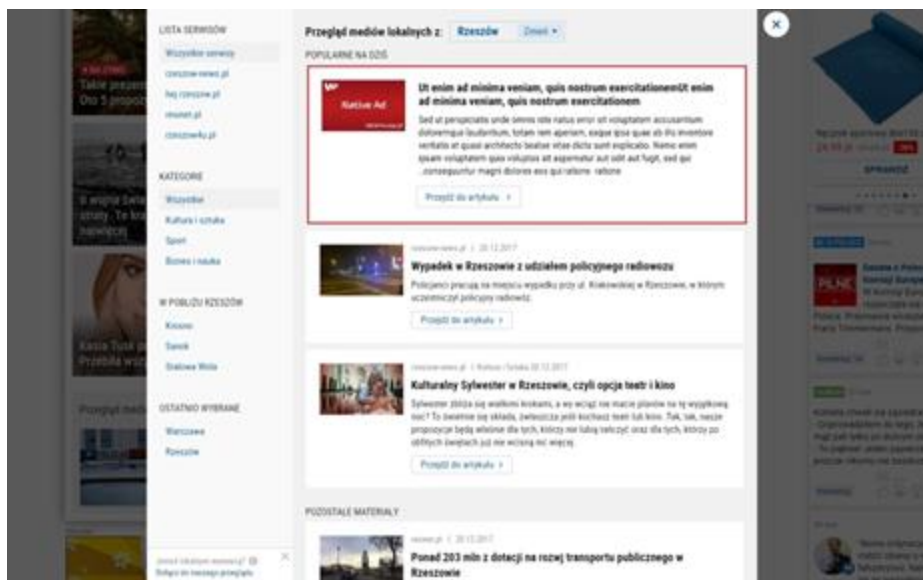
Format: jpg, png

Weight: up to 20kB

Title: up to 80 characters

Text: up to 200 characters

CTA: up to 13 characters



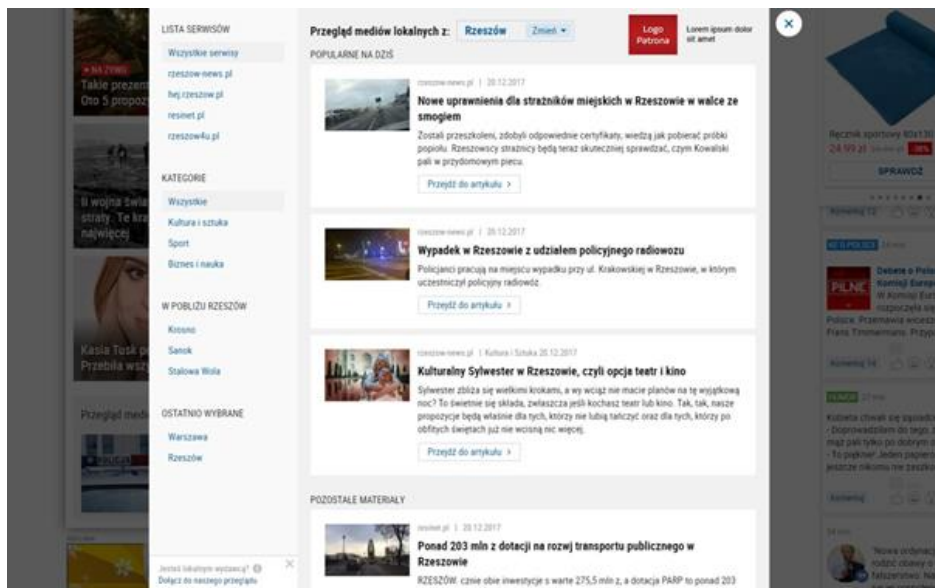
Patron WP Lokalnie above the listing of articles on a layer (as part of sponsoring of WP Lokalnie combined with WP Lokalnie Bar)

Artwork size: 78x64px

Format: jpg, png

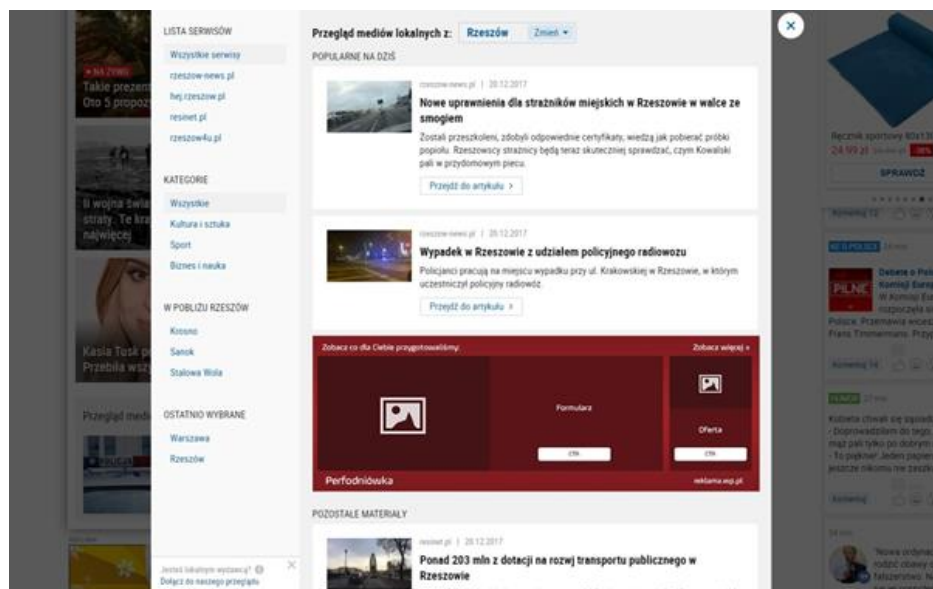
Weight: up to 20kB

Text: up to 25 characters



Retail Daily

Format consistent with the general specification for Retail Daily



4.1.18. Cross-device Broadcast

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which adapts to the screen resolution on which it is viewed.

In the case of the WP Main Page, the supported formats and output dimensions are presented in the table below:

Format name	Creation size
Billboard	750x100 px
Double Billboard	750x200 px
Wideboard	970x200 px
Mega Double Billboard	970x300 px
Gigaboard	970x600 px
Content Box XL (above the Telewizja module)	970x600 px
Content Box above the Biznes module	750x200 px
Content Box above the Gwiazdy module	750x200 px
Content Box above the Moto&Tech module	750x200 px
Content Box above the Styl Życia module	750x200 px

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.

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.

4.2. Additional creations on O2's main page

4.2.1. General recommendations

Each creation and creation count for broadcast on O2's main page should fulfill the general rules for broadcast of advertisements - in particular item 1.6, describing the limitations in the operation of scripts.

4.2.2. Content Box

Content Box is an advertisement separating the content on the main layer of O2's main page.

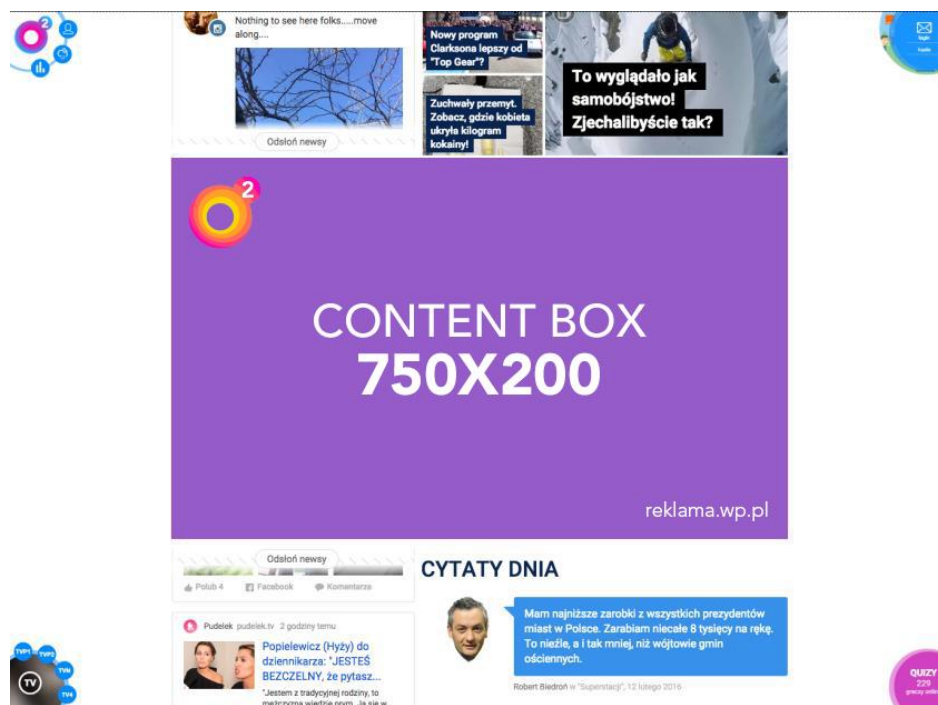
Materials required:

The client should deliver a HTML5 file or jpg/gif/png artwork. The creation should satisfy the requirements described in the item entitled “General rules of advertising creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

Format	Dimensions	Weight jpg/gif/png	HTML5 weight
Content Box	750x200	40kB	150kB
Triple Content Box	750x300	60kB	150kB
Wide Content Box	970x200	60kB	150kB
Content Box XL	970x600	100kB	300kB

Example



4.2.3. Native Ad SG stream

Native Ad SG stream is an advertising element placed in the information stream on o2's main page.

Materials required:

The client should sent a jpeg/gif/png creation with dimensions 132x89 and weight up to 20kB, title up to 30 characters and content up to 60 characters.

Example:



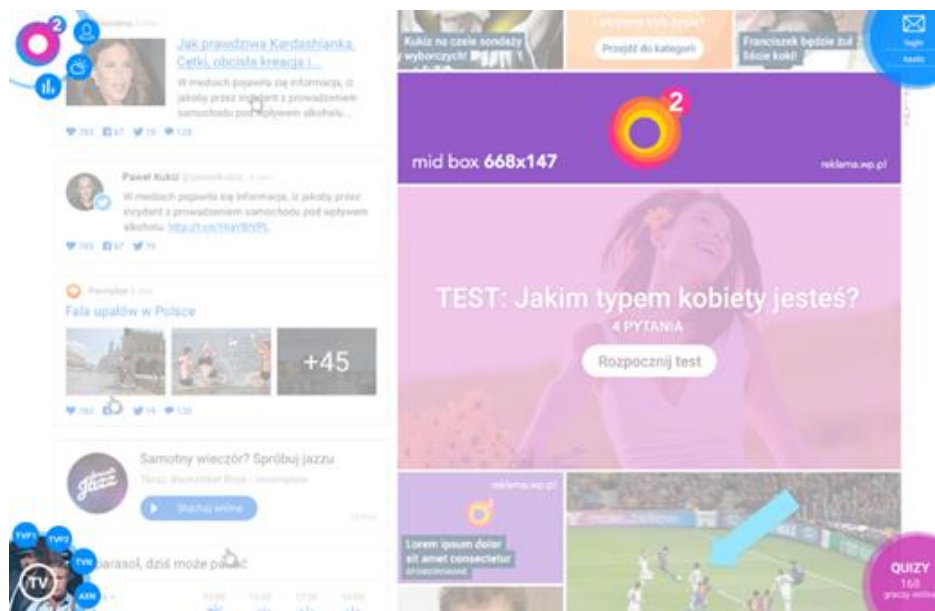
4.2.4. Midbox

Midbox is an advertisement placed between the editorial tiles on o2's main page.

Materials required:

The client should sent a jpeg/gif/png creation with dimensions 668x147px and weight up to 40kB.

Example:



4.2.5. Gigaboard

Gigaboard is scalable advertisement broadcast in the billboard place of the service. The format automatically adapts to the screen resolution and size of the browser window, retaining the proportions of the creation.

Materials required:

The client should send a HTML5/jpeg/gif/png creation with dimensions 1200x600px or 970x600px and weight up to 100kB (300kB for HTML5). The creation should satisfy the general requirements described in the item entitled “General rules of advertising creations” and “HTML5 creations”.

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

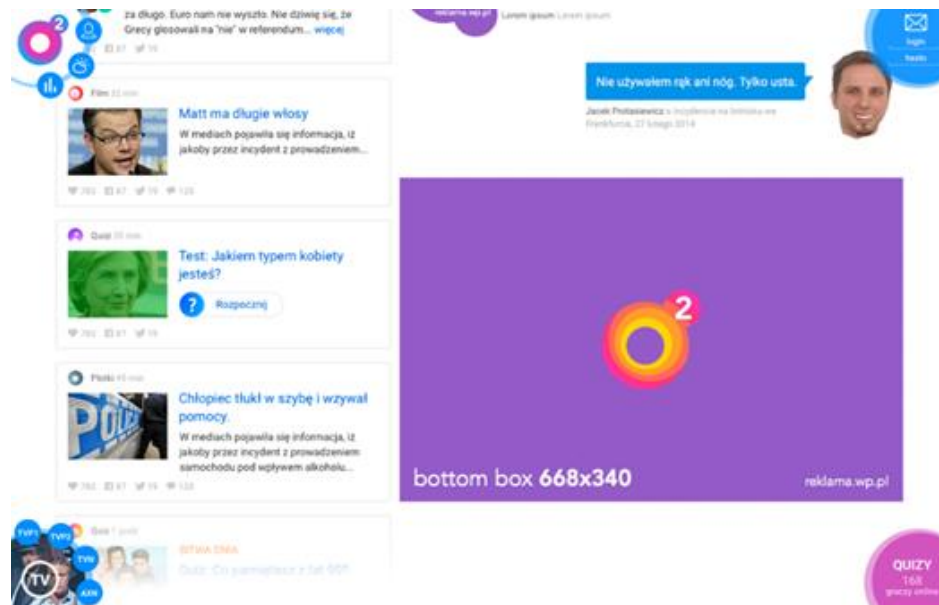
4.2.6. Bottom Box

Bottom Box is an advertising format placed under the Cytaty Dnia module on o2’s main page.

Materials required:

The client should send a HTML5/jpeg/gif/png creation with dimensions 668x340px and weight up to 100kB (150kB for HTML5). The creation should satisfy the general requirements described in the item entitled “General rules of advertising creations” and “HTML5 creations”.

In the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.



