Technical specifications for advertisement forms

Size, weight, advertisement format

Advertisement form	Maximum file size	Dimensions [px]	File format	Page number
Billboard	50kb	750x100	gif, jpg, swf	5
Double billboard	50kb	750x200	gif, jpg, swf	6
Triple billboard	50kb	750x300	gif, jpg, swf	7
Wideboard	50kb	970x200	gif, jpg, swf	8
Rectangle	50kb	300x250	gif, jpg, swf	9
Halfpage	50kb	300x600	gif, jpg, swf	10
Box	50kb	300x45 (90)	gif, jpg, swf	11
Screening	50kb	1600x1200		12
Branding player			jpg	13
Expand formats	50kb		swf	14
Video Ad			swf + flv	15
Preroll			mpeg, avi, mov, qt, mp4, flv	16
Advertisements on mobile devices			gif, jpg	17
Sponsor board during LIVE emissions				18
Hybrid application				19

Campaign material should be provided 2 working days before the campaign starts.

General provisions

All forms of advertising intended for display on TVP.pl sites should comply with the terms and conditions of the technical specifications for advertisement forms.

TVP.pl verifies advertising material in terms of their compliance with the technical specifications and in the event of any discrepancies with the aforementioned specifications, may forbid or interrupt their display. If any discrepancies of the material with the specifications are determined, the advertiser is obliged to provide material consistent with the specifications of TVP.pl.

Ad impressions on websites is not tantamount to TVP.pl stating compliance of the advertisement with technical specifications.

TVP.pl reserves the right to refuse to display or stop the display of any advertisement, if it decides that the ad is bothersome or harmful to website users.

All advertising material needed to initiate a campaign must be delivered not later than 2 working days before the launch of the campaign.

TVP.pl is not liable for delays in campaign displays caused by the advertiser providing materials inconsistent with the specifications before the deadline.

In the event of flash format or rich media materials, it is necessary to also provide a replacement version in simple graphic form (jpg, gif, animated gif), which will be displayed if the browser does not allow the display of advanced format materials.

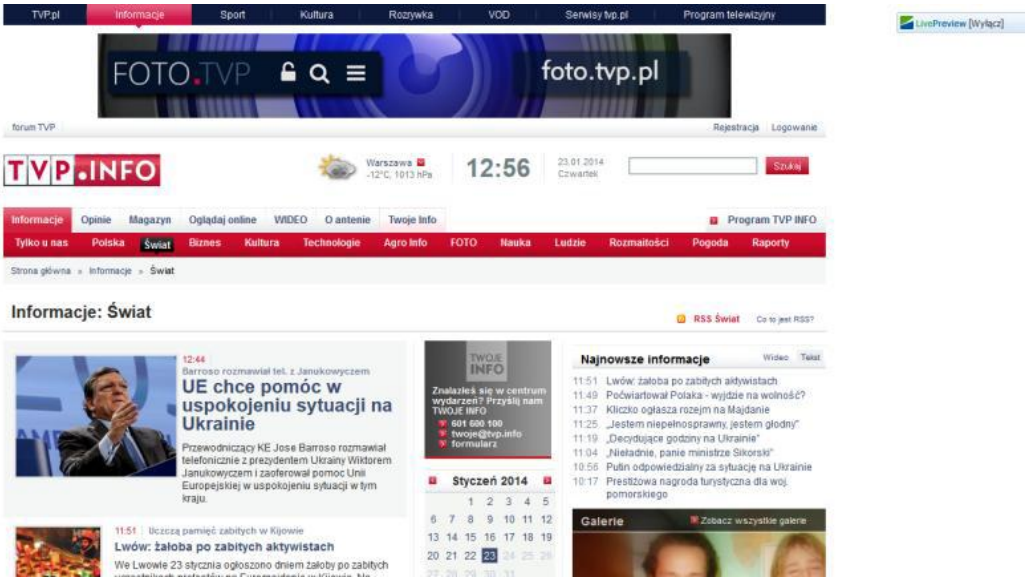
General requirements for advertisement form

The below regulations refer to all advertisement forms displayed by TVP.pl. Additionally, the terms of the technical specifications should be met by every advertisement forms available in these specifications.

