

Specification of Standard Advertising Formats on iDNES.cz and Lidovky.cz servers

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General rules for banner creation

A set of rules, the fulfilment of which is a basic condition for the approval and placement of banners via the advertising system.

Unless stated otherwise, these rules apply to all types of banners.

1. The banner must not be overly aggressive in the sense of vibrating and flashing – an aggressive banner refers to a design that changes colours, headings or other important graphic elements in a striking manner and very short time span (less than 1 second), which can disturb the user when working with the page.
2. The banner must not contain vulgarisms or other unethical elements.
3. The banner must not exceed the permitted data limits and must have the correct dimensions for the required position.
4. The banner must not contain control components for operation systems and must not look like a system report.
5. The banner must not contain any sounds, with the exception of video banners.
6. The flash banner must be exported maximally into **Flash Player v. 8** and maximally actionscript v. 2 may be used. It must also contain a click-through definition according to the specifications.

actionsript

```
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).

7. The flash banner must have a firmly defined background colour (e.g. photograph, colour field), because it is inserted into the page in transparent mode.

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8. Banner area throughout the animation must be distinct from page background. In case the background colour of banner and site match the banner must include a frame to clearly separate the banner from sites background.
9. Non-standard formats (iLayer, StickyAd, OverLayer) must contain the "close" function in a visible place, see the specifications on pg. 6 - 8.
10. A banner in Flash format must not overload the CPU; a computer with CPU Intel Celeron 1300 Mhz and 512 MB RAM serves as reference.
11. Designs in HTML format and the elements contained must not exceed the data limits for the given format.
12. The banner must in no way interfere with the page or influence the behaviour of page elements which are not a part of the advertising surfaces (banner). It must not change the page title or its main content, or arbitrarily adjust the entered URL without clicking on the banner.
13. In file names must not be used any diacritical mark, space or any special character.

Rules for use of external codes

1. By standard, Gemius and BBmedia external codes are accepted. We reserve the right to refuse codes that do not fulfil the standard functionality conditions.
2. One external code may only display one banner. If the displaying of several various banners is required, it is necessary to supply the respective number of codes.
3. External codes must not cause errors in the pages (display or in java script).
4. Banners issued through external codes cannot be altered after approval without prior consultation and potential re-approval, if applicable.
5. External code is not permitted for displaying video spots or for displaying mobile advertisements.
6. No non-standard formats can be created using external codes.
7. Banners issued through external codes must not exceed the permitted data limits and must have the correct dimensions for the required position.
8. Designs in HTML format and the elements contained must not exceed the data limits for the given format.

Mafra, a.s. reserves all rights to accept or refuse advertisements.

The current version of this document can be downloaded at <http://www.mafra.cz/specifikace-reklamnich-formatu>

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Dimensions and data sizes for standard formats

Homepage iDNES.CZ a Lidovky.cz

Name	File type	Dimensions (px)	Data size	Other specificationse
WideSquare	SWF +GIF/JPG (recovery)	480 × 300	max. 40 kB	–
MegaBoard	SWF +GIF/JPG (recovery)	998 × 100	max. 45 kB	–
TopExclusiv	SWF +GIF/JPG (recovery)	500 × 40	max. 25 kB	–
HyperText	GIF/JPG	80 × 60	max. 8 kB	title max. 50 char. text max. 110 char. Picture must not be animated
Video banner	SWF+FLV +SWF (recovery)	480 × 300	max. 40 kB (SWF), 1 MB (FLV)	max. data flow 256 Kbps

Zprávy, Lidovky - Události + Svět + Lidé, Ekonomika, Finance, Auto+Automodul*, Bydlení, Cestování, Hobby, Revue, Ona, Xman, Kultura, Mobil, Technet, Bonusweb, Alík

Name	File type	Dimensions (px)	Data size	Other specificationse
WideSquare	SWF +GIF/JPG (recovery)	300 × 300	max. 45 kB	–
1/2 Page Ad	SWF +GIF/JPG (recovery)	300 × 600	max. 45 kB	–
MegaBoard	SWF +GIF/JPG (recovery)	998 × 100	max. 45 kB	–
Super	SWF +GIF/JPG (recovery)	300 × 60	max. 25 kB	–
HyperText	GIF/JPG	80 × 60	max. 8 kB	max. 70 char.
Video banner	SWF+FLV +SWF (recovery)	300 × 300	max. 45 kB (SWF), 1 MB (FLV)	max. data flow 256 Kbps
Wallpaper**	SWF +GIF/JPG (záchranný)	970 × 310	max. 50 kB	

*It is not possible to place WideSquare on Automodul, not even 1/2 Page Ad nor Super. Only Megaboard and HyperText are displayed.

**It is so caled floating banner which floats through Zprávy, Sport, Ekonomiku, Finance, Auto, Bydlení Cestování Hobby, Revue, Ona, Xman, Kultura, Mobil, Technet, Bonusweb.

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Rajče

Name	File type	Dimensions (px)	Data size	Other specificationse
1/2 Page Ad	SWF +GIF/JPG (recovery)	300 × 600	max. 45 kb	–

Reality, Dovolená

Name	File type	Dimensions (px)	Data size	Other specificationse
MegaBoard	SWF +GIF/JPG (recovery)	998 × 100	max. 45 kB	–
Skyscraper	SWF +GIF/JPG (recovery)	120 × 600	max. 45 kb	–
TIP Serveru	GIF/JPG	80 × 60	max. 8 kB	max. 110 char.
HyperText	GIF/JPG	148 × 60	max. 8 kB	max. 160 char.

JobDnes.cz

Name	File type	Dimensions (px)	Data size	Other specificationse
MegaBoard	SWF +GIF/JPG (recovery)	998 × 100	max. 45 kB	–
Super	SWF +GIF/JPG (recovery)	300 × 60	max. 25 kB	–

Jízdní řády - IDOS

Name	File type	Dimensions (px)	Data size	Other specificationse
WideSquare	SWF +GIF/JPG (recovery)	300 × 300	max. 45 kB	–
TopExclusiv	SWF +GIF/JPG (recovery)	500 × 40	max. 25 kB	–
MiddleBoard	SWF +GIF/JPG (recovery)	760 × 100	max. 45 kB	–
HyperText	GIF/JPG	75 × 75	max. 8 kB	max. 75 char.
Video banner	SWF+FLV +SWF (recovery)	300 × 300	max. 45 kB (SWF), 1 MB (FLV)	max. data flow 256 Kbps

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Video-advertisements

Name	File type	Dimensions (px)	Data size	Other specificationse
Video spot (TV spot před nebo za obsahovým videem)	AVI / MPEG2 / MOV / WMV	720 × 576, 25 frames/s, rate 16 : 9	–	max. 60 char. for title
HyperText ve videu	GIF/JPG/PNG	80 × 50	max. 8 kB	title max. 25 char. text max. 70 char.
Banner ve videu	SWF	460 × 50	max. 25 kB	–

Mobil advertisements on m.iDNES.cz a m.iDOS.cz

Name	File type	Dimensions (px)	Data size	Other specificationse
Mobile Leaderboard	GIF/JPG	640 × 100 320 × 50 160 × 25	max. 25 kB max. 15 kB max. 10 kB	Must be submitted in all three formats
Mobile HyperText	GIF/JPG	172 × 129	no limit	text max. 70 char. text max. 90 char. (including blank spaces) Must be submitted in both variations

Specification of Standard Advertising Formats on iDNES.cz and Lidovky.cz servers

FLASH – banner



The references must contain:

gif

GIF/JPG soubor.

jpg

The banner will be displayed if the user has blocked Flash in his/her browser (recovery banner). The same dimensions and data sizes apply for this banner as for the Flash banner.

SWF file.

swf

The dimensions and maximal data size correspond to the advertising position.

The banner must contain a button with this script:

actionscript