4.2.7. Cross-Device Broadcast

For devices like desktop, tablet and smartphone it is possible to display a scalable advertising creation which adapts to the screen resolution on which it is viewed.

In the case of the O2 Main Page, the supported formats and output dimensions are presented in the table below:

Format name	Scalable format
Billboard	750x100 px
Double Billboard	750x200 px
Wideboard	970x200 px
Gigaboard	1200x600 px /970x600 px
Mid Box	668x147 px
Content Box	905x559 px
Content Box XL	1124x562 px
Bottom Box	668x430 px

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.

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.

4.3. Additional creations on the Money main page

4.3.1. Tiles

The advertising tile is a form substituting the news box. Available locations:

- on the left hand side of the column “najnowsze wiadomości” (latest news)
- on the left hand side of the column “szukaj pracy” (looking for a job)

Materials required:

The client should deliver a jpg, gif or png file with dimensions 331x191px and weight up to 40kB, and advertising text up to 60 characters.

Creation example:



4.3.2. Text links

The client should deliver the content of the link, no longer than 40 characters (including spaces). The designation “advertisement” will be added automatically to each link. The link may be inserted into the “najnowsze wiadomości” module, as the sixth or seventh position.

4.3.3. Content Box XL

Depending on screen resolution, the content on the Money main page has two widths: 1200px or 970px.

It is recommended that the Content Box XL creation is also prepared in two sizes: standard 970x600px and larger 1200x600px.

The jpeg/png/gif weight up to 100kB, the HTML5 weight up to 300kB.

4.4. Additional creations in the Pudelek service

4.4.1. FotoModa in the Pudelek service

Advertisement broadcast in the FotoModa section on Pudelek's main page that can imitate an editorial lead.

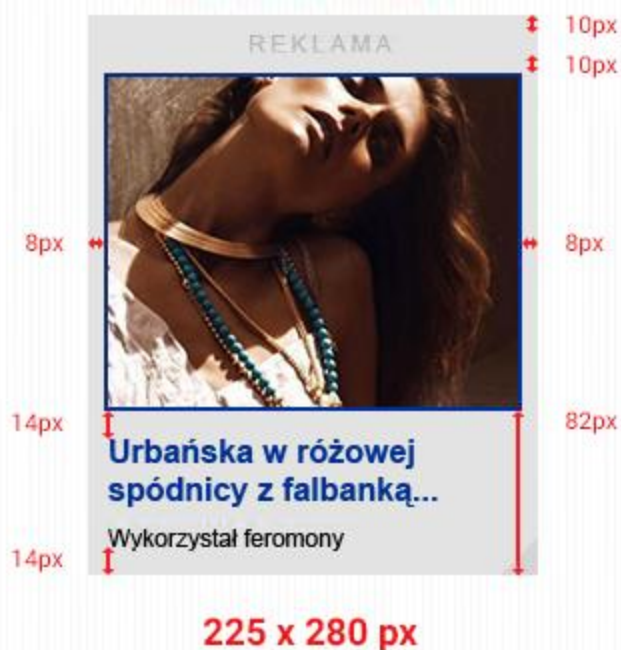
Materials required:

The client should deliver the following materials:

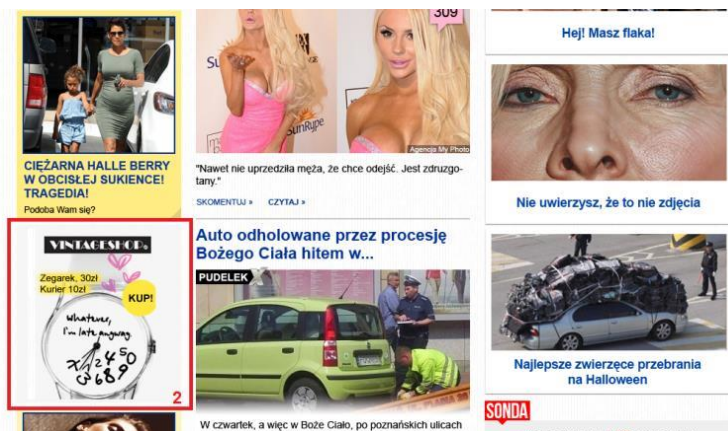
- Advertisement size: 225 x 280
- Weight: up to 40 kB

In the case of advertising leads (text-and-artwork) imitating the service, which the user may consider to be editorial materials, the lead has to be marked with the word "Reklama" (Advertisement).

REKLAMA - Arial 12pt, #b7b7b7
 Tło zajawki - #e3e3e3
 Trójkąt prawy dolny róg - #d5d5d5



In the case of broadcast of an advertisement not imitating the leads, the advertisement will be displayed in a standard way, without the need to mark it with the word “Reklama” [Advertisement].



All materials have to satisfy the assumptions presented in the section entitled “General rules of advertising creations”.

The materials should be grouped into catalogues comprising a set: image + link + copy + title. Materials that are not marked properly will not be accepted for execution.

4.4.2. HotNews Box in the Pudelek service

Advertisement broadcast in the Gorące Tematy (Hot Topics) section in the Pudelek service that can imitate the appearance of an editorial lead. The creation appears under the second, fourth or eighth editorial box on sub-pages of the Pudelek service.

Materials required:

The client should send a format satisfying the requirements below:

- Format: static jpeg/gif/png artwork plus advertising copy
- Size of advertising: artwork 340×99 or artwork 129×99, plus title (up to 40 characters) and advertising content (up to 50 characters)
- Weight: up to 20kB

In the case of advertising leads (text-and-artwork) imitating the service, which the use may consider to be editorial materials, the lead has to be marked with the word “Reklama” [Advertisement].

All materials have to satisfy the assumptions presented in the section entitled “General rules of advertising creations”.

The materials should be grouped into catalogues comprising a set: image + link + copy + title. Materials that are not marked properly will not be accepted for execution.

4.5. Additional creations on the Program TV site

4.5.1. Positioning of the channel column

Placement of the client’s schedule in the fifth program column. Positioning of the channel column is performed by the editorial board.

4.5.2. Positioning of the channel column

Channel branding permits the display of client's logotype next to specific selected programs on the client's channel (against a bright background).

Logotype is visible also in the channel header next to the text "Oglądaj w ..." [Watch on...] (against a dark background).

Materials required:

Partner's logotype to the link:

- two logotypes with a transparent background: one adjusted for display against a bright background, another adjusted for display against a dark background
- format: PNG
- size: 70x16 px



4.5.3. Program partner

Cross-device format broadcast.

Desktop materials required:

- halfpage - according to the halfpage specification (item 2.1 in the desktop Technical Specification); Format is displayed on a layer.

4.5.3. Hits of the day

Native format located among leads, directing directly to the client's website. It consists of:

- a banner in the news bar
- a native lead in the "Hity dnia" [Hits of the day] section

Banner in the Aktualności [News] bar

Materials required:

- content photograph - size 324x224 px; the photograph should present the content partner, should not contain text or
- graphic signs, such as logotypes, symbols, etc.
- title - text up to 50 characters with spaces
- partner's logotype - size: 80x80 px
- partner's logotype to the link - size: 70x16 px

Possible creation versions:

Version with branding on the CTA link



Native lead in the “Hits of the day” section

The lead is designed by WP Media based on client's materials. The lead has its fixed place in the grid of leads.

Materials required:

- content photograph - size 600x360 px; the photograph should present the content partner, should not contain text or graphic signs, such as logotypes, symbols, etc.
- title - text up to 80 characters with spaces
- partner's logotype - size: 80x80 px



5. Mailing and e-mail

5.1. Mailing

5.1.1. General information

Mailing is an advertising format sent only to the users of free WP or O2 email accounts who have declared interest in receiving e-mail advertisements. This means that only people who have consciously accepted it receive the advertisements.

The mailing is done in accordance with the provisions of the Act on Providing Services by Electronic Means of 18 July 2002 (Journal of laws 2002.144.1204).

The mailing is delivered to users when they download mail to their mailbox, during the validity of the mailing. The mailing can be addressed to a specific group of recipients through the targeting mechanism. The waiting time for downloading the mail from the mail server is, as a standard, 28 days (if the mailing needs to be discontinued earlier, please specify this in the order).

A mail sent as HTML should be a complete, correctly constructed, verified and operating page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue).

Horizontal scrolling and the need to zoom in should be completely eliminated. The content should adapt itself to the available space (fluid scaling up to 100% of the width). Change of the layout together with change of the width is preferred, e.g. two blocks which on a big screen are located next to each other, are put under each other on a small screen. Some elements can be hidden for smaller resolutions.

5.1.2. Basic requirements

- Format: text or HTML file (with graphic elements)
- Coding type: ISO-8859-2
- Basic weight – 100 kB of text or HTML (together with graphic elements and attachments), more for an extra charge, according to the prevailing price list.
- Required materials: name, address and e-mail of the sender, title and content of the letter. The “sender” field has to clearly specify the entity that sends the commercial information. The name of the company has to appear in this place. The content of the mailing may not mislead the user as regards the content or intention of the message; in particular it may not contain expressions suggesting ordinary correspondence with the user
- Information on the mailing footer:

- if the entity is a company, association or foundation:

Name, seat and address, NIP number, amount of the share capital and information if it is paid up (only companies), name of the registry court, number in the National Court Register.

- if the entity is a partnership:

Full names of the partners and their residence addresses, company name, NIP number assigned to the company, name of the authority that registered the partners - for each partner, number of the Business Activity Register of each partner (if assigned).

- if the entity is a natural person conducting business activity:

Full name and residence address, name under which activity is conducted, NIP number, name of the authority that registered the activity, number of the Business Activity Register (if assigned).

- Attachments: files with any extension - including pdf.
- Redirection counts mailto:adres work correctly but are not counted in the adserver system
- It is not permitted to embed any scripts in the header/content of the mailing (except for count pixels - see below)
- Flash creations are not permitted
- All additional counts have to be pixels loaded through the https protocol.

5.1.3. Standard Mailing

An e-mail sent as HTML should be a complete, correctly constructed, verified and operating HTML page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue). The page structure should comprise certain key elements:

1. Defined doctype (<!DOCTYPE html>)
2. Normalized styles for img. In particular, for image mailings in which the creation is cut into several files, lack of image styling will cause gaps between individual fragments.
Example of correct style

```
img { vertical-align: middle; }
```

```
td img { display: block; }
```

1. Normalized styles for the body. We recommend setting the margins as follows:

```
body { margin: 0; }
```

After testing and approving the letter, the following changes should be introduced:

- all graphic files should be displayed through the "cid:" parameter, i.e. instead of:

it will be:

- in all links the target address should be surrounded by the "KLIK" parameter (important – use capital letters), i.e. instead of:

it should be:

<A HREF="<KLIK>http://www.wp.pl</KLIK>">

All links should open in a new window (it is necessary to use the wording target="_blank" with each redirection), each link should contain the protocol used (http:// or https://). Do not use "KLIK" parameters in links mailto: and forms.

All counting pixels should have defined parameters width="1" height="1"

In the case of counting pixels, do not use the cid: parameter – this will lead to no counts in the client's statistics.

5.1.4. Personalized Mailing

Personalized Mailing may comprise, in its content, recipient's first name (in any declension).

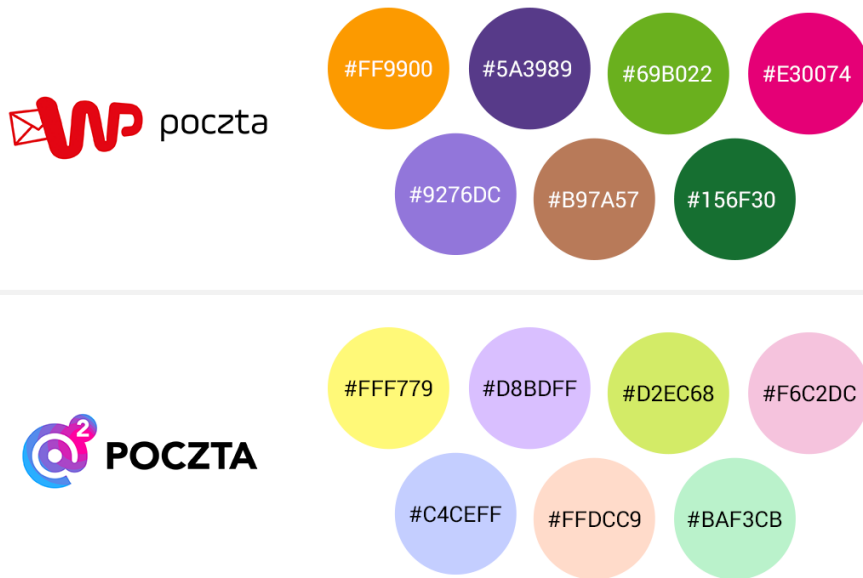
Materials for Personalized Mailing are prepared in the same way as materials for standard mailing (see item 5.1.3). In addition, the client should mark which elements in the mailing content are to be substituted by the recipient's data (first name).

Personalization is available both in the content and in the title of the email, and is available in all distribution channels (POP3, IMAP, WWW Desktop, WWW Mobile, Mail Application).

Personalized Mailing is available for WP and O2 accounts.

5.1.5. Highlighted Mailing

Highlighted Mailing is composed of a standard mailing creation with additional graphic representation in the form of color highlighting in the email list. Available options:



In the case of the WP Mail, the client may additionally choose the color of the font in combination with the background color with which the mailing is highlighted. The client may additionally choose the highlight color - upon consulting with the Traffic Team whether broadcast in the given color is possible.

In the case of O2 Mail, predefined colors from the table above are available and there is no possibility to choose the highlight font color. The client should each time verify availability of non-standard colors with a notice of at least 14 days.

Due to technical limitations, the mailing to both Mails can be done only to persons using the WWW interface.

Note: we don't use the red color of the mailing highlighted.

5.1.6. Videomailing

Videomailing may comprise in its content optional video elements.

Materials for videomailing are prepared in the same way as materials for standard mailing (see item 5.1.3). In addition, the following should be delivered:

- Video material (format MP4, weight up to 1024kB)
- gif/jpg thumbnail (broadcast when the video material cannot be shown)

Due to technical limitations the mailing can be done only to persons using the WWW interface.

5.1.7. Money Mailing

An e-mail sent as HTML should be a complete, correctly constructed, verified and operating HTML page. All objects (images) have to be in the same catalogue as the HTML file (current catalogue).