1. File names may only contain alphanumeric symbols, without Polish letters.
2. The advertisement material cannot cause errors.
3. The advertisement material cannot interfere with the operation of the site.
4. Sound in advertisements:
    a. Sound in advertisements can only be played after an action (click) is performed by the user.
    b. If the advertisement has sound, it must have the possibility of being switched on or off.
5. Technical preparation of the production along with audio files and their accurate operation is the responsibility of the advertiser.

Flat advertisements

1. ***Billboards***
   Advertisement in the form of a rectangle measuring 750x100 pixels, displayed at the top of the page below the vignette. It may have a static or animated form.



Type: Image

1. Admissible file formats: gif, jpg
2. Dimensions: 750x100 px
3. Maximum file size: 50kb

Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x100 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 750x100 PX area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {
   getURL (_root.clickTag,"_blank");}

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

2. ***Double billboard***

Advertisement in the form of a rectangle measuring 750x200 pixels, displayed at the top of the page under the vignette. May have a static or animated form.

Type: image

1. Admissible file formats: gif, jpg
2. Dimensions: 750x200 px
3. Maximum file size: 50kb

Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x200 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.

6. In the event of productions which do not take up the entire 750x200 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {
   getURL (_root.clickTag,"_blank");
   }
   We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

3. Triple billboard

Advertisement in the form of a rectangle measuring 750x300 pixels, displayed at the top of the page under the vignette.
May have a static or animated form.

1. Admissible file formats: gif, jpg
2. Dimensions: 750x300 px
3. Maximum file size: 50kb

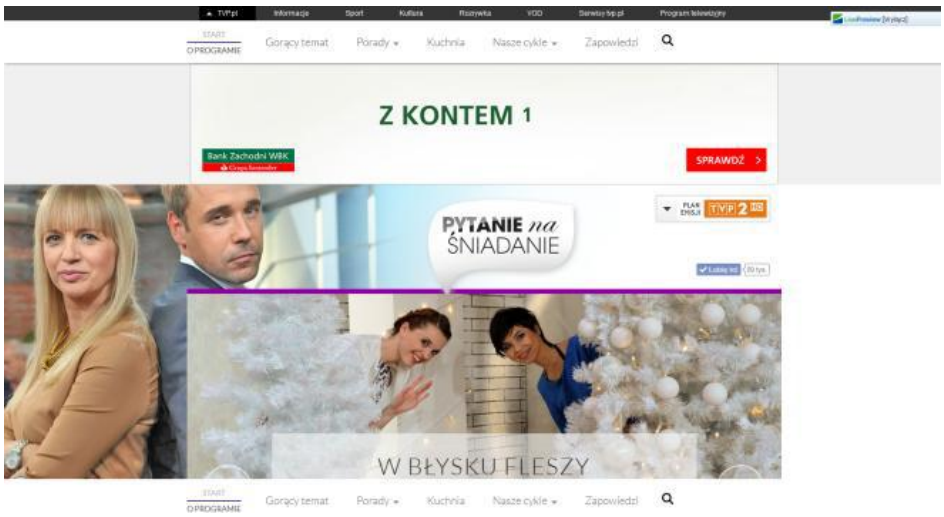
Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x300 px
3. Maximum file size: 50kb

4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 750x300 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {
   getURL (_root.clickTag,"_blank");
   }
   We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

4. Wideboard

Advertisement in the form of a rectangle measuring 970x200 pixels, displayed at the top of the page under the vignette. May have a static or animated form.



