



BRANDING

TECHNICAL SPECIFICATION

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 than PNG or JPG considering quality and data load together.
- Try using compression tools like: [JPEGmini](#), [PNG Gauntlet](#), [TinyPNG](#), [OptiPNG](#), [advpng](#)

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 than 20). For more complex objects it is better to use PNG.
- Try using compression tools like: [SVGOMG](#), [SVG Editor](#)

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 than 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>.

General description of branding:

- Branding is image creative showing above and on sides of the page content. Whole area is click-able.
- There are two options for placing branding into the web page - fixed or repeating. Fixed branding is not moving when rolling the page down. Repeating branding is moving with the rolling page and the image is repeated to fill entire height of the page.
- With branding comes standard banner position - MegaBoard. It's placed above the page content and over the branding image and it is usually used for animation or to place a video.

Specification for fixed branding:

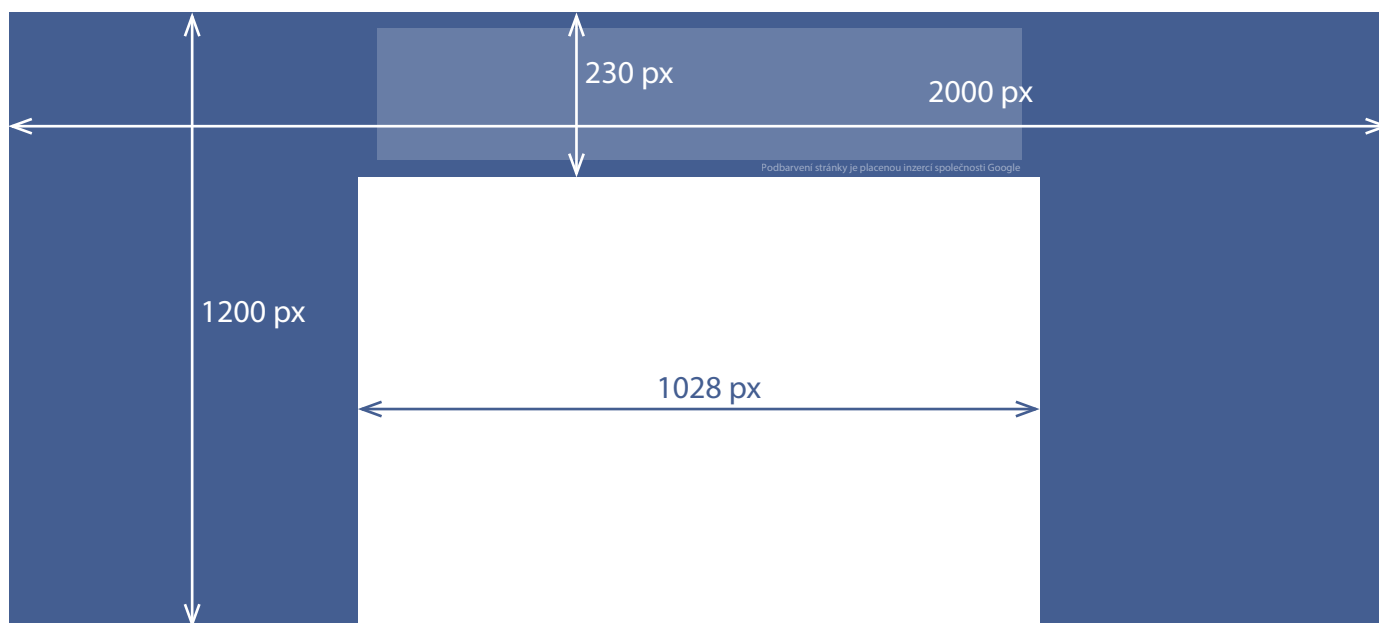
- 1 image - format JPG/PNG/GIF(no animation) - beware to choose the right format according to **General specification for image formats**.
- Dimensions: **2000 × 1200 px**.
- Data size: **max 240 KB**.
- **Upper part of image must contain text: "Podbarvení stránky je placenou inzercí společnosti ..."**

Meaning of Czech sentence is: "Branding is paid advertisement of ..." In the place of dots please insert the name of advertising company).

Size of text: 11px, font Arial or Helvetika.

- blue region is space for you advertisement
- white region is hidden behind page content

- light blue region represents Megaboard which lays over branding image



Specification for repeated branding:

- 2 images - format JPG/PNG/GIF (no animation) - beware to choose the right format according to **General specification for image formats**.
- Width of both images: **2000 px**.
- Height of both images depends on your creative.
- First image (header) is placed at the top of the page.
- Second image (repeater) is placed under first image and is repeated to fill entire height of the page.
- Both images together must not exceed **240 KB**.
- **Upper part of image must contain text: "Podbarvení stránky je placenou inzercí společnosti ..."**.