No artwork can be placed in the styles, e.g. element backgrounds. The mailing should be constructed in tables, the use of DIV and SPAN elements is not recommended. All width, height, class, etc. values should be placed in “ ” e.g. width=”100”, <p class=”style1”>treść</p>

Wirtualna Polska Media does not guarantee correct display of the HTML creation in all clients and mail systems, especially Lotus and Gmail (Google Mail). Wirtualna Polska Media ensures compliance of the creations with popular mailing systems available in the market (Outlook Express, Outlook MS, Mozilla Thunderbird).

5.1.8. Dynamic Mailing

Detailed guidance for dynamic mailing is found in item 1.10.

5.2. Display creations in mail

5.2.1. Basic requirements

Each creation, count and broadcast code for broadcast in the e-mail site have to properly work in SSL.

5.2.2. Login Box

Login Box is a creation appearing during logging into the e-mail.

The client should deliver a jpg, gif or png file with dimensions 585x455 and weight up to 60kB.

5.2.3. Full Page Login Box

“Full Page Login Box” advertisement is a creation with dimensions 1920x1024px placed under page elements, i.e. Mail login module. The clickable area constitutes the whole creation.

The main part of the creation containing the important advertising message, should be 625px from the left edge of the screen and should have dimensions 1295x1024px (including a margin of 50px) - the portion of the creation that may be cut off, due to different screen resolutions). This area will not be covered by any element of the page. The remaining part of the creation (wallpaper), partially covered by the Mail login module, should contain a uniform color, gradient or pattern, so that the user is aware that the ad's clickable area is around it.



Principal guidelines:

- the creation may not imitate the e-mail interface.
- the creation area under the Mail login module should clearly indicate that it is a clickable area constituting a portion of the entire creation,
- the creation has to satisfy the general requirements described in item 1, in particular pertaining to sound, performance and imitation of the service elements.
- We suggest giving up static creations in favor of a multimedia creation;
- in the case of a standard creation, the suggested technology is: responsive HTML5 (see item 1.7), constructed in such a way as it scales to the current screen resolution. The maximum weight of the HTML5 creation is 300kB, including the HTML file, style sheets, scripts and artwork.
- in the case of video, the creations should be sent once, in the form of a complete set of materials used in the campaign (video with the max. weight of 1.5MB, counting codes);

- the creation may not be displayed from broadcast scripts;
- Wirtualna Polska Media reserves the right to refuse the accept a creation due to how they are perceived by users, technical reasons or security considerations;
- The login box may “collapse” after an action is taken in the creation (e.g. play in video); in the case of static creations or creations with delicate animation that does not require the user’s action - the login panel may not collapse.
- If a thumbnail creation is used, it should be no more than 200kB in size.

5.2.4. Logout Box

Logout Box is a creation appearing during logging out of the e-mail.

The client should deliver a HTML5 creation, jpg, gif or png file with dimensions 880x560 and weight up to 60kB (150kB for HTML5).

in the case of broadcast of an HTML5 creation, the client should also prepare a thumbnail creation in accordance with item 1.7.8.

5.2.5. Full Page Logout Box

Full Page Logout Box is a creation appearing during logging out of the e-mail.

The advertisement is composed of one element (selected by the client) placed under the page elements - “Log in again” button with dimensions 226x59px (top left corner) and “Close” with dimensions 145x59px (top right corner). The clickable area constitutes the whole creation.

- The creation may not imitate the e-mail interface.
- The creation has to satisfy the general requirements described in item 1, in particular pertaining to sound, performance and imitation of the service elements.
- We suggest giving up static creations in favor of video creations;
- In the case of non-video creations, the suggested technology is: responsive HTML5 (see item 1.7), constructed in such a way as it scales to the current screen resolution. The maximum weight of the HTML5 creation is 300kB, including the HTML file, style sheets, scripts and artwork.
- In the case of video, the creations should be sent once, in the form of a complete set of materials used in the campaign (video with the max. weight of 1.5MB, counting codes);
- the creation may not be displayed from broadcast scripts;
- Wirtualna Polska Media reserves the right to refuse the accept a creation due to how they are perceived by users, technical reasons or security considerations;

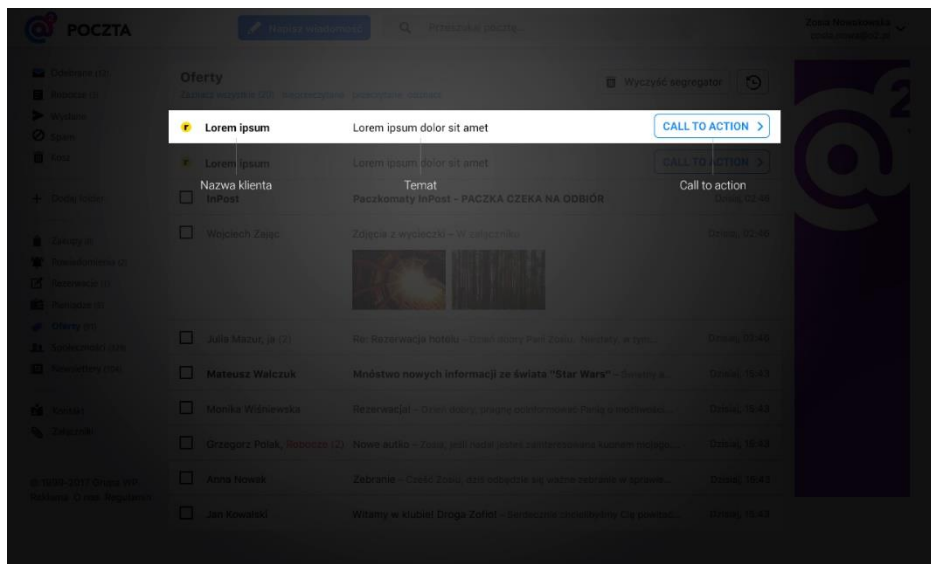
5.2.6. Native Link

Native Link is an advertising format available in the Offer folder on Poczta o2 and WP mail. It can be seen at the top of the message list. The format has a cross-device broadcast, with the ability of being broadcast in two Mails at once.

After clicking the Native Link, the user is transferred to a page with one of the available formats: Image, Carousel, Product Feed or Video.

Native Link elements in the message listing:

- Client's name → up to 25 characters
- Subject → main campaign slogan, up to 25 characters
- Call to action → up to 10 characters



Appearance of the creation after the transfer:

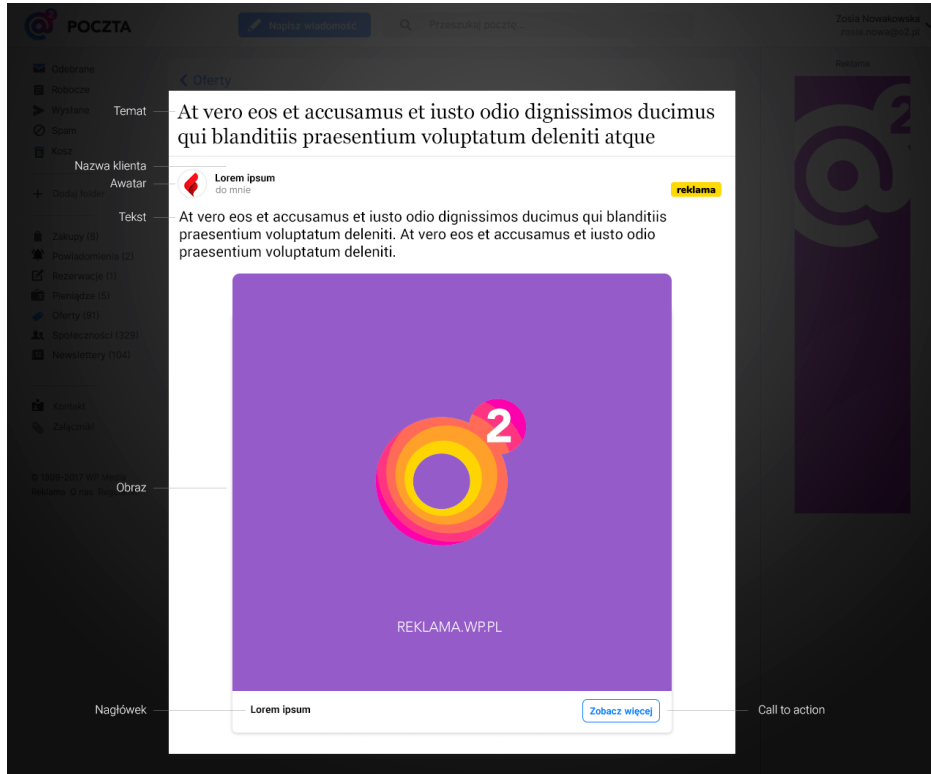
Elements shared by all creations

- Subject → up to 25 characters, main campaign slogan
- Client's name → up to 25 characters
- Text → up to 500 characters (optional)
- Avatar → artwork, 1:1 ratio, min. size 300x300 px (optional)
- Disclaimer → text, as many characters as the law requires

Creations to choose from:

Image

- Recommended image size: 1200 x 628 px, Aspect ratio: 1.91:1, min. width 600px, format: JPG, PNG, weight: up to 200kB, the image should not contain a frame
- Header → up to 72 characters (optional)
- Call to action → up to 10 characters, “Check” by default (optional)



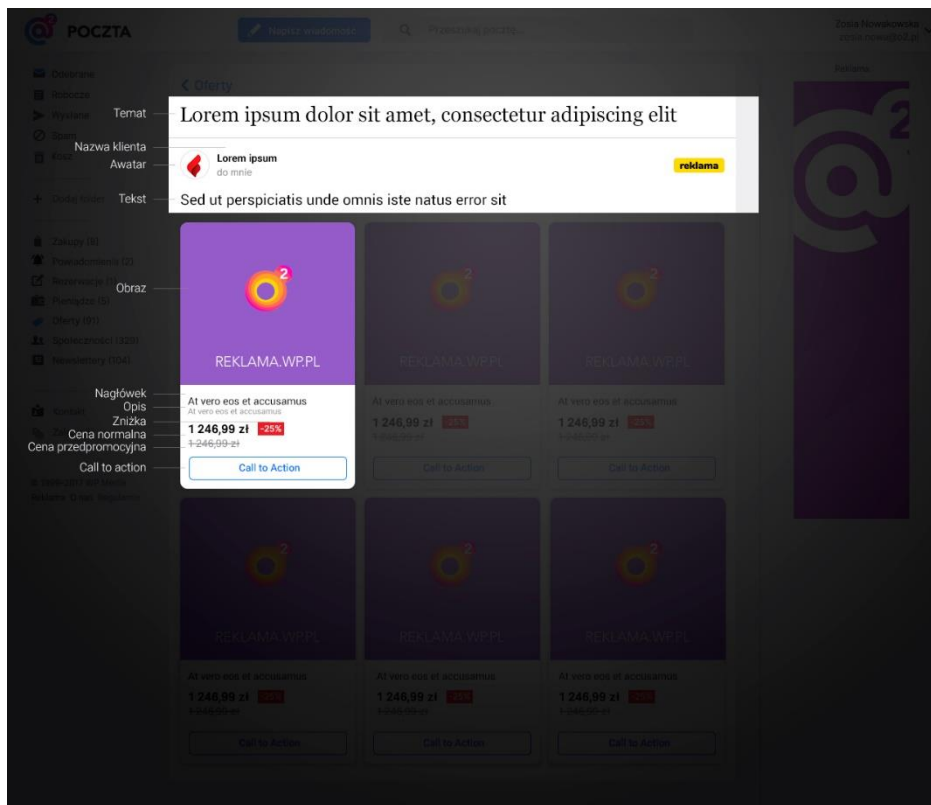
Carousel

- Min. 3 products
- URL → link to the product
- Image → recommended size: 600 x 600 px, aspect ratio: 1:1, min. width 300px, format: JPG, PNG, weight: up to 150kB, should not contain a frame
- Header → up to 72 characters
- Call to action → up to 10 characters, “Check” by default



Product feed

- Min. 4 products, even number, optimally 6 products
- URL → link to the product
- Image → recommended size: 380 x 350 px, aspect ratio: 1.08:1, format: JPG, PNG, weight: up to 80kB, should not contain a frame
- Header → up to 72 characters
 - If there is any description then the header will be cut to 1 line
- Description → optional, up to 29 characters
- Regular price → number in PLN
- Promotional price → optional, number in PLN, will be shown as strikethrough
- Discount → number in percent, without decimal numbers and any additional markings
- Call to action → up to 10 characters, “Check” by default



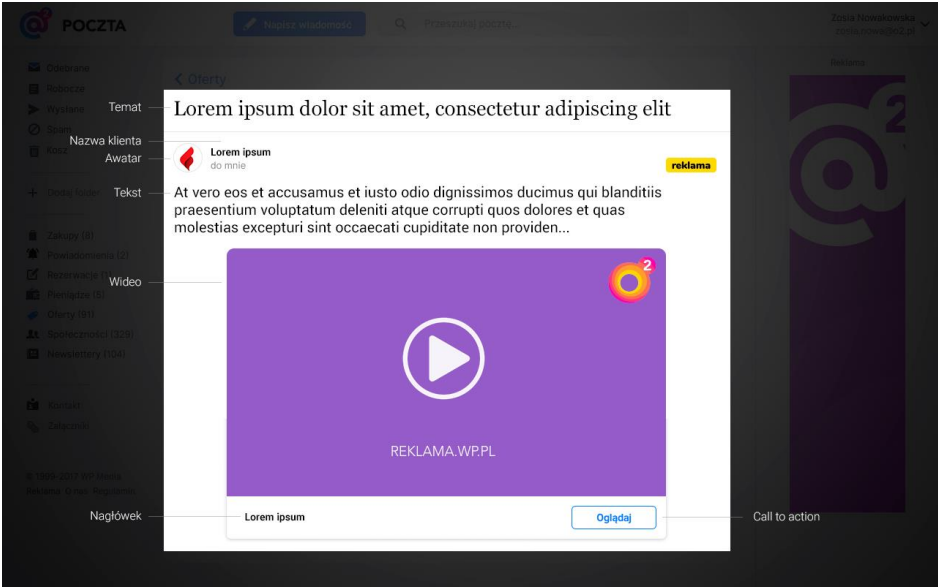
Video

- Video is displayed after the user's action.
- Header → up to 72 characters
- Call to action → up to 10 characters, "Check" by default
- Video parameters:
 - Length - up to 60 s.
 - Aspect ratio: 16:9, 1:1
 - Max. weight: up to 40 kB
 - Recommended sizes: 1280x720, 1024x576
 - Formats: .mp4, .mov
 - Min. width 600px
 - Technical information:

Parameter	Recommended value	Accepted values
Video codec	H.264	MPEG-4
Audio codec	AAC	mp4a, mp3
Video bitrate	4000 kbps	above 2000 kbp/s

Audio bitrate	192 kbps	224, 256, 320, 384 kbp/s
Audio channels	2	3,6,8
Integrated loudness	from -3 to -6 LU	-23LU
Interlacing	NONE (progressive)	
Number of frames	25	

- The material is 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.