Type: image

1. Admissible file formats: gif, jpg
2. Dimensions: 970x200 px
3. Maximum file size: 50kb

Type: swf

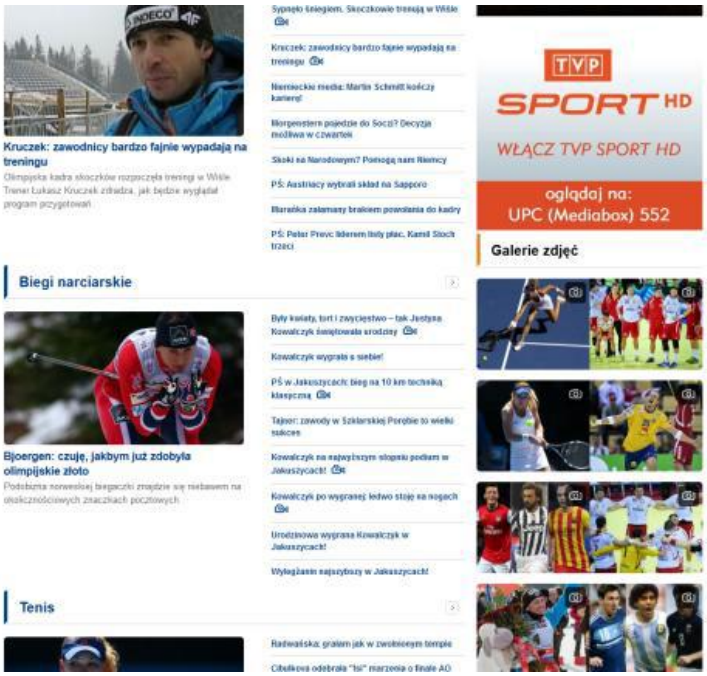
1. Admissible file formats: swf
2. Dimensions: 970x200 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 970x200 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.

9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {getURL (_root.clickTag,"_blank");}

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

5. Rectangle

Advertisement in the form of a rectangle measuring 300x250 pixels displayed in the right hand column of the page or under the third line of the article's text (depending on the display space). May have a static or animated form.



Type: image

1. Admissible file format: gif, jpg
2. Dimensions: 300x250 px
3. Maximum file size: 50kb

Type: swf

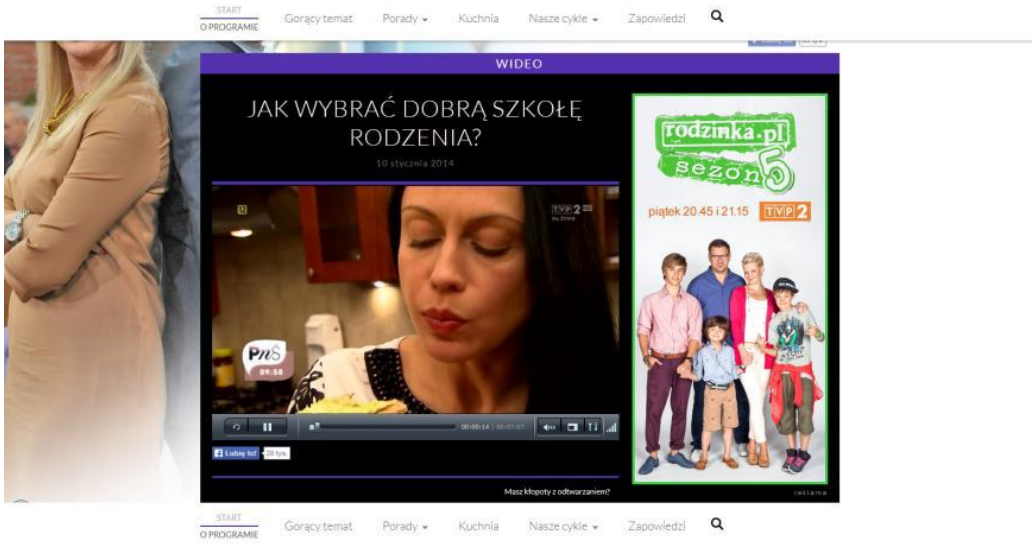
1. Admissible file formats: swf
2. Dimensions: 300x250 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 300x250 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)

{getURL (_root.clickTag,”_blank”);}

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

6. Halfpage

Advertisement in the form of a rectangle measuring 300x600 pixels displayed in the right hand column of the page. May have a static or animated form.



