



PR ARTICLE

TECHNICAL SPECIFICATION

JPG
GIF
PNG

General specification for image formats:

- We accept only **JPG, GIF** (No animation), **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](#)

Attention: GIF Animation is forbidden.

Technical specification for PR article

Name	File type	Dimensions (px)	Data size	Other specifications
PR article*	TEXT	TITLE: 70 char. incl. spaces, words in title must not be used as hypertext link PEREX: 300char. incl. spaces, words in title must not be used as hypertext link TEXT: the amount of text depends on client, we recommend A4 standard spacing		
	IMAGES JPG/PMB/PNG	630 × 360	max. 2 MB	Landscape orientation. No animation
HyperText**	GIF/JPG/PNG	120 × 90	max. 15 kB	TITLE: max. 40 char. incl. spaces TEXT: max. 65 char. incl. spaces No animation

*In case you would like to have hypertext links in the text, then it is important to mark the place of each link. Photogallery can be placed in PR article. It's not possible to place tracking codes to PR article.

**In some cases PR article is promoted by Hypertext banner and links to the article.