5.2.8. Other creations

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”.

Site	Name	Dimensions	Weight	Additional comments
------	------	------------	--------	---------------------

WP Poczta	Rectangle	300x250 px	40kB	Format on the page visible after login.
WP Poczta + Poczta o2	Double billboard	750x200 px	50kB	Format visible after login only.
WP Poczta	Premium Panel	1920x360 px	100kb	Format visible on each view, except for the page after login.
WP Poczta + Poczta o2	Skyscraper	160x600px	40kB	Format in the right column.
WP Poczta	Bottom Box	590x145 px	40kB	Format visible after the message listing or after 30 messages (depending on the user's interface settings)
O2 Mail	Bottom Box	750x200 px		
WP Poczta + Poczta o2	Top Left Box	170x200 px	30kB	Format in the left column.
	Bottom Left Box			
WP Poczta	Message Box	520x250 px	60kB	Format in the window after message is sent.
O2 Mail	Rectangle	300x250 px	40kB	Format visible in the photo gallery.

6. Non-standard formats

6.1. Section header branding on the WP Home Page

Section header branding on the WP Main Page is a format offering strong exposure. The creation is presented in the context of popular and current content, in a way that supports the building of the brand image.

Client's creation takes the right half of the section header. The left half keeps its navigation functions, presenting links to the most important contents of the section.

Format features:

- size: 475x40 px (20 px from the left side of the creation should not contain a logotype – the blur effect added for the broadcast could take e.g. the logo's protected area.)
- weight: up to 70 kB
- format: JPG, PNG, GIF
- target URL
- we recommend to use colour in the background of the creation;

- if the background has to be white, please, apply a frame of 1 px in the colour of Home Page section header;

Technical specification – HTML version:

Alternatively, the client may deliver up to 3 images, which will be broadcast as an HTML creation.

- the individual views should have common elements (that do not change), e.g. logo, CTA (always in the same color, size and location)
- the transition effect between creations is fixed, set by WP

Online example



6.2. Branding

Branding is a collection of flat advertising formats displayed on a selected site or on its part. Branding usually consists of:

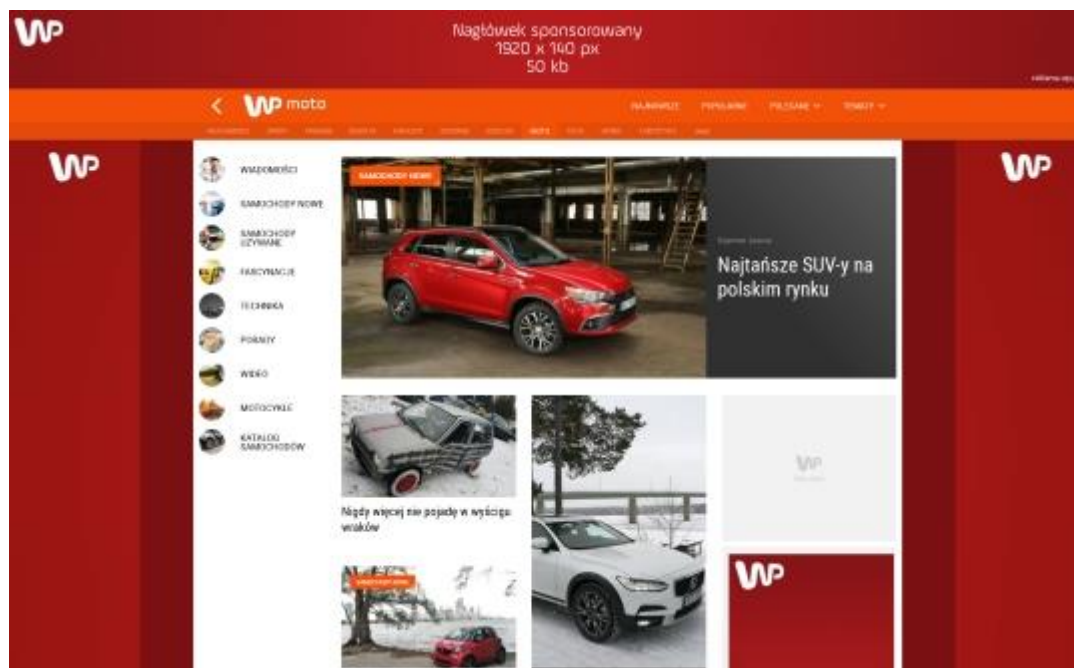
- sponsored header with a wallpaper or screening
- halfpage

In a screening, the client may use any advertising formats from the standard product grid. The recommended sets include:

- sponsored header with a wallpaper – static artwork consisting of a header displayed at the top of the page and a wallpaper, which constitutes the background of the site (see item 6.9)
- halfpage – html5 animation or static artwork (jpg, gif), with dimensions 300x600px, weight up to 60kb (see item 2.1)
- footer – static artwork, file format JPG, PNG, GIF (without animation), with dimensions 970x150px, weight: up to 30kB
(the footer is only available for the purposes of medical products, as the location to present legal text, only on selected sites: Parenting, abcZdrowie, content platform, i.e. dom.wp.pl, facet.wp.pl, film.wp.pl, gwiazdy.wp.pl, kobieta.wp.pl, kuchnia.wp.pl, moto.wp.pl, opinie.wp.pl, tech.wp.pl, teleshow.wp.pl, turystyka.wp.pl, wiadomosci.wp.pl)

or

- screening – an ad consisting of a billboard / double billboard / megabillboard and a watermark (see item 2.6)
 - halfpage – html5 animation or static artwork (jpg, gif), with dimensions 300x600px, weight up to 60kb (see item 2.1)
 - footer – static artwork, file format JPG, PNG, GIF (without animation), with dimensions 970x150px, weight: up to 30kB
- (the footer is only available for the purposes of medical products, as the location to present legal text, only on selected sites: Parenting, abcZdrowie, content platform, i.e. dom.wp.pl, facet.wp.pl, film.wp.pl, gwiazdy.wp.pl, kobieta.wp.pl, kuchnia.wp.pl, moto.wp.pl, opinie.wp.pl, tech.wp.pl, teleshow.wp.pl, turystyka.wp.pl, wiadomosci.wp.pl)



6.3. Brand post

Brand post is a native advertising form, where the goal is to present engaging brand content in the form of a post. Brand post is a format resembling a native article – it contains a lead and full content displayed after expansion. Format enables the placement of engaging features such as videos, hotspots, galleries, product galleries, info graphics, downloadable materials (price list).

The format consists of a header, footer and any number of modules. The suggested maximum number is 3-4 modules, which can be configured in any order.

The format is prepared by WP Media based on materials supplied by the client.

The text presented in the format is written by WP Media.

Format features:

- The format is broadcast in two ways: in-stream and below the text: In stream – a responsive format is executed, whose width for the desktop is 644px. Below the text – a responsive format is executed, whose width for the desktop is 970px.
- The creation expands after click; before the expand it is usually from 400px to 450px high. The client's logotype is strongly exposed.
- The creation is fully customized (font, colors, background).
- The text content of the creation is up to 2500 characters.
- The main goal of the format is to engage the user – its effectiveness is measured by the Engagement Rate.
- We do measure format views, but the creation additionally allows us to count user actions in each of the modules.

Description of modules and materials required

Header: the first module, which is always visible, consists of a logotype, title and description (journalistic lead). The logotype links to a specified address. Hovering over the module expands the creation with the remaining modules.

- The client should provide: the logotype as a vector image (e.g. eps, psd, pdf, ai formats), target URL, background image (dimensions 1202x500 px, up to 100 kb in weight), content of the title and description.

Footer: contracts the format to a smaller size. It consists of the “collapse” button and optionally the client's logotype.

- The client should provide: the logotype as a vector image (e.g. eps, psd, pdf, ai formats)

Block of text: text of the article in the form of a text. The text can be interrupted by other modules such as a gallery, hotspot, video, etc. The content should not exceed 2500 characters with spaces.

- The text is written by WP Media.

Hotspot: an image with interactive points. A balloon with text appears when you hover above a specific point.

Available statistics: number of cursor hovers above the hotspot.

- The client should provide: an image with dimensions 1010x570 px and weight up to 100kb, indicate the location of hotspots on the image, text appearing in balloons visible when the user hovers above the hotspot.

Gallery: a gallery that can be scrolled right and left. Clicking a photo may direct you to a specified URL. A separate title and URL can be set for each photo.

Available statistics: number of scrolls of photos in the gallery, clicks in the linked photos

- The client should provide: images (recommended from 2 to 10) size 1010x570 and weight up to 100kb for each photo in the gallery, target URLs and titles.

Video player: A video launching after clicked by the user. Optionally, a URL may also be provided, to which the user will be redirected after clicking the player and an image displayed after the playback ends.

Available statistics: player sessions, playback start, playback end, sound turned on/off, full screen turned on, replay, clicking the URL shown after the playback ends.

- The client should provide: **video material weighing up to 2MB**, target URL and an image sized 1010x570 px and weighing up to 100kb to be displayed after the playback ends.

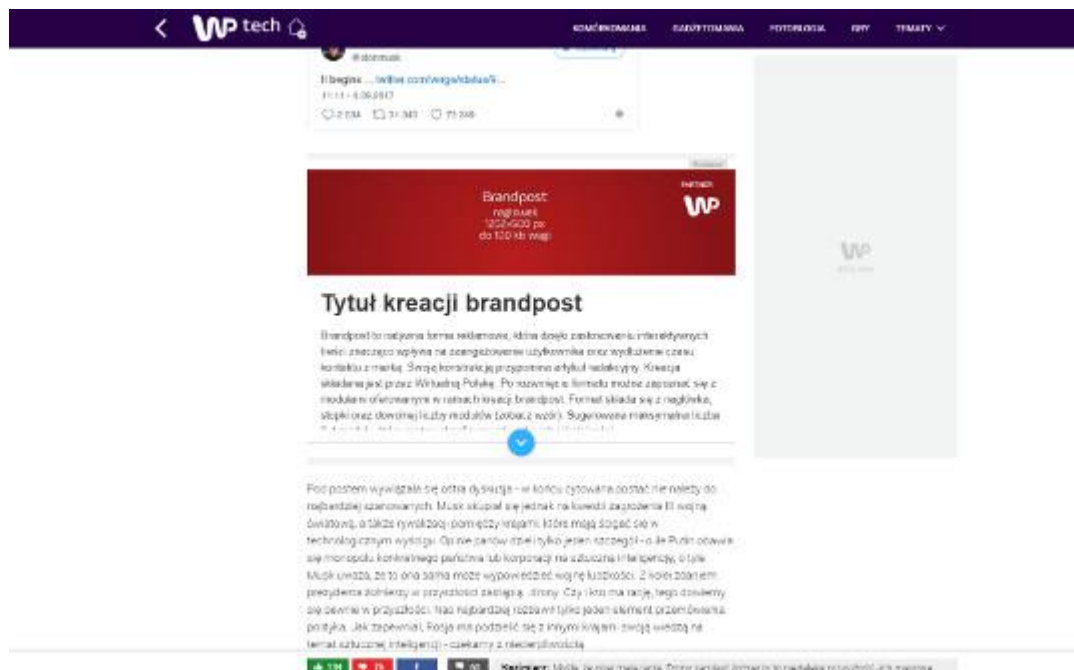
Photo grid: photo grid is an alternative form of presenting photos. The grid consists of 3x3 tiles (that is, the maximum number of photos in a grid can be 9, but it can also be smaller, e.g. 6 or 3). One photo takes at least 1/3 of the format width and at most the entire width. Aspect ratios of the photos that can be placed in the grid are e.g. 1x1, 2x2, 3x3 or combinations, such as 1x2, 2x1, 1x3, 3x1. The photos are separated with a 10 px margin.

- The client should deliver the following materials:
- A single **1x1 photo** should have dimensions of 326x326 px and weight up to 20kb.
- A **2x2 photo** should have dimensions of 662x662 px (326px*2+10 px for the margin) and weight up to 80 kb.
- A **3x3 photo** should have dimensions of 998x998 px (326px*3+20 px for the margin) and weight up to 180 kb.
- A **1x2 photo** should have dimensions of 326x662 px and weight up to 40 kb
- A **2x1 photo** should have dimensions of 662x326 px and weight up to 40 kb
- A **1x3 photo** should have dimensions of 326x998 px and weight up to 60 kb
- A **3x1 photo** should have dimensions of 998x326 px and weight up to 60 kb.

Delivery Date

The materials should be delivered no later than 5 business days before the broadcast.

[Online example](#)



6.4. Glonews on the WP Home Page

Glonews is a format available on the WP Home Page, located near the editorial content that is frequently consumed by Web users. It is broadcast in the cross-device model to 100% of users.

Full size of desktop creation is: 900x600 px (wide view) 600x360 px (narrow view). The creation consists of 3 modules visible all at once.

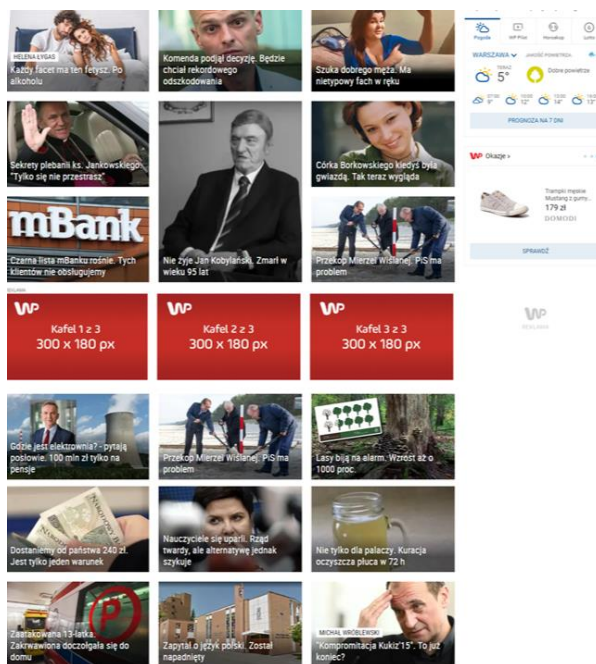
Each module is the size of an editorial lead, i.e. 300x180 px.

The middle module will be hidden in the narrow version of the home page.

Format features:

The format appears automatically when the page is scrolled to the location of the broadcast. The user is unable to close the format.

Wide site version



Narrow site version



Materials:

The client should provide three files to fill the content of the glonews: 300x180 each. Each module should be an independent message. We recommend that the creation be similar to the editorial board's environment in terms of layout.

The files may contain:

- video (in one module only, weight up to 2 MB, format: mp4)
- static artwork file – JPG or PNG (weight up to 30 kb)
- HTML5 format (weight up to 150 kb)

Delivery date:

The creations should be delivered no later than 3 business days before the broadcast.

6.5. 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

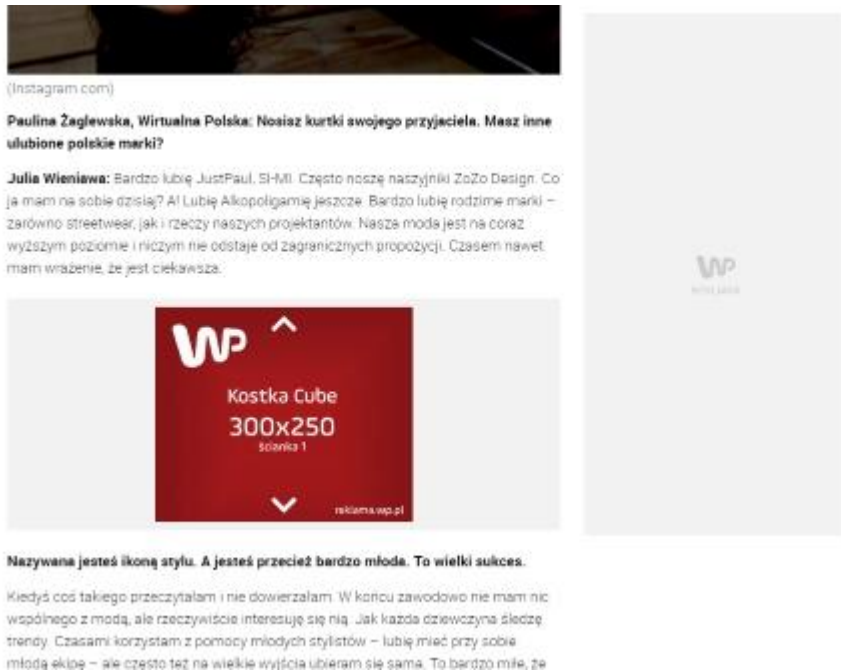
- Format: JPG, PNG, GIF
- Size: 1 animated 300x250px tile
- Format: HTML

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.



6.6. Megascreening

Megascreening is a richmedia advertising form that consists of an expanded top Mega Double Billboard and a Wallpaper.

The customer has the possibility of presenting many elements on the creation, e.g.: mini photo gallery, video, and product descriptions.

The creation before expand is a standard display solution - Mega Double Billboard. Expand button is placed in the bottom right corner of the creation.

After clicking the button, the creation presents the version after expand, which may contain a video player, a photo gallery, or a display creation.



Sizes of elements:

- Mega Double Billboard: file before expand: 970x300 px, file after expand 970x690 px
- Wallpaper: 1920x1080 px and 1350x1024 px

- Expand/collapse button: 140x40 px, fixed location in the bottom right corner of the creation (with the protected field it occupies approx. 160x60 px)

Weight: in total 150 kb

Format: static artwork (JPG, PNG)

Available variants:

Megascreening with a video

The solution includes the following:

- before expand - a standard display creation;
- after expand - a creation with a video player.



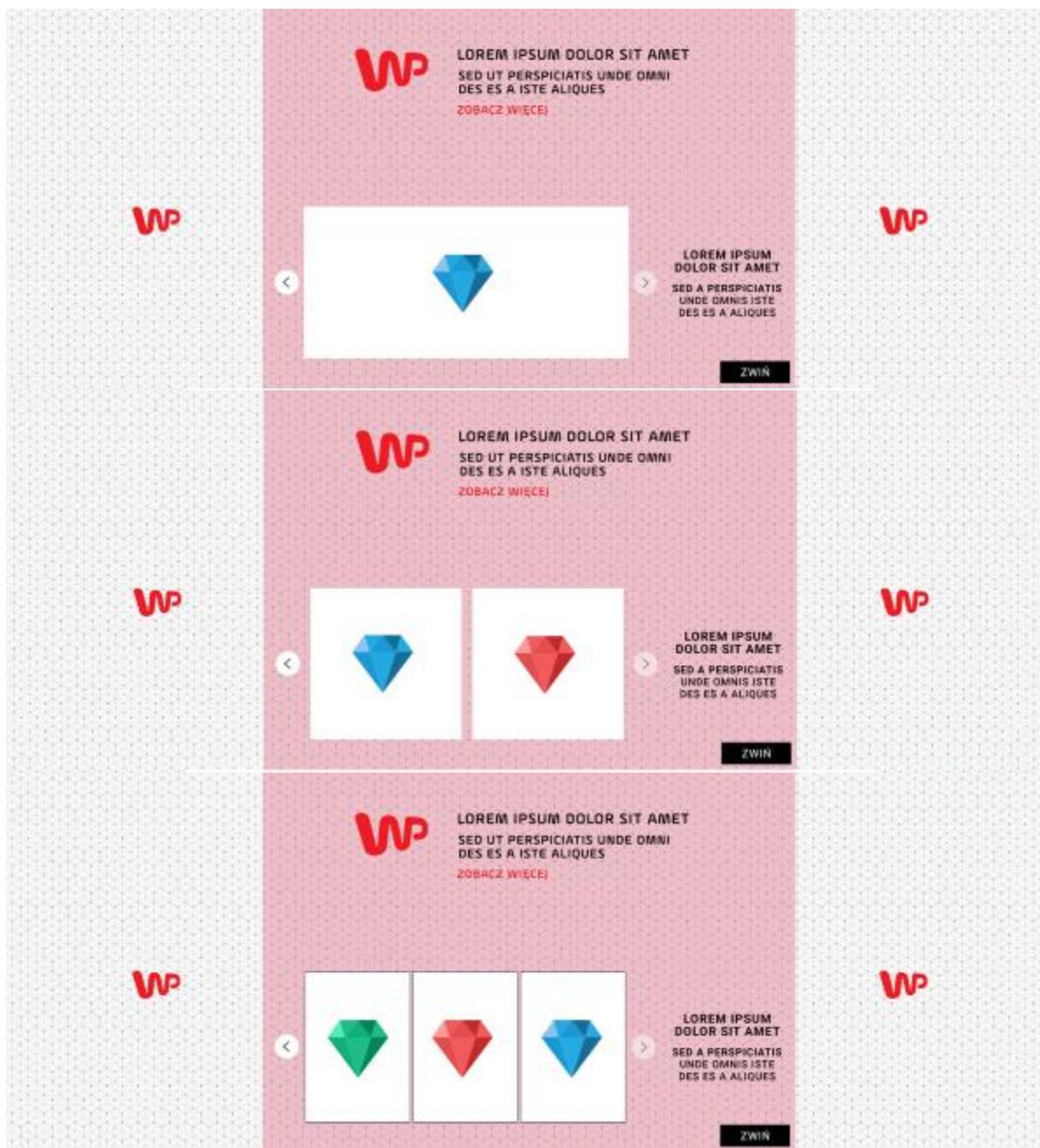
Test creation example:

- https://kobieta.wp.pl/?tcid=testowa_PawlaS/b046c789d154_megascreenig_video.html&pos=x03

Megascreening with a photo gallery

The solution includes the following:

- before expand - a standard creation;
- after expand - a creation with a photo gallery.



Test creation examples:

- https://kobieta.wp.pl/?tcid=testowa_PawlaS/f582973721cf_megascreening_galeria_1x1.html&pos=x03 - gallery (1 element)
- https://kobieta.wp.pl/?tcid=testowa_PawlaS/81a4f6daa5d3_megascreening_galeria_1x2.html&pos=x03 - gallery (2 elements)
- https://kobieta.wp.pl/?tcid=testowa_PawlaS/b228ec50bd50_megascreening_galeria_1x3.html&pos=x03 - gallery (3 elements)

Megascreening with a display creation (without a video, without a gallery)

The solution includes the following:

- before expand - a standard creation;
- after expand - a display creation.



Test creation example:

- https://kobieta.wp.pl/?tcid=testowa_PawlaS/5d5e737ed727_megascreening_baner.html&pos=x03

Materials:

The materials should be delivered no later than 5 business days before the broadcast.

Depending on the selected variant, the following shall be delivered:

- A PSD file with an artwork prepared for the format before expand and after expand. The artwork should contain buttons and a presentation of the format view after the button is clicked.
- If the format is to include a photo gallery: 6-8 photographs shall be delivered with one of the following resolutions:
 - for vertical photographs: 190x272 px
 - for square photographs: 275x275 px
 - for horizontal photographs: 590x275 px
- If the format is to include a video: a video file shall be delivered in 16:9 format - weight up to 2 MB, format: mp4 (resolution of the video player in the creation will be 506x286 px)

6.7. Sponsored Header

Sponsored Header is a scalable form of advertising broadcast in the top part of the site (above the menu and site header). The format may be broadcast along with a wallpaper.

Wallpaper is an advertising form visible under the site header. Note: contrary to the header, the wallpaper does not scale. When preparing the creation, it is worth leaving an empty area matching the site width, which will make it easier to comply with the weight limit.

- size: header 1920x140px, wallpaper with min. width 1366 px (details in the description of the format)
- weight: in total up to 110kb
- format: static artwork (JPG, PNG)



6.7.1. Sponsored Header

The client should deliver one file according to the following guidelines:

- size: 1920x140px
- weight: proposed 50 kb
- format: static artwork (JPG, PNG)

The artwork scales automatically to the browser window width, e.g. for a 1366px window, the height will be 96px

6.7.2. Wallpaper

For sites on the new content platform:

WP Kobieta, WP Facet, WP Gwiazdy, WP Opinie, WP Teleshows, WP Film, WP Tech, WP Turystyka, WP Kuchnia, WP Moto, WP Gry, WP Dom, WP Wiadomości, WP Finanse, WP Książki, Wawalove.

New WP sites offer two widths of the views. The wide version is displayed on screen resolutions of 1366px and more. The narrow version is displayed on screen resolutions of 1280px and smaller. The client should provide 2 files according to the following guidelines:

Wallpaper - wide site version:

- size: min. width 1366px, site cutout: 1252px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

Wallpaper - narrow site version:

- size: min. width 1280px, site cutout: 1000px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

For the sportowefakty.wp.pl site

The sportowefakty.wp.pl site offers two viewing widths. The wide version is displayed on screen resolutions of 1280px and more. The narrow version is displayed on screen resolutions smaller than 1280px. The client should provide 2 files according to the following guidelines:

Wallpaper - wide site version:

- size: min. width 1366px, site cutout: 1216px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#)

Wallpaper - narrow site version:

- size: min. width 1280px, site cutout: 984px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#) (to see the effect, scale down the browser window to less than 1280px)

For the money.pl site

The money.pl site offers two viewing widths. The wide version is displayed on screen resolutions of 1280px and more. The narrow version is displayed on screen resolutions smaller than 1280px. In the case of the main pages of the subsites: manager.money.pl, msp.money.pl,

only the narrow version of the wallpaper is displayed. The client should provide 2 files according to the following guidelines:

Wallpaper - wide site version:

- size: min. width 1366px, site cutout: 1222px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

Wallpaper - narrow site version:

- size: min. width 1366px, site cutout: 992px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

For the kafeteria.wp.pl site

The client should deliver the file according to the following guidelines:

- size: min. width 1366px, site cutout: 984px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#)

For autokult.pl, gadzetomania.pl, komorkomania.pl, fotoblogia.pl sites

The client should deliver the file according to the following guidelines:

- size: min. width 1280px, site cutout: 1000px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#)

For abcdrowie.pl, parenting.pl sites

The abcdrowie.pl and parenting.pl sites offer two viewing widths. The wide version is displayed on screen resolutions of 1600px and more. The narrow version is displayed on screen resolutions smaller than 1600px. The client should provide 2 files according to the following guidelines:

Wallpaper - wide site version:

- size: min. width 1440px, site cutout: 1220px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#)

Wallpaper - narrow site version:

- size: min. width 1280px, site cutout: 1000px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

[Online example](#) (to see the effect, scale down the browser window to less than 1600px)

For other sites

The client should deliver the file according to the following guidelines:

- size: min. width 1366px, site cutout: 984px
- weight: proposed 60 kb
- format: static artwork (JPG, PNG)

[Download a template](#)

6.8. Native ad on o2

The advertising is broadcast in the location of editorial tiles. It is used to promote native content posted in the o2 site (the content is displayed on a layer). A native ad is only visible in the HOT category (displayed by default after the site loads). A simultaneous broadcast of 3 small formats or one large format is permitted. The standard Native Ad MP stream format in the o2 site is described in item 4.2.4.