Type: image

1. Admissible file format: gif, jpg
2. Dimensions: 300x600 px
3. Maximum file size: 50kb

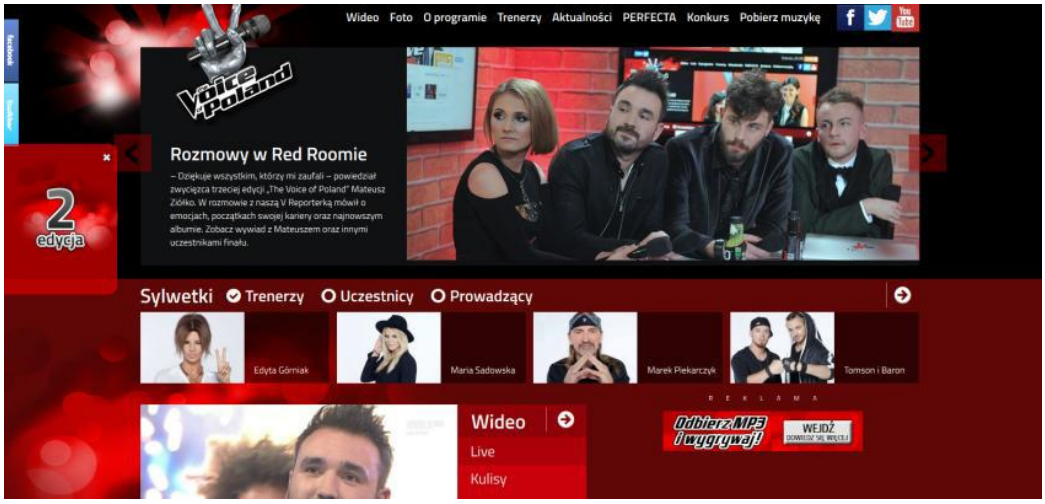
Type: swf

1. Admissible file formats: swf
2. Dimensions: 300x600 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 300x600 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {
   getURL (_root.clickTag,”_blank”);
   }

   We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

7. Box

Advertisement in the form of a rectangle measuring 300x45 (90) pixels, displayed in the right hand column of the page. May have a static or animated form.