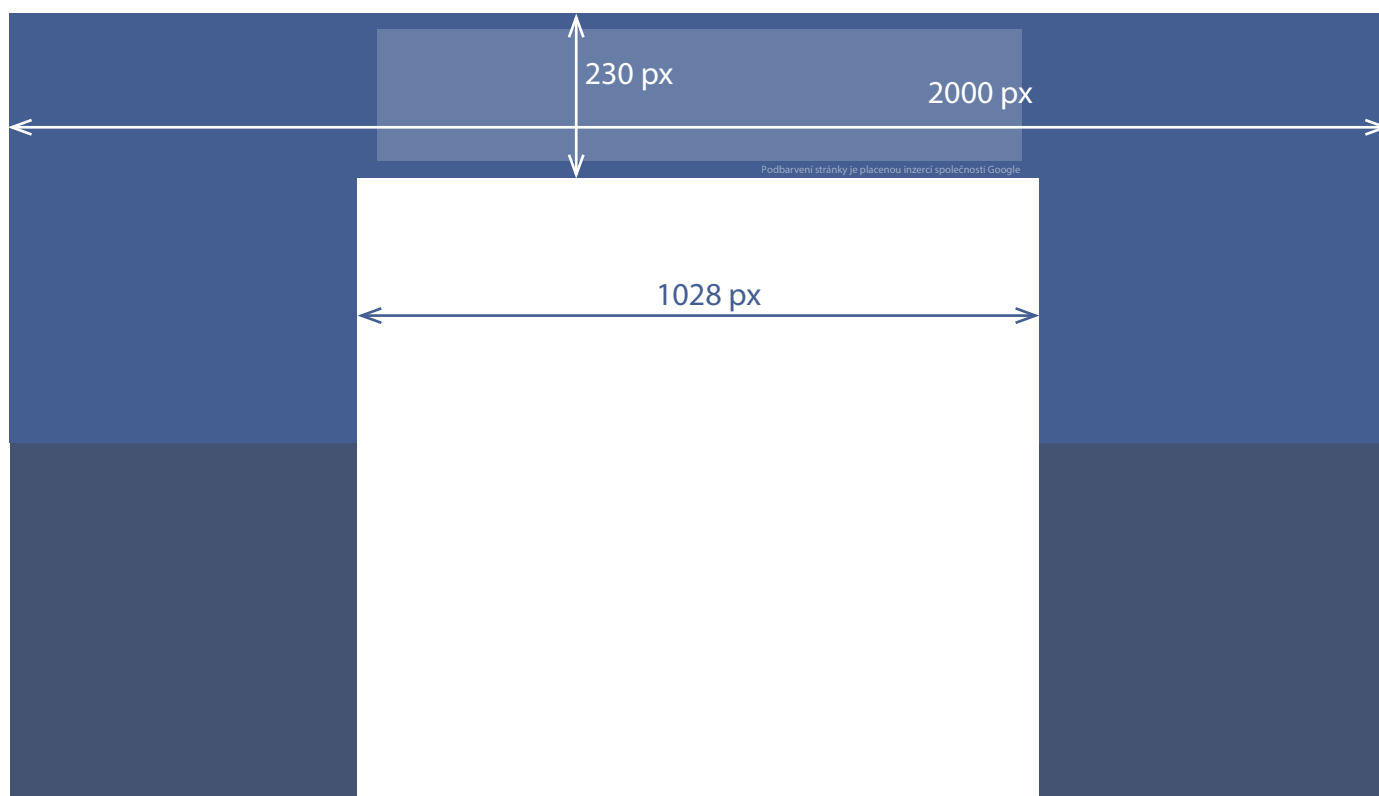
Meaning of Czech sentence is: "Branding is paid advertisement of ..." In the place of dots please insert the name of advertising company).

Size of text: 11px, font Arial or Helvetika.

- Try to do the background of the second (repeater) image seamless so there will be no visible joints between the repeated images.

- blue region is space for you advertisement on the first (header) image
- dark blue region is space for you advertisement on the second (repeater) image which is repeated one after another to fill height of the page

- light blue region represents MegaBoard which lays over branding image
- white region is hidden behind page content



For testing of repeating branding use this site:

<http://www.produkce.idnes.cz/branding-image/>

In second select-box choose „DoubleMegaboard“

Specification for MegaBoard:

- For MegaBoard banner with branding apply the same general specification for [Image formats](#) or [HTML5 formats](#)
- Image (JPG/PNG/GIF) or HTML5 format
- Dimensions: **998 × 200 px**
- Animation: Yes
- Data size: **max 45 KB for JPG/PNG/GIF banner**
max 100 KB for HTML5 banner
- Best practise for MegaBoard to combine perfectly with the branding image underneath is to leave the background of the banner transparent.