```
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).

The click-through script must not contain any URL address. The URL address for the link target is submitted as an input parameter. The target URL address is an integral part of the advertising campaign, without which the campaign cannot be launched.

All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

Specification of Standard Advertising Formats on iDNES.cz and Lidovky.cz servers

RollOut banner (iLayer)



The references must contain:

swf 1 SWF file, as the “basic” banner, which will be placed in a standard position.

The dimensions and data size correspond to the advertising position.

Nejčastěji se jedná o banner velikosti 300 × 300 px – max. 35 kB nebo 300 × 60 px – max. 20 kB, ale může být i jiný standardní formát.

The banner must contain a button with this script:

actionscript

```
on (rollOver) {  
    getURL("javascript:ShowRollOut_xyz()");  
}  
on (rollOut) {  
    getURL("javascript:ResEvRollOut_xyz()");  
}  
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

xyz is an arbitrary three-digit number, for example ShowRollOut_753(). This number must be identical in both banners. The number along with the URL address to which the banner should click through must be sent together with the banners.

Instead of this part of the script:

actionscript

```
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).

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1 SWF file, as the “RollOut”, which will be shown after running the cursor over the “basic” banner. **The RollOut banner must contain a “close button” (cross).** See the specifications for the close button.

Dimensions: usually double the “basic” banner.

If the “basic” banner has dimensions e.g. 300 × 300 px, the “RollOut” banner is usually sized 600 × 300 px.

Hence, the maximal data size is stipulated individually and must be approved in advance along with the dimensions.

Length of “RollOut” banner animation: max. 7 seconds.

The banner must contain a click-through button and close button with the following scripts:



actionscript

```
on (rollOver) {
    getURL("javascript:CloseRollOut_xyz()");
}
```

actionscript

```
on (release) {
    getURL(_root.clickthru, "_top");
}
```

Close button (cross)

- Must be:
- in contrast to the background and visibly separated from the banner design; the background of the cross must be monochrome; usual appearance of the close button in MS Windows
 - static, the same and functional throughout the duration of iLayer
 - placed ideally in the upper-right-hand corner of the banner, dimensions minimally 21 × 21 px

Instead of this script:

actionscript

```
on (release) {
    getURL(_root.clickthru, "_top");
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).

Transparent “RollOut” (iLayer) specifications

To place an iLayer, which will be transparent (the page is visible in the background of the banner) with various design objects moving in the field (e.g. butterflies – see graphic), it is necessary to fulfil the following rules during banner creation:

- **The transparent area must not be clickable!** The solution is to **place a button with click-through script only above a surface that is consistently non-transparent** (in the case of the graphic – the yellow static surface with the car) and to assign a clickable script to each animated non-transparent object. Use standard click-through script, see above.
- **Place a close button in the banner surface** – according to the specifications above.
- We recommend exporting the swf file for Flash player v. 8. (wmode="transparent").



Along with the files, it is necessary to send the URL address to which the banners will be directed, and the three-digit number used in the script.

All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

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StickyAd / PopUp (OverLayer)

f

The references must contain:

swf

SWF file.

The "PopUp" banner appears on the page like a "RollOut", but independently of the user's interaction. It appears maximally once a day per one user.

The same applies to a "StickyAd", which additionally adheres to the bottom edge of the browser even when the user scrolls down the page.

StickyAd/PopUp banners must contain a "close button" (cross). See the specifications below.

The dimensions and data size may vary and must first be approved.

The banner must contain a click-through button and close button with the following scripts:



actionscript

```
on (release) {  
    getURL("javascript:CloseRollOut_xyz()");  
}
```

actionscript

```
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

xyz is an arbitrary three-digit number, for example ShowRollOut_286**()**.

Close button (cross)

- Must be:
- in contrast to the background and visibly separated from the banner design; the background of the cross must be monochrome; usual appearance of the close button in MS Windows
 - static, the same and functional throughout the duration of iLayer
 - placed ideally in the upper-right-hand corner of the banner, dimensions minimally 21 × 21 px

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Instead of this script:

actionscript

```
on (release) {  
    getURL(_root.clickthru, "_top");  
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).

Along with the files, it is necessary to send the URL address to which the banners will be directed, and the three-digit number used in the script.

All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

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Video banner

The references must contain:

swf 1 **SWF file**, which will be displayed if the user does not have sufficiently fast connection (recovery flash).

Maximal data size for a banner with dimensions **300 × 300 px – 45 kB, 480 × 300 px – 40 kB.**

swf 1 **SWF file**, which ensures playing of the video from the FLV file or its streaming from an external Adobe Flash Media Server.

Maximal data size for a banner with dimensions **300 × 300 px – 45 kB, 480 × 300 px – 40 kB.**

If the video banner contains sound, the sound can be played only if the mouse cursor is on the banner. If the cursor is not on the banner, it must not play. Another option is to include an icon in the banner to switch the banner sound on and off. This means that the video banner will play the video, but the sound will play only when switched on (speaker banner with an active area of at least 21 × 21 pixels). It must also be possible to switch the sound off again. A combination of both options is ideal.

flv 1 **FLV file with the video**, if streaming from an external server is not used.

The advertising video **must not have a data flow exceeding 256 Kbps** (kilobits per second).

The maximal data size of the video banner is 1 MB.

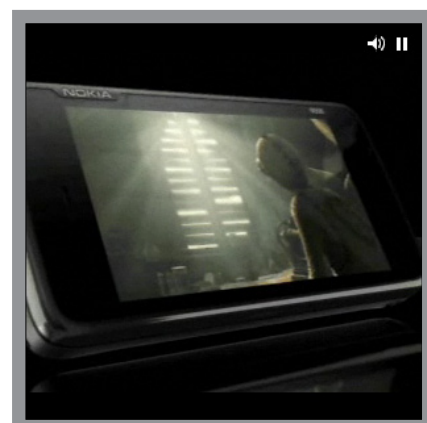
If the user does not have sufficient connection quality, only the standard flash banner (recovery flash) will be displayed.

Both SWF files must contain a standard button with the script:

actionscript

```
on (release) {  
    getURL (_root.clickthru, "_top");  
}
```

It is possible to use a script according to Association for Internet Advertisement (SPIR, www.spir.cz).



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The names of the delivered files must not contain spaces, characters with diacritical marks or other non-alphanumeric characters. Along with the files, it is necessary to send the URL address to which the banner will be direct, in an e-mail which will contain the attached reference files.

All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

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Video spot

The references must contain:



Video in classic PAL television standard.

Resolution 720 × 576 px, 25 frames/s, side ratio 16:9, widescreen.



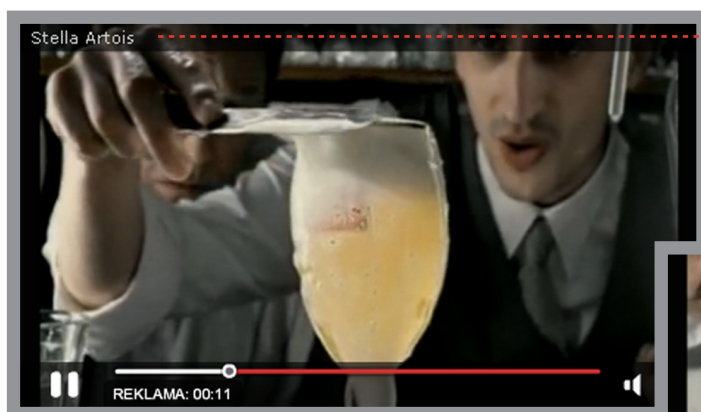
The permitted video carriers for delivery are: **mini DV** or **Dvcam**, **DVD** or **CD**.

The files must be in the following formats: **avi**, **mpeg2**, **mov**, **wmv**.

The **title** for the video spot may have **max. 60 characters**. (It appears at the upper edge of the video spot when the cursor runs over it.)

All versions of the banner must be submitted at least two business days before the start of the campaign.

A video spot that does not fulfil the given specifications will not be placed in the campaign.



Title (appears when the cursor runs over it)



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Mobile Leaderboard on mobile pages – m.idnes.cz a m.lidovsky.cz

The references must contain:

3x JPG/GIF file.

jpg

gif



Náhled banneru	Dimensions (px)	Maximal size jpg / gif / anim gif
	640 × 100	25 kB
	320 × 50	15 kB
	160 × 25	10 kB

For launch of the campaign, it is necessary to deliver all three banner dimensions.

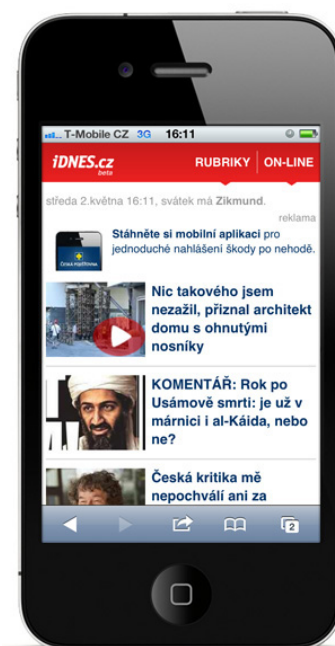
Dimensions are same for all devices.

Along with the files, it is necessary to send the URL address to which the banners will be directed, in an e-mail which will contain the attached reference files.

All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

For every mobile campaign client is obliged to serve mobile landing page. More on page 18.



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Mobile Hypertext on mobile pages – m.idnes.cz a m.lidovsky.cz

The references must contain:

jpg

1x JPG/GIF 172x129 px, no data limitation.

gif

1x text max. 90 letters (including blank space)

1x text max. 70 letters (including blank space)



For launch of the campaign, it is necessary to deliver a image with both texts.

Along with the files, it is necessary to send the URL address to which the banners will be directed, in an e-mail which will contain the attached reference files.

Reference files and target URL addresses must be submitted at least two business days before the start of the campaign.

Banners that do not fulfil the given specifications will not be placed in the campaign.

For every mobile campaign client is obliged to serve mobile landing page.

More on page 18.



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Mobile Landing Page

For every mobile campaign client is obliged to serve mobile landing page.

Issue of mobile page can be very complicated. The page must be optimized for mobile devices. If you already have such a page whether they are mobile first pages or separate mobile pages than just send us the right URL.



Basic information about going mobile:

<http://www.mobilniweb.info/xhtmll-mobile-profile>

<http://mobiforge.com/Starting/Best-Practices>

<http://www.developershome.com>

But if you do not have mobile pages yet then please contact your web developer in this matter.

For client who can't deliver suitable mobile landing page, we are able to provide creating of such a page by third party supplier. That we recommend in most cases. For more information please contact our sales representative.



Specification of Standard Advertising Formats on iDNES.cz and Lidovky.cz servers

Advertising code

If you create the advertising code:

The advertising code is inserted into the iDNES.cz and Lidovky.cz websites using a link to java script (`<script language="JavaScript" src="reklamni_kod.js"></script>`).

The advertising code must be saved in one external file and inserted into the site by means of a link. (All functions must be a direct part of the code.)

The code must also indicate the place where click-through is entered, and the paths to flash banners. The ideal place is at the start of the script, where the file paths and click-through are assigned to the variable.