Type: image

1. Admissible file format: gif, jpg
2. Dimensions: 300x45 (90) px
3. Maximum file size: 50kb

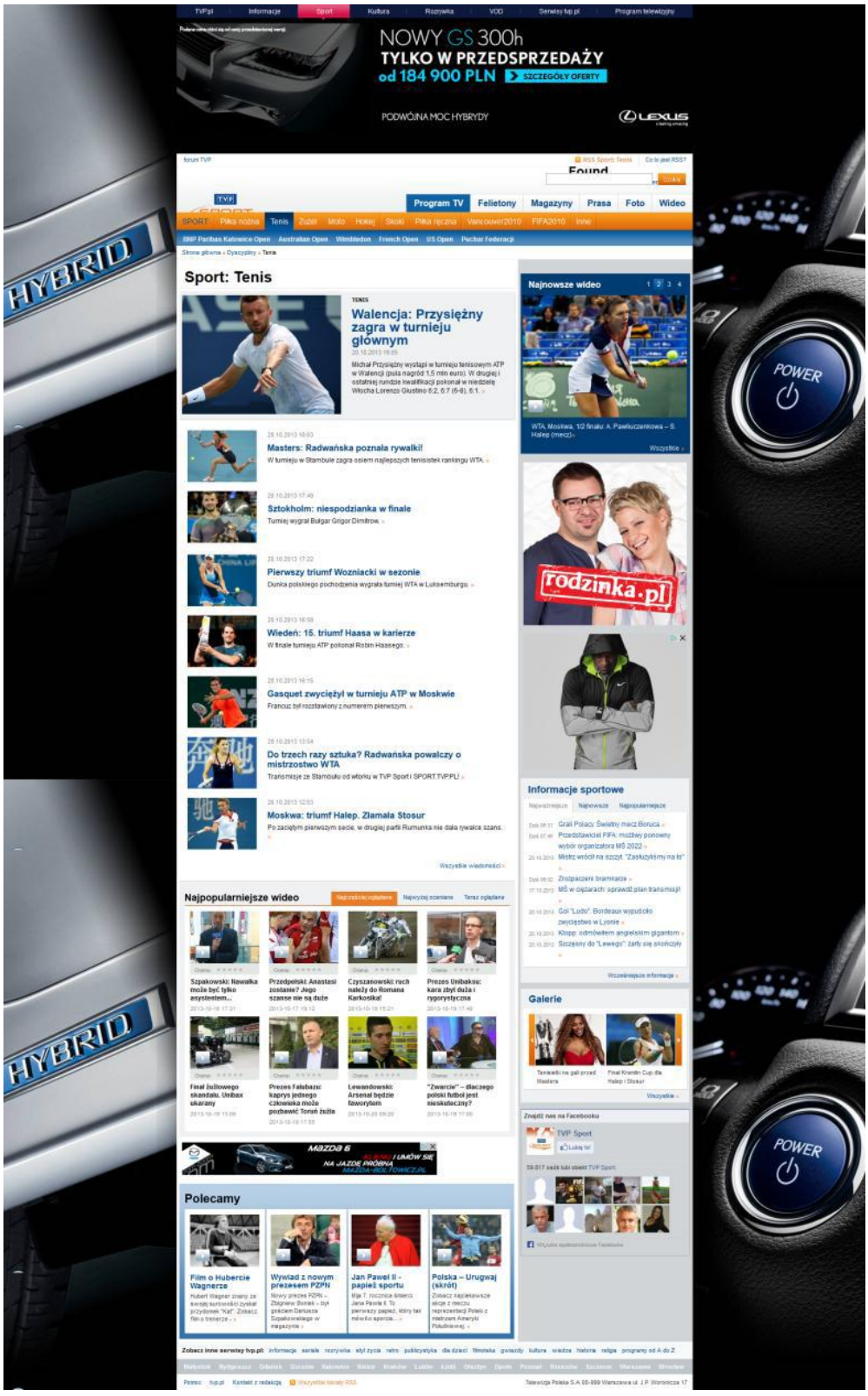
Type: swf

1. Admissible file formats: swf
2. Dimensions: 300x90 px or 300x45 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 300x90 px or 300x45 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {
   getURL (_root.clickTag,"_blank");
   }

   We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

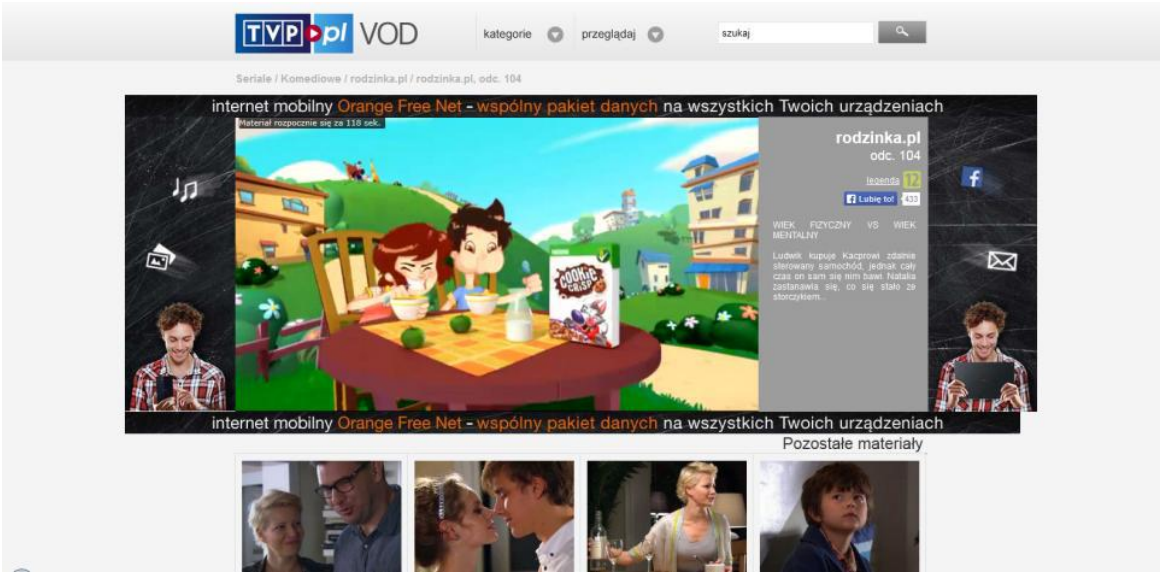
8. Screening

Advertisement form consisting of a billboard, double billboard, wideboard and wallpaper measuring 1600x1200 px. Both the wallpaper and billboard along with “mutations” are clickable.



9. Branding Player

Advertisement form consisting of 4 parts:
Top bar – 1245x60 px.
Bottom bar – 1245x60 px.
Right bar – 150x403 px.
Left bar – 150x403 px.



The file size of each element should not exceed 50kb.
Branding elements should be provided in .jpg format*
All branding elements are clickable.