Materials required:

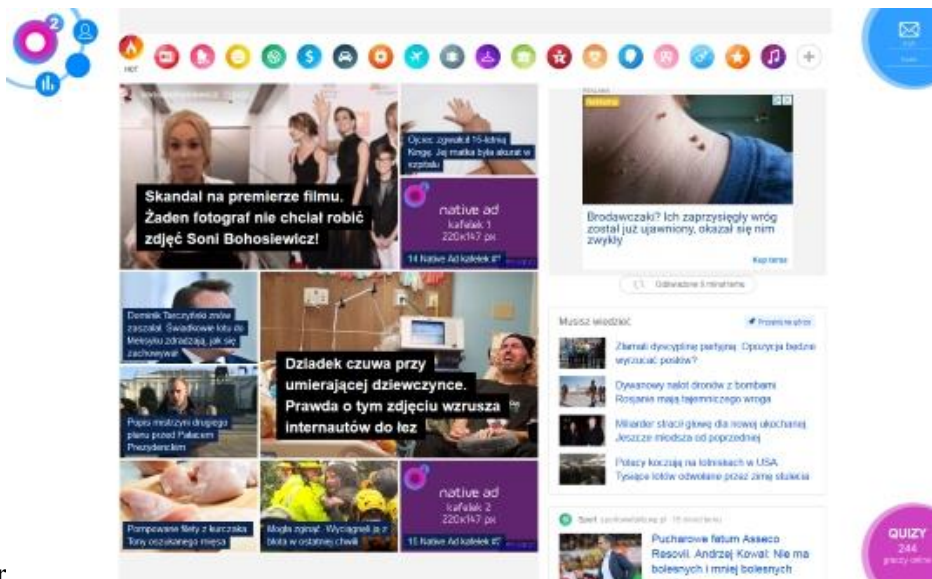
Small tile (1 to 3 files)

- Size: 132x89 px
- Format: JPG, PNG
- Weight: up to 20 kB (per file)
- Lead title: up to 30 characters
- Lead content: up to 60 characters

or

- Size: 220x147 px
- Format: JPG, PNG
- Weight: up to 20 kB (per file)
- Lead title: up to 30 characters

[Online example](#)

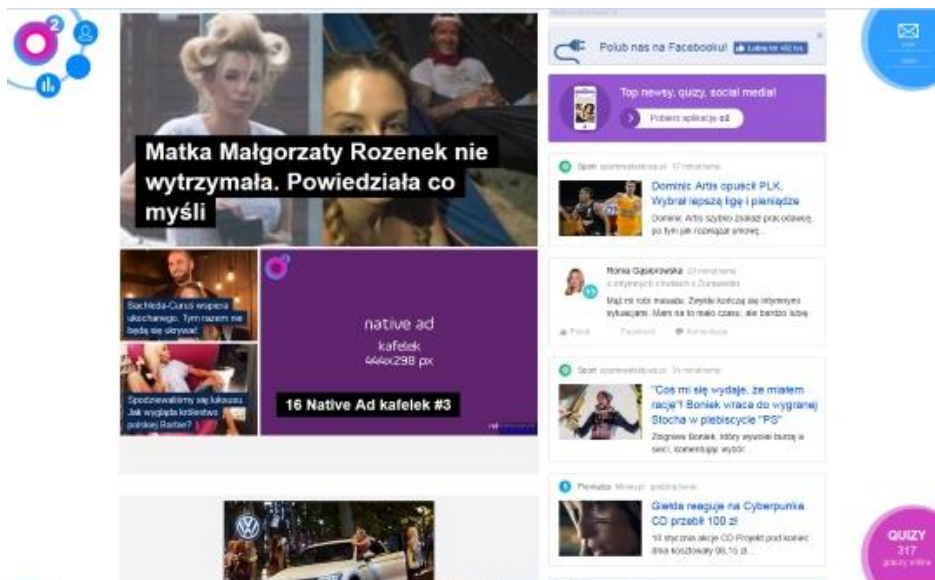


or

Large tile

- Size: 444x298 px
- Format: JPG, PNG
- Weight: up to 40 kB
- Lead title: up to 30 characters

[Online example](#)



6.9. Expanded top panel

Expanded top panel for a WP program is a graphic advertising form broadcast on tv.wp.pl consisting of:

- button – this form is visible permanently in the defined period (100% PV). Clicking this form activates/closes the banner below. In the right corner above the creation, the “EXPAND/COLLAPSE” button is displayed that enables the presentation of the banner below. The button does not link to the client’s site.
- banner – the form placed directly under the button. By default it is visible during the first view of a Cookie on a given day (autoexpand with a cap of 1xUU/1 day). For subsequent views, the button must be clicked to make it visible again. The banner is clickable and redirects to an address provided by the client. When the banner appears, the part of the site underneath it is pushed down.

A version with several different banners is also possible.

A banner may contain several creations (up to 5), which will rotate every 3-4 seconds. A separate link can be connected to each of those creations. If 2 or more creations are defined in a banner, the banner displays mini-paging (numbers from 1 to N where N = the number of creations defined; the number linked to the active creation should be shown in a different color).

In this form of advertising, the following can be counted:

- button views
- banner views

Materials required:

- button: static artwork (JPG, GIF, PNG), weight up to 10 kB, width 270px, height: 32px.
NOTE: on the right side of the creation, there should be a 60px-wide field for the COLLAPSE/EXPAND button (the button is displayed automatically above the creation).
- button: static artwork (JPG, GIF, PNG), weight up to 40 kB, width 970px, height: 150px.

[Online example](#)



6.10. Expanded middle panel

Expanded middle panel for a WP program is a graphic advertising form broadcast on tv.wp.pl consisting of:

- bar – this form is visible permanently in the defined period (100% PV). Clicking this form activates/closes the banner below. In the right corner above the creation, the “EXPAND” button is displayed that enables the presentation of the banner below.
- banner – the form placed directly under the bar. By default it is visible during the first view of a Cookie on a given day (autoexpand with a cap of 1xUU/1 day). For subsequent views, the bar must be clicked to make it visible again. The banner is clickable and redirects to an address provided by the client. When the banner appears, the part of the site underneath it is pushed down.

A version with several different banners is also possible.

A banner may contain several creations (up to 5), which will rotate every 3-4 seconds. A separate link can be connected to each of those creations. If 2 or more creations are defined in a banner, the banner displays mini-paging (numbers from 1 to N where N = the number of creations defined; the number linked to the active creation should be shown in a different color).

In this form of advertising, the following can be counted:

- bar views
- banner views
- clicks in link(s) connected to banner(s)

Materials required:

- bar: static artwork (JPG, GIF, PNG), weight up to 10 kB, width 728px, height: 42px, while roughly 50px on the left-hand side should contain a “protective area” (here the creation will be placed under a partially transparent site element, see the attached template). On the right side, place should be left for the Collapse/Expand button, which is added by WP
- button: static artwork (JPG, GIF, PNG), weight up to 40 kB, width 970px, height: 150px.

[Online example](#)



6.11. Power Content

6.11.1. Power Content on WP MP

Power content is a native form of advertising, which, thanks to the use of interactive content, significantly affects user engagement involvement and extends the time of contact with the brand. The whole creation consists of several modules, which the client can freely arrange. The modules currently available are: gallery, video, hotspots, editorial leads. The format is prepared by Wirtualna Polska based on materials supplied by the client.

Materials required

Logotype - mandatory element of every Power Content creation. Best supplied as a vector artwork (e.g. in eps, psd, pdf, ai formats) or as a high-resolution raster file (jpg, png). URL to which users are redirected after clicking the element.

The modules may be arranged freely out of the following elements:

Hotspot: image with fields. A balloon with text appears when you hover above the field.

Available statistics: number of cursor hovers above the hotspot.

The client should provide: a high-resolution image*, indicate the location of hotspots on the image, text appearing in balloons visible when the user hovers above the hotspot (approx. 100 characters).

Editorial tile: an image with text, imitating an editorial lead. One photo can be inserted and a linked text displayed above the photo.

Available statistics: tile clicks

The client should provide: a high resolution image*, content of the editorial lead (up to 100 characters) and the target URL address

Gallery: a thumbnail gallery that can be scrolled right and left. Clicking a photo may direct you to a specified URL.

Available statistics: number of scrolls of photos in the gallery, clicks in the linked photos

The client should provide: high-resolution images* (recommended from 2 to 10), target URLs to which users will be redirected after clicking the image

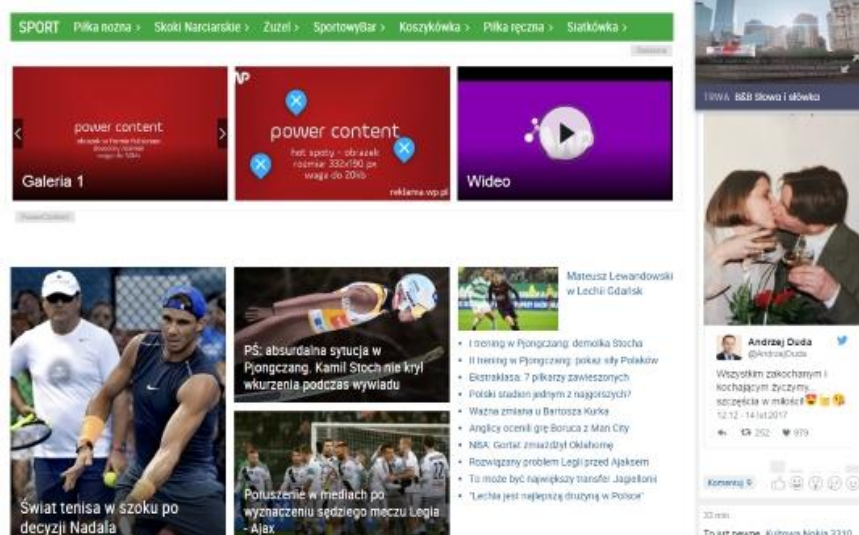
Video player: Video that starts when you click on the play button. After the video ends, it can be replayed. Alternatively, an image* can be selected that will be displayed before the playback begins.

Available statistics: player sessions, playback start, playback end, sound turned on, full screen turned on, replay.

The client should provide: a link to the video embedded in youtube or video material weighing up to 2MB, optionally an image that will be displayed before the playback begins.

* Due to the native nature of the format, images should not contain subtitles other than those made in the font of the site, on which the format will be displayed (such subtitles are written by WP in HTML). They should not contain logotypes, etc.

[Online example](#)



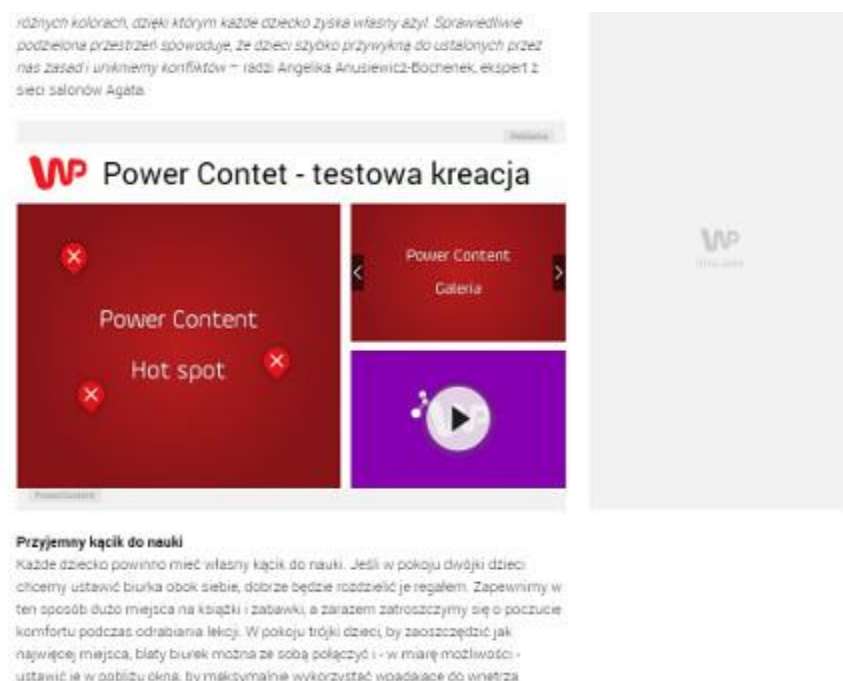
6.11.2. Power Content on sites – 3-module version

Logotype - mandatory element of every Power Content creation. Best supplied as a vector artwork (e.g. in eps, psd, pdf, ai formats) or as a high-resolution raster file (jpg, png). URL to which users are redirected after clicking the element.

Title – mandatory element of each Power Content creation. Max. length about 60 characters.
URL to which users are redirected after clicking the element.

Materials required

Materials as in the item above.



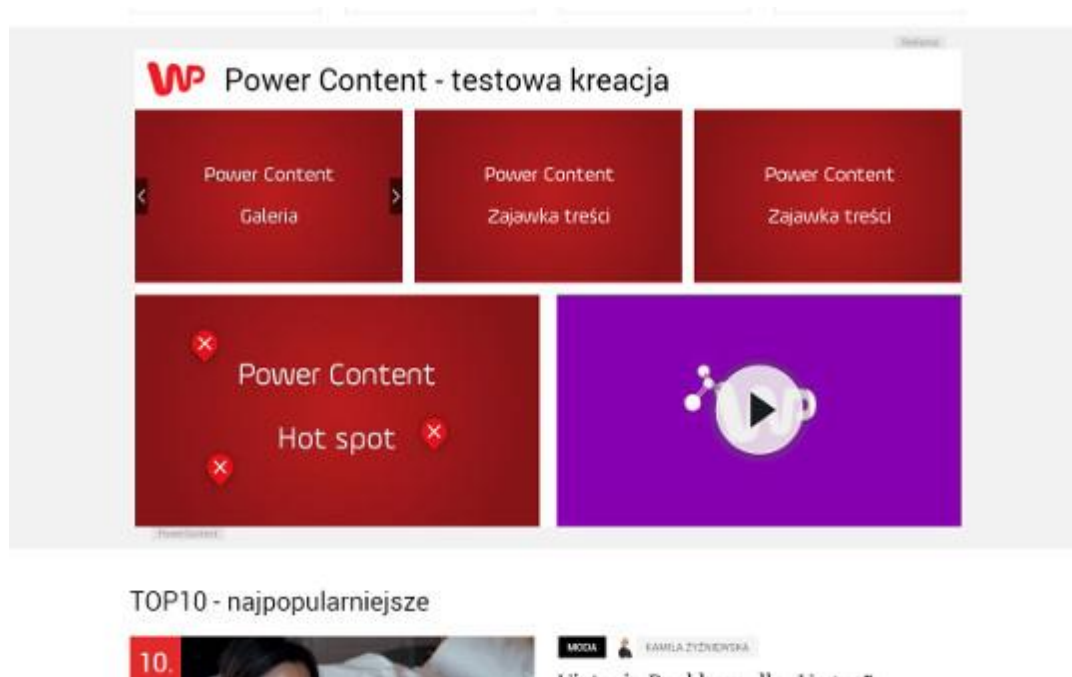
6.11.3. Power Content on sites – 5-module version

Logotype - mandatory element of every Power Content creation. Best supplied as a vector artwork (e.g. in eps, psd, pdf, ai formats) or as a high-resolution raster file (jpg, png). URL to which users are redirected after clicking the element.

Title – mandatory element of each Power Content creation. Max. length about 60 characters. URL to which users are redirected after clicking the element.

Materials required

Materials as in the item above.



6.12. Power Display

Power display is a modern in-stream format, which effectively engages the audience by using interactive elements (e.g. hot points, slider, photo gallery, video).

- size: 640x480 px on sites; 630x480 px on blogs
- weight: creation 150 kb; video up to 1.5 MB
- format: static artwork (JPG, PNG), HTML5

Materials required

The format is prepared by Wirtualna Polska based on materials supplied by the client. The client should provide:

- a PSD file with artwork prepared for resolutions: 640x480 px on sites; 630x480 px on blogs
- The creation should include, on layers: the logotype, photos, packshots, creation content
- In addition to PSD, the client should send all the additional materials that are to be presented in the format, e.g. photos, video.

The client has freedom regarding the quantity and the type of information placed in the format.

Delivery date

Materials should be delivered at least 2 business days before the broadcast.

6.13. Content Driven Commerce

CDC creations are broadcast from the product feed in one of the following formats:

- CSV
- XML
- JSON

Mandatory fields in the feed:

- unique offer ID consistent with the product ID on the product card on the target site
- link to the product (with any code attached)
- link to a product image, preferably on a white or transparent background, file format PNG, width 320 px
- product name
- product category
- current product price
- product price before promotion (if any – this field is not mandatory)

The feed is updated once a day, at night. Product images are downloaded to a Wirtualna Polska Media server.

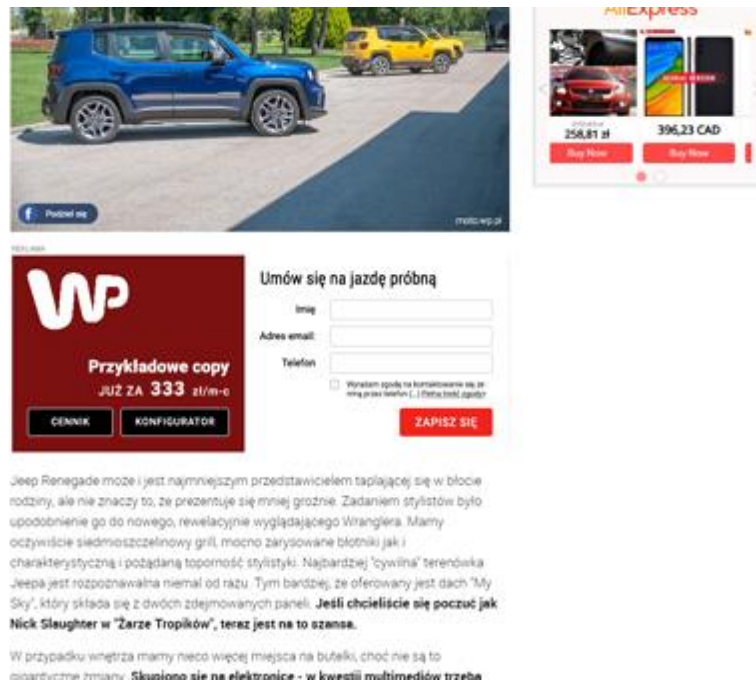
Additionally, in order to prepare the creation, a logotype is needed in the PNG format, 320px wide, to be presented against a white background.

Creation statistics are collected by and available from WPM, but any codes can be attached to links provided in the feed within a campaign, e.g. Google Analytics UTMs.

6.14. Audience Lead Collectors – desktop

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: 620x250 px
- format: HTML5



For the desktop 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

6.15. Native Lead Collectors

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.

A native lead collector is embedded next to editorial content with the selected subject, e.g. for a specific car brand or category.

- size: max 620x755 px (creation height depends on the number of form fields)
- format: HTML5 (responsive creation, the same format is displayed in the desktop and mobile versions)

For the native lead collector, the client should provide:

- an image with max. size of 360x230 px in the jpg/png format up to 40 kb (the image may e.g. present a product or a logotype related to the leads to be acquired).
- copy encouraging the user to take action (e.g. Download materials, 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. 3) redirecting to the client's site (sample content: download price list + URL)

Delivery date:

- min. 5 business days before the broadcast date

6.16. Button in the TV program

Advertising form displayed on the tv.wp.pl site next to selected shows broadcast in the advertiser's channel.

- size: 110x35 px
- weight: up to 20 kB
- format: static artwork (JPG, PNG)
- url: target address to which the button should direct users

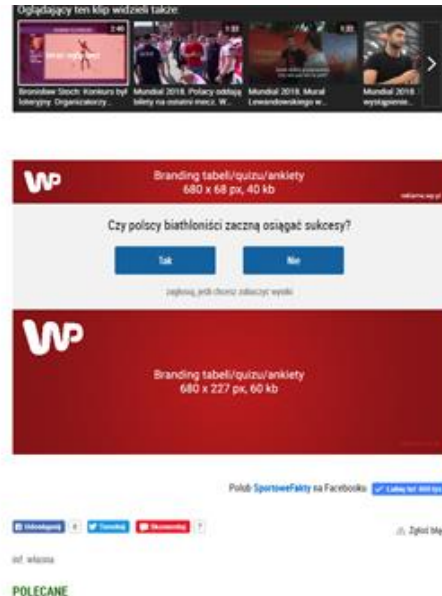
06.00	06.25	06.50	07.15	07.40	08.05
06.00 Money, To się bory	06.25 Z paniątką polską	06.50 Money, To się bory	07.15 Z paniątką polską	07.40 Money, To się bory	08.05 Money, To się bory
06.30 Różnica wielkiej wagi	06.55 Jak zarobić na remoncie	07.15 Smak pod palmami	07.40 Nadwaga ponad miarę	08.05 Wielkie życie	08.30 Wielkie życie
06.55 Smak pod palmami	07.15 Tydzień na dom	07.40 Tydzień na dom	08.05 Kuchnia do przegrody	08.30 Mistrzowie kucharstwa	08.55 Jak zarobić na remoncie
07.15 W pogoni za mistrzostwem	07.40 Ucho Prezesa	08.05 Ucho Prezesa	08.30 WP Express	08.55 WP Express	09.15 WP Express
07.40 Prosto z młotowca	08.05 Prosto z młotowca	08.30 Prosto z młotowca	08.55 Prosto z młotowca	09.15 Prosto z młotowca	09.40 Prosto z młotowca
08.05 Kalendarz na tygodnie	08.30 Techno galery	08.55 Kalendarz na tygodnie	09.15 Kalendarz na tygodnie	09.40 Kalendarz na tygodnie	10.05 Kalendarz na tygodnie
08.30 Pokochaj lub sprzedaj	08.55 Najbardziej ekscytująca...	09.15 Kalendarz na tygodnie	09.40 Pokochaj lub sprzedaj	10.05 Pokochaj lub sprzedaj	10.30 Pokochaj lub sprzedaj
09.05 Pokochaj lub sprzedaj	09.30 Pokochaj lub sprzedaj	09.55 Kłótnie Polaków	10.20 Pokochaj lub sprzedaj	10.45 Pokochaj lub sprzedaj	11.10 Pokochaj lub sprzedaj
09.30 Mały dom, wielkie możliwości	09.55 Tydzień na dom	10.20 Tydzień na dom	10.45 Mały dom, wielkie możliwości	11.10 Mały dom, wielkie możliwości	11.35 Mały dom, wielkie możliwości
09.55 Mój koszmarny temat	10.20 Wielkie życie	10.45 Luksemburg	11.10 Kłótnie kłótnie	11.35 Kłótnie kłótnie	12.00 Carlini - Fajnyas

The format is displayed for selected programs shown in the schedule of one channel specified by the advertiser. The client can identify up to 3 programs, next to which the format will be displayed. The condition for broadcasting the format is buying the positioning of the program column of the advertiser's channel.

[Online example](#)

6.17. Branding of a Sportowe Fakty questionnaire, table, quiz – desktop

Advertising form displayed on the sportowefakty.wp.pl site next to site elements such as tables, quizzes, questionnaires. The format consists of 2 elements: top bar and bottom bar.



Top bar:

- size: 680x68 px
- weight: up to 40 kB
- format: static artwork (JPG, PNG)

Bottom bar:

- size: 680x227 px
- weight: up to 60 kB
- format: static artwork (JPG, PNG)

For autokult.pl, gadzetomania.pl, komorkomania.pl, fotoblogia.pl sites.

6.18. Branding of a Sportowe Fakty “dziś w tv” column – desktop

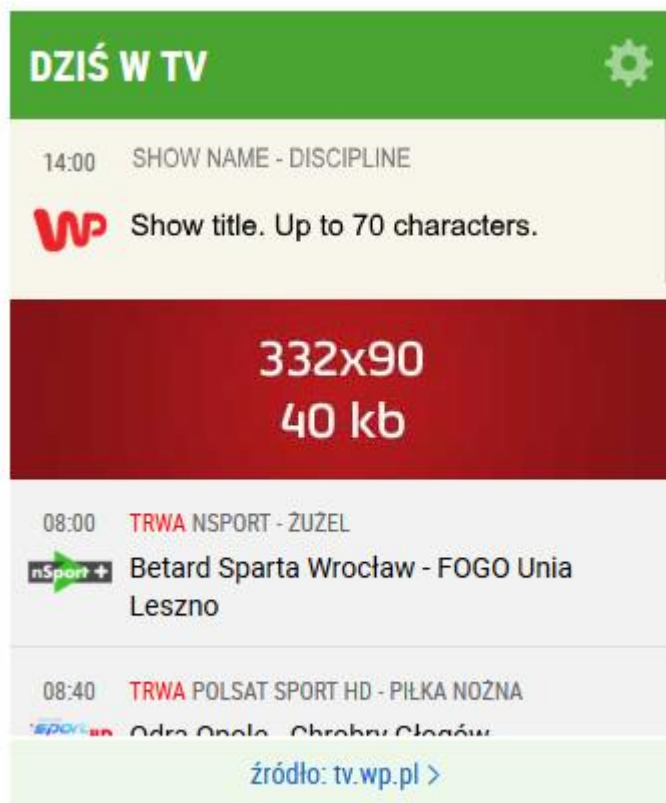
Advertising form displayed on the sportowefakty.wp.pl allowing to position a TV show in the “dziś w tv” column. The format consists of 2 elements: the native and the display part.

Native part: textual information: time of the show, name of the channel, title of the show, the show logo 42x42 px, 10 kb (PNG file with transparent background)

Display part: image of 332x90 px and 40 kb, the URL

Materials required

- Logo: max 42x42 px, 10 kb
- The show name and sport discipline (up to 30 characters)
- The show title (up to 70 characters)
- Time of the show
- Image of 332x90 px and 40 kb
- URL

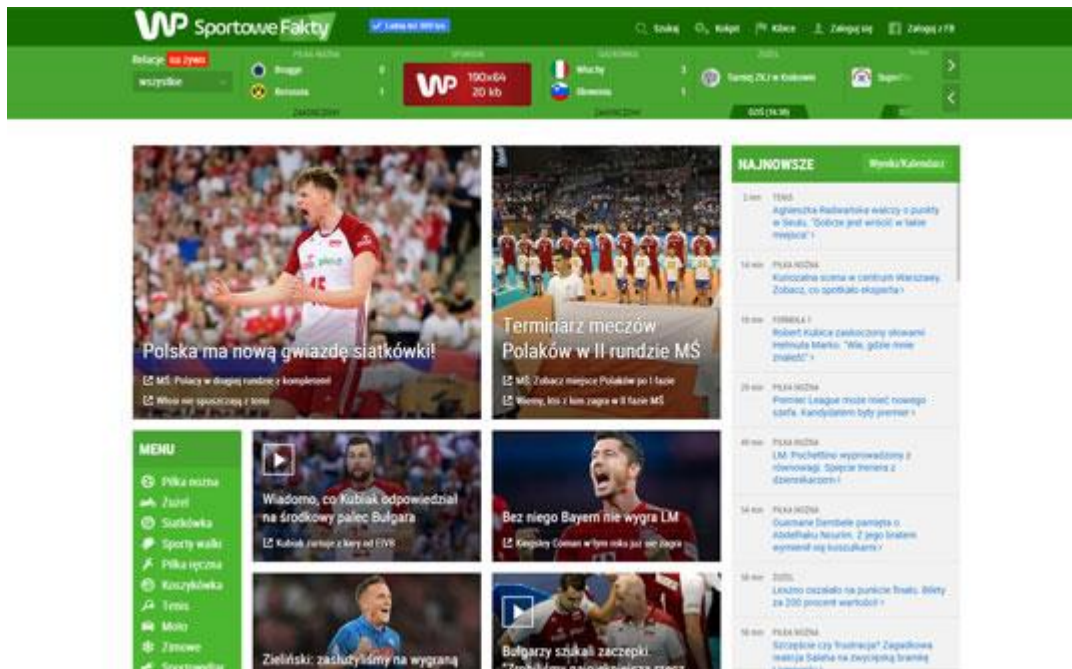


6.19. Sponsor of coverage - desktop

This format permits displaying the client's creation on the top bar with live coverage on Sportowe Fakty. The format displays after page loading on the 2nd position among visible coverage.

The client should provide:

- A creation with the size of 190x64 px and weight of 20 kb (creation corners are rounded automatically)
- Target URL



7. Dynamic formats

7.1. Elements shared by all formats

7.1.1. PX Codes

Insertion of PX codes on the WPM client's site improves efficiency and effectiveness of advertising and e-mailing campaigns. The implementation consists in the insertion of fragments of a HTML/JAVASRIPT code on all the client's web pages. We use a range of optimization codes, inserted in the specific locations on the target page:

- **View** for users who have visited a web page but have not shown interest in the store product offer; the aim of the insert is to extend the segment for a prospecting campaign
- **ViewProduct** for users who entered a website and viewed at least one product card; the aim of the insert is to re-market the products viewed
- **Basket** for users who added a product to the basket but failed to make a purchase; the aim is to re-market abandoned baskets;

- **Purchase** for users who already purchased a product;
the aim of the insert is to build a lookalike segment and exclude users who already converted from a prospecting campaign

7.1.2. Product feed

It is a file with a list of products, saved in the CVS, XML or JSON format and placed on the client's server. The file should contain all the products currently available in the offer and be updated at least once every 24 hours.

What format should the feed be?

The feed may be in any format and layout. It may be CSV, XML, JSON, or even a spreadsheet shared in Google Docs. It is possible to add a feed in the structure of Google, Ceneo, FB or any other, provided it contains the following fields. For a Google Docs spreadsheet, the required fields should be individual column headers.

REQUIRED FIELDS (i.e. fields necessary to set up ad delivery):

- **ID** - a unique product identifier, identical to the ID sent by the PX code
- **TITLE** - product name
- **LINK** - target link

Tracking tags can be add to the URL's for tracking purposes. It's possible to add UTM parameters to URL's on WPM's side.

- **CATEGORY** - product category
- **CATEGORY_LINK** – a link to a product page from the category of a given product
- **IMAGE_LINK** - a link to a photo of the product, in png/jpg format and size of min. 640x480
- **PRICE** – current price
- **SALE_PRICE** – discounted price (if the product does not have a SALE_PRICE, the value of the field should be the same as in the PRICE field)

Items worth adding, but not required

- **BESTSELLER** – marking the product as a current sales hit

- **BRAND** – product brand
- **DESCRIPTION** – product description

How frequently is the feed updated on the WPM's side?

The feed is updated every hour, whereby only the data that has changed is updated.

Feed form for feeds in Google Docs:

<https://goo.gl/oV5PAk>

(please copy the form and prepare a new spreadsheet on its basis)

7.1.3. Logo

SVG, EPS, AI or PNG/JPG format, placed on the client's server or provided in a file.

For CDC and WP Okazje (WP Promotions), formats in versions on white backgrounds: with the protected field being as small as possible. For other formats - version dependent on the background color chosen.

7.2. WP Okazje (WP Promotions)

An inspirational-re-marketing format, with a few places of delivery, designed for product campaigns. The main delivery page is WP.PL home page, with additional traffic generated from:


- a form in the offers tab in the poczta.wp.pl interface
- "Twoje Okazje" tab in WP Media thematic sites
- discount notices for products viewed, presented in WP Media thematic sites (dektop/mobile)
- WP Radar site
- display formats on

REQUIREMENTS

- PX coding.
- Full product feed
- Client's logo (SVG, EPS or AI format, on the client's server or in a file)


RADAR OKAZJI
Moda Damska >
Moda Męska >
Uroda >
Dom >
Dla Dziecka >
Styl życia >
Więcej okazji >

Wybrane dla Ciebie

-44%



SPODNIE JEANS DAMS...

139.99 zł
~~249.99 zł~~

-12%



SPODNIE JEANS DAMS...

219.99 zł
~~249.99 zł~~

-44%



SPODNIE JEANS DAMS...

139.99 zł
~~249.99 zł~~

-7%




Sony Xperia XA2 Ultra (c...



1549 zł
~~1668 zł~~



-31%


BLUZA DAMSKA Z NAD...

89.99 zł
~~129.99 zł~~

















+13
okazji


Najlepsze okazje w:

-13%



SMARTFONY Huawei P20 Lite

1399.00 zł
~~1599.00 zł~~

-4%



TELEWIZORY Samsung UE55MU6102

2299.99 zł
~~2399.99 zł~~




SMARTFONY Apple iPhone 6 32GB

1499.00 zł

-11%



SMARTFONY Xiaomi Redmi 5 32GB

619.00 zł
~~699.00 zł~~



SMARTFONY Huawei Mate 20 Lite Czarny

1599.00 zł

-4%


SMARTFONY Samsung Galaxy S8 64GB Midnight

2499.00 zł
~~2599.00 zł~~

7.3. Content Driven Commerce (CDC)

CDC is a native format, in which related purchase modules are added to the contents of selected products. The modules are supplemented by GWP editorial staff when the article is prepared for publication. Product data is sourced from the product feed provided by the client.

Relative to the theme, CDC applies boxes with a variable number of products. If a product disappears from the feed, it is marked as “SOLD OUT”, becomes unclickable or is replaced by another product from the same product category.

REQUIREMENTS

- Full product feed or products selected for the promotion (the required minimum number of the products is each time confirmed with the client, relative to the industry)
- Client's logo (SVG, EPS or AI format, on the client's server or in a file)

Wybór redakcji



7.4. Dynamic display

A format designed for product campaigns. The products are selected from a feed, based on the user's history or - if the data is not available - popularity of the product among other users.




Dynamic display offers formats:

970x200, 970x300, 940x200, 750x200, 300x250, 300x600, 585x455, 300x180, 880x560, 225x280, 170x200, 160x600

REQUIREMENTS

- PX coding.
- Full product feed (for a re-marketing campaign) or products selected for promotion. For campaigns addressed to specific user segments, we recommend that the feed contains a minimum of 100 products selected for the promotion.
- The slogan of the current promotion or an information text of up to 20 characters
- Client's logo (size min. 640x480, PNG format, on the client's server or in a file)

REKLAMA

 <p>-33%</p> <p>419.99 zł 279.98 zł</p> <p>Buty sportowe męskie Nike</p>	 <p>-34%</p> <p>379.99 zł 249.99 zł</p> <p>Buty sportowe męskie Adidas</p>	 <p>-14%</p> <p>110.99 zł 94.34 zł</p> <p>Biustonosz Mat czarny</p>	<p>DOMODI</p>
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REKLAMA

 <p>-33%</p> <p>419.99 zł 279.98 zł</p> <p>Buty sportowe męskie Nike letnie</p>	 <p>-34%</p> <p>379.99 zł 249.99 zł</p> <p>Buty sportowe męskie Adidas</p>	 <p>-14%</p> <p>110.99 zł 94.34 zł</p> <p>Biustonosz Mat czarny</p>	 <p>-33%</p> <p>299.00 zł 199.00 zł</p> <p>Buty eleganckie męskie Brilu.pl bez</p>	<p>DOMODI</p>
 <p>-59%</p> <p>344.00 zł 138.00 zł</p> <p>Listonoszka Laura Biagiotti czarny</p>	 <p>-28%</p> <p>349.90 zł 249.00 zł</p> <p>Shopper bag Desigual</p>	 <p>-43%</p> <p>139.90 zł 79.90 zł</p> <p>Klapki damskie różowe</p>	 <p>-37%</p> <p>239.00 zł 149.00 zł</p> <p>Czółenka Brilu czarny</p>	

REKLAMA

<p>-28%</p>  <p>349.00 zł 249.00 zł</p>	<p>-43%</p>  <p>439.00 zł 79.90 zł</p>	<p>-37%</p>  <p>239.00 zł 149.00 zł</p>
<p>-33%</p>  <p>449.00 zł 99.00 zł</p>	<p>-30%</p>  <p>539.00 zł 369.00 zł</p>	<p>-33%</p>  <p>449.00 zł 99.00 zł</p>

DOMODI

REKLAMA

-50%




~~279.99 zł~~
139.99 zł

Buty sportowe dziecięce
Adidas wiązane

DOMODI










REKLAMA

-50%



~~279.99 zł~~
139.99 zł

Buty sportowe dziecięce
Adidas wiązane

<p>-33%</p>  <p>449.00 zł 99.00 zł</p>	<p>-39%</p>  <p>289.00 zł 175.00 zł</p>	<p>-8%</p>  <p>249.00 zł 229.00 zł</p>
<p>-28%</p>  <p>69.99 zł 49.99 zł</p>	<p>-40%</p>  <p>49.99 zł 29.99 zł</p>	<p>-50%</p>  <p>279.99 zł 139.99 zł</p>
<p>-44%</p>  <p>34.99 zł 19.90 zł</p>	<p>-30%</p>  <p>99.99 zł 69.99 zł</p>	<p>-33%</p>  <p>419.99 zł 279.98 zł</p>

DOMODI

REKLAMA

-8%



~~249.00 zł~~
229.00 zł

Beżowe czółenka Neścior
płaskie bez wzorów1 bez

-33%



~~89.99 zł~~
59.99 zł

Bolerko/Narzutka Top Secret
wielokolorowy

-33%



~~449.00 zł~~
99.00 zł

Sukienka Ivet.pl
wielokolorowy

DOMODI


7.5. Mailing - dynamic







Dynamic mailing send mailings directly to primary mailboxes of all WP and O2

mail users. The products are selected from a feed, based on the user's history or - if the data is not available - popularity of the products among other users.

REQUIREMENTS

- PX coding.
- Full product feed (for a re-marketing campaign) or products selected for promotion. For campaigns addressed to specific user segments, we recommend that the feed contains a minimum of 100 products.
- Upper banner of a standard DBB size: 750x200, weight up to 100 KB
- Color in RGB format for prices as well as the CTA button text and background.
- CTA contents: up to 10 characters.



 <p>Bolerko/Narzutka Top Secret wielokolorowy</p> <p>89.99 zł 59.99 zł</p> <p>KUP TERAZ</p>	 <p>Sukienka Ivet.pl wielokolorowy</p> <p>149.00 zł 99.00 zł</p> <p>KUP TERAZ</p>	 <p>Półbuty damskie But-S czarny</p> <p>289.99 zł 175.00 zł</p> <p>KUP TERAZ</p>
 <p>Spódnica mini z poliestru</p> <p>79.00 zł 63.20 zł</p> <p>KUP TERAZ</p>	 <p>Kurtka męska Ozonee.pl</p> <p>249.99 zł 199.99 zł</p> <p>KUP TERAZ</p>	 <p>Buty sportowe męskie Calvin Klein</p> <p>509.99 zł 409.00 zł</p> <p>KUP TERAZ</p>

7.6. Daily retail offer

Daily retail offer is a cross device format which aggregates products supplied by the client, in a creation that combines image and performance elements, broadcast on WP.PL's home page and WP thematic home pages, in two options:

- upper slot as the first daily offer (up to the third view) or a second daily offer (as from the fourth view),
- for WP.PL's home page also as a Content Box in the selected thematic section.

REQUIREMENTS

Dedicated product feed in one of the two versions:

- from a maximum of 12 selected products from the client's general feed, according to a standard specification or a dedicated form
- if the recommendation mechanism is used, a feed of up to 100 products is recommended

DBB: 750x200, 750x300 – up to 100 kB

Wallpaper - only for the desktop version, weight max 100kB, according to WPM general advertising specification

Client's logo (size min. 640x480, PNG format, on the client's server or in a file)

The following delivery scenarios are available:

- The sequence of products in the feed: relative to popularity or constant
- Use of the recommendation mechanism and selection of products for ad delivery as per their respective popularity in the campaign

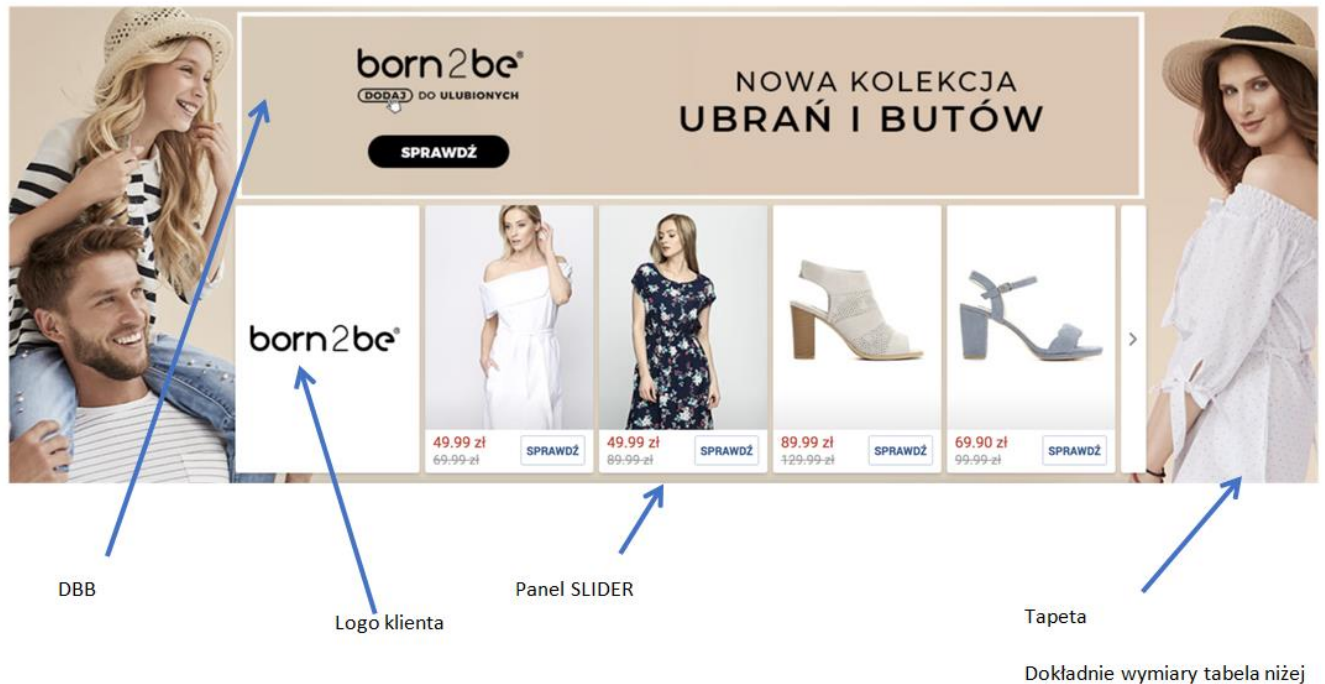
Dedicated feed form

For the daily retail offer, a dedicated feed form may be used: <https://goo.gl/oV5PAk> (please copy the form and prepare a new spreadsheet on its basis).

Mandatory fields:

- product_id
- product_name
- product_link
- photo_link
- price

We recommend entering the product's **promotional_price**, although it is not required.



Dokładnie wymiary tabela niżej

For the desktop version, delivery with wallpaper is possible as well. Wallpaper sizes - depending on the site - can be found at <http://reklama.wp.pl/kat,1039751,dokumenty.html>, in the document: "Technical Specification of Desktop Advertising Formats" (2.6.1. Standard Screening – TABLE OF WALLPAPER SIZES).

DAILY RETAIL OFFER IN MOBILE VERSION

