VIDEO BANNER

TECHNICAL SPECIFICATION

General rules for ad banners

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

- 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.

- The banner must not contain vulgarisms or other unethical elements.

- The banner must not exceed the permitted data limits and must have the correct dimensions for the required position.

- The banner must not contain control components of operating systems and must not look like a system report.

- 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.

- In file names must not be used any diacritical mark, space or any special character.

- All versions of the banner and target URL addresses must be submitted at least two business days before the start of the campaign, if not stated otherwise.

Image (JPG, GIF, PNG)

JPG
GIF
PNG

General specification for image formats:

- We accept only **JPG, GIF, or PNG** (if not stated otherwise)

- It must have exact dimensions for given ad format

- Data limitations for given format must not be exceeded

- Export image in RGB colour space (not CMYK) and resolution 72 dpi

- Bare in mind - exporting image in appropriate format can save a lot of data load and still keep good image quality. JPG is not always the best. Usually PNG is better for logos and texts with flat colours. JPG is good for photos but doesn't like stripes or flat red colour. GIF is good for animated images and flat colours. You can control the number of colours like in PNG but for more complex images is usually worse then PNG or JPG considering quality and data load together.

- Try using compression tools like: JPEGmini, PNG Gauntlet, TinyPNG, OptiPNG

Attention: Animation is for some banner formats forbidden.

Vector (SVG)

SVG

General specification for vector images (accepted only in HTML banners) :

- **SVG** is the only accepted vector format

- It is very good for all vector graphics like icons, logos. Advantage of this format is lossless scalability and reasonable data size for objects with low number of control points (less then 20). For more complex objects it is better to use PNG.

- Try using compression tools like: SVGOMG, SVG Editor

HTML

General specification of HTML5 format:

- Banner is placed as independent page in `<iframe>` thereby risk of technical or visual collisions with other page elements is eliminated. If needed to be without `<iframe>`, then must be delivered more ahead for inspection by our specialist to prevent any collision.

- Banner must not cause any troubles in any browser, nor cause JS errors nor write anything to browser console.

- All data for banner (including external sources, e.g. font from Google Fonts) must not exceed 100 kB limit. Hereby is excluded use of tools as Adobe Edge or Swiffy etc. whose supporting JS libraries are bigger then data limit. The same apply to use of various JS frameworks (YUI, MooTools, Prototype.js,jQuery etc.) and CSS frameworks (Bootstrap, Foundation, etc.).

- Banner must not the specified limits use inefficiently. Data efficient CSS animations with minimised script will help the inspection be short and minimize the risk of rejection. Ineffectively created animation (e.g. by GWD) or too big image assets (e.g. a little compression of PNG etc.) are rejected.

- A banner must not overload the CPU; a computer with CPU Intel Core 2 (1,86 GHz) and tablet iPad 2 serves as reference.

- CSS and JS should be within HTML file.

- Whole area for click must be in `<a>` element with attribute `href` (**not** `onclick`). URL will be set by our ad serving system.

- Redirection or any other change of URL within `<iframe>` which causes browser button not to go to previous page is forbidden.

- Click-able parts of banner must have standard cursor of hand for links. Unclick-able parts must not have hand cursor.

- Banner must not steal focus or cause page exit without standard and explicit action of user (mouse click, finger tap, press of enter key).

- Any sound produced by banner without explicit user action is forbidden.

- Some of users are having different font size set. So bare this in mind when coding.

Attention: More information, tips and tricks related to production of HTML5 banners are found on http://1gr.cz/reklama.

Video banner (HTML5+MP4)

HTML5
+MP4

Video banner can be placed on any standard banner position except HyperText.

Usual banner types used for video banners are:

Name	Primary dimension (px)	Expanded dimension (px)
MegaBoard*	998 × 200	
WideSquare	480 × 300	
HalfPageAd	300 × 600	
iLayer MegaBoard*	998 × 200	998 × 600
iLayer WideSquare	480 × 300	800 × 600
iLayer HalfPageAd	300 × 600	600 × 600

*MegaBoard goes with MegaBoard banner.

HTML5 Video banner must meet the technical requirements of HTML5 specification (see above HTML5)

Video format:

- Format MP4

- Kodek .H264

- Max. data flow **256 kb/s** (kilobits per second).

- **Max. data size 1 MB**.

Example of HTML5 Video banner code:

```
<!doctype html>
<body style="background: #000 url('backround_banneru.png') 0 0 no-repeat; mar-
gin: 0">
<a href="URL" target="_top" style="position: absolute; width: 100%; height:
100%"></a>
<video src="Video300x170.mp4" width=300 height=170
      controls autoplay muted loop
      onmouseover="muted = false" onmouseout="muted = true"
      style="margin-top: 55px; position: relative">
</video>
</body>
```