10. Expand formats

Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x100/200/300 px or 300x250/600 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisement in swf format.
6. Animations can have a maximum speed of 25 fps.
7. SWF files cannot be secured from debugging.
8. The advertisement must have a layer with a button, which defines the action:
   on (release)
   {getURL (_root.clickTag,"_blank");}

   The production should have an active area on its entire surface (in rolled out and unrolled form) with the following links:

```
on (rollOver)
{
getURL("javascript:doexpand();","_self");
}
on (rollOut)
{
getURL("javascript:dolittle();","_self");

}
```

The size of the visible area in rolled out and unrolled form is regulated by numerical parameters in the functions ”dolittle()” and “doexpand()” in the serving code. After moving the mouse onto the advertisement, it should roll out, however after the mouse is taken off the advertisement area, the layer should roll back to its initial state.

NOTE: in the case of expand rectangle it should be noted whether the production being prepared should roll out to the right or left of the given website and material prepared consistently.

Video Advertisements

1. ***VideoAd***

   A 30-second long video advertisement displayed in any advertisement form (billboard, double billboard, triple billboard, wideboard, rectangle, halfpage etc.).

   1. Preparation of material for display is the responsibility of the customer.
   2. The production consists of a video advertisement and a frame player, equipped with start/pause, stop, on/off sound buttons as well as a loading and video progress indicator.
   3. There are two options for activating the production:
      a. The video is activated automatically in the production whereas sound is activated after the user’s action (click or moving the mouse onto the sound icon),
      b. Both the video and sound are activated after the user’s action (click or moving the mouse onto the player or sound icon).

Size: any standard form (rectangle, billboard, halfpage etc.)

Format: swf

1. The production should have a separated area prepared for video display.
2. The video file attached to the production should have a format adapted to the size of the flash window intended for its display.
3. Referral from the .swf production* to an external video file should take place with the use of the variable: ***video_url***

.SWF PRODUCTIONS

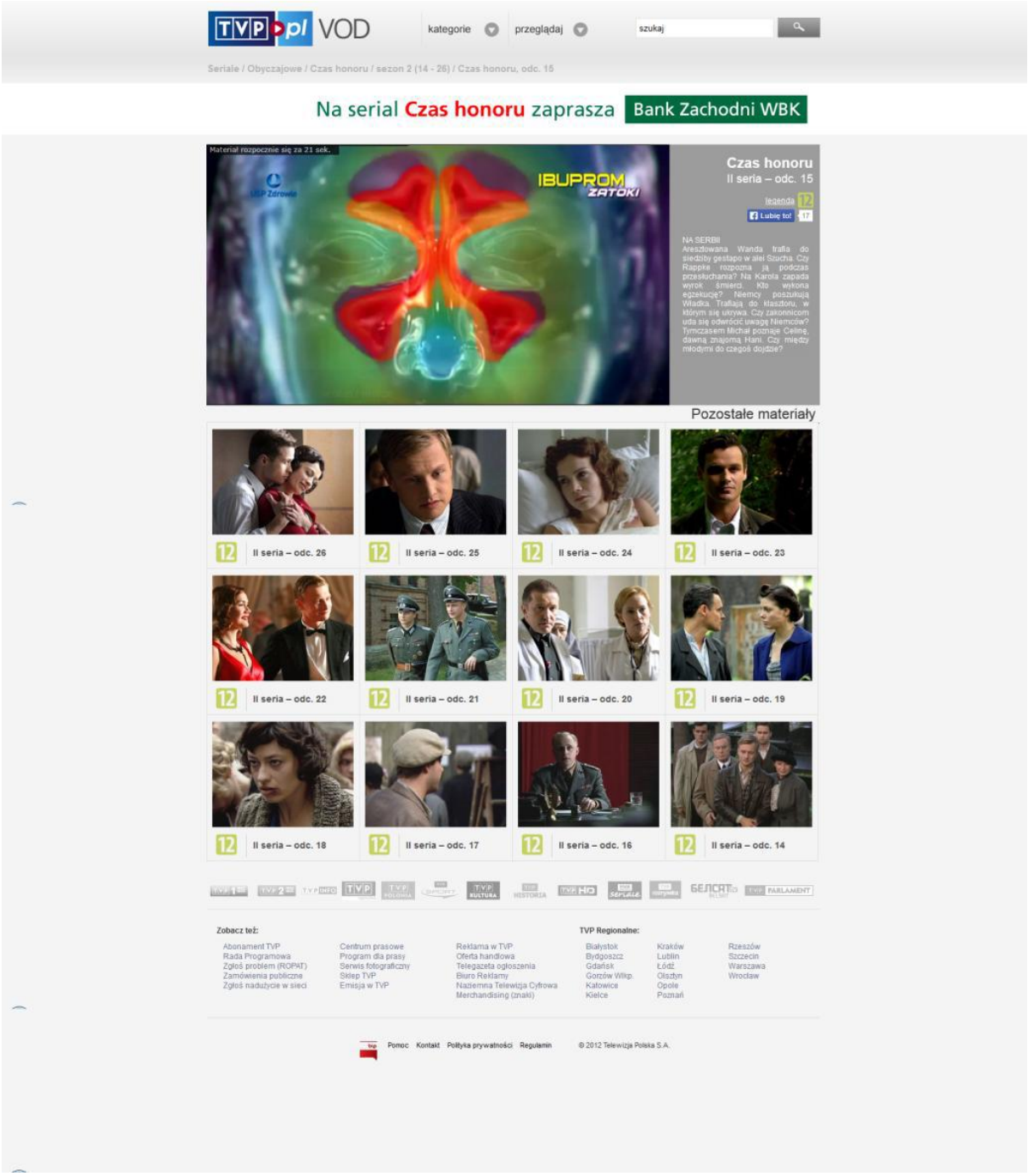
- The production must have a size and weight consistent with its description
- All .swf productions independently of their form must have a linked variable **_root.clickTag** enabling the count of clicks by the ad server:
    1. We create a new layer above the prepared animation. **We set it as the highest.**
    2. We draw a rectangular area on it, which we transform into a symbol – button.
    3. We enter the symbol and we assign its content a transparency parameter.
    4. We link the following function to the symbol: getURL and we set the parameters:

```
on (release)
{ getURL(_root.clickTag,"_blank"); }
```

NOTE: THE SIZE OF LETTERS IN THE VARIABLE _root.clickTag

Preroll, Midroll, Postroll

1. Admissible source file formats provided by the advertiser: mpeg, avi, mov, qt, mp4, flv.
2. Base video in the file should be of the highest quality. Maximum file size of source material is 0.2 GB.
3. Duration of the video: it is possible to display a spot which is a minimum 5 seconds long.
4. Width/height ratio of the video area: 16 to 9.



Advertisements on mobile devices

We recommend that all SWF productions have alternative JPG/GIF versions attached for browsing on mobile devices, which do not operate the Flash format.

Maximum dimensions and file size depend on the resolution of the device, on which the given form is displayed:

Billboard:

DIMENSIONS	FILE SIZE
216X36 px	Up to 6 kB
300x50 px	Up to 10 kB

480x60 px	Up to 30 kB
728x90 px	Up to 30 kB
750x100 px	Up to 40 kB

Double billboard:

DIMENSIONS	FILE SIZE
216X36 px	Up to 6 kB
300x75 px	Up to 10 kB
320x75 px	Up to 10 kB
80x75 px	Up to 30 kB
750x200 px	Up to 40 kB

Rectangle:

DIMENSIONS	FILE SIZE
220X250 px	Up to 40 kB

Sponsor platform in LIVE transmissions

Static image:

Format: *.png

Resolution: 1920x1080 Full HD

Video:

1920x1080 Full HD
H264 ~20 Mbit

aac sound~~256 kbit

NOTE preparation of various "vignettes" is required for the advertisement board according to the below guidelines:

Form: bar at the bottom or top of the screen.

Specifications:

Background: white;

Subtitles: orange (colour R230,G87,B29 or C0 M80 Y100 K0),

Font: ARIAL

Board variants which should be prepared:

- TRANSMISSION WILL START SHORTLY
- PAUSE IN TRANSMISSION
- END OF TRANSMISSION

Hybrid application

The customer should provide:

a. A logotype in a vector version
b. Brand book, which simplifies the design of the application in compliance with the company's visual identification
c. Font indicated in the brand book – if it is to be used in the HbbTV advertisement application (optionally)
d. Advertising slogan
e. Advertising spot. Initially only for the purpose of insight to design the application. Ultimately an advertising spot in HD resolution (1280x720) for emission in an HbbTV hybrid advertisement.

Teaser:

SATURN RADZI
MYŚL TECHNOLOGICZNIE
NACIŚNIJ CZERWONY PRZYCISK

16
TVP 1 HD
FORD MUSTANG
HUB TVP

Examples of the application: