TECHNICAL SPECIFICATION OF ON-LINE ADVERTISING

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BurdaMedia Polska

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1. General principles

All advertisements intended for emission on the websites of Burda Media Polska Sp. z o.o., hereinafter referred to as the "Publisher", should meet the conditions set forth in the assumptions of this document, hereinafter referred to as the "Technical Specification of Advertising Forms" or the "Specification" for short.

Burda Media Polska Sp. z o.o. reserves the right to verify whether an advertisement conforms with the Specification and not to accept it for emission or to discontinue its emission if it is found not to do so. Emission of an advertisement within the websites of Burda Media Polska Sp. z o.o. is not the same as confirmation of its compliance with the Specification.

The publisher reserves the right to refuse or discontinue an advertisement if it is deemed to be annoying or harmful to users.

2. Definition of advertising

An advertisement, within the meaning of this document, is a set of required graphic materials together with an emission script necessary for the correct display of the advertisement and serving this purpose only, and a URL to which clicks on the advertisement are to be redirected (so-called click URL).

Provision of the script is obligatory for customised ads or ads for which this has been specified. For other advertisements, the script is provided by the publisher.

In accordance with the above definition, a distinction is made between:

graphic material of the Image type (acceptable file formats: GIF, JPG, PNG)

Video type graphic material (acceptable file formats: MP4, WEBM, other formats will be converted on the Publisher's side or rejected if there is no such possibility)

ad script (acceptable technologies: HTML5/JavaScript)

An advertisement is compliant with the Specification only if it meets the general requirements for advertisements (as defined in Section 3 of the Specification) and the specific requirements for advertising forms (as defined in Section 4 of the Specification) appropriate for the given type of advertising form.

3. General advertising requirements

1. Adverts which, in the course of broadcasting, refer to external servers

(tracking, streaming, etc.) unless agreed in advance with the publisher.

2. The URL to which advertisements are to be redirected must be no longer than 250 characters (including the http protocol specification).

3. Advertisements which are supplied in a different format from that specified in point 2 of the Specification are deemed to be inconsistent with the Specification..

4. Adverts are considered to be incompatible if they contain (at the publisher's discretion) cyclical or annoying sound effects or cookies. it is not compliant with the terms and conditions of the website.

5. Advertisements which in any way interfere with the functioning of the website on which they are broadcast (in particular, cause the website to display incorrectly, contain errors or display error or warning messages) are considered to be non-compliant.

6. Adverts that place an excessive load on the processor are considered to be non-compliant with the specifications. The limit for the acceptability of the adverts is a load of no more than 25% on a 2.0 GHz processor as tested on the Chrome, Firefox, Safari and Edge web browsers.

4. HTML5 creations

An HTML5 creative is the material placed on the publisher's site in the form of an IFRAME with limited rights (thus, any communication between the creative and the site takes place only under the terms described below).

By creative, we mean a set of all graphic / multimedia / script materials necessary for the broadcast of an advertisement, delivered in the form of a file package (e.g. zipped).

It is unacceptable to use references to external graphic and multimedia materials (external, i.e. not contained in the package of materials). In the case of libraries originating from HTML5 creators (e.g. Adobe tools), references to these libraries located in popular CDNs are permitted.

4.1. Example code for a simple HTML5 creative:

The code below is only an example, which consists of a single image. It is used later in the specification to illustrate the individual script components.

```
<html>
      <head>
      </head>
      <body>
            <a id="creativelink" href="#" target="_blank">
                  <img src="data:image/png;base64,..." />
            </a>
      </body>
</html>
```

4.2. Parameters passed to the creation

The HTML creative is responsible for handling user interaction, including clicks. It is therefore important that it is able to capture the parameters passed to it from the broadcast script, including but not limited to the click parameter, pixel counts, etc.

In order to read the parameters passed to the creative, the following code should be appended to the code of the creative before the </body> tag:

```
<script type="text/javascript">
        var parsed = (document.location.href.split('#')[1]||'').split('&');
        var params = parsed.reduce(function (params, param) {
                var param = param.split('=');
                params[param[0]] = decodeURIComponent(param.slice(1).join('='));
                return params;
        }, {});
</script>
```

From here on the params variable will be available as an array of parameters passed from the broadcast script (for simplicity: in the creative code the params variable should not be used other than to pass parameters).

4.3. Click (clickTag)

After using the code snippet from section 4.2 on the variable params.click, params.clickTag or params.clickTAG (the publisher recommends using the click parameter but allows the other variants) there will be a target link (leading to the landing page).

How do you use it in the example in section 4.1?
The clickable areas of the creative should be contained in <a> tags, under which the click-through action will then be attached:

```
<a id="creativelink" href="#" target="_blank">
        <img src="data:image/png;base64,..." />
</a>
```

Note the ID of the <a> element (in the example, 'creativelink'), as the same ID must be provided in the instruction assigning the target address to the tag along with the count script. The value of the clickTag parameter passed to the creativelink code should be inserted as the address of the link. The following code should be placed below the previously described parameter reading code:

```
// change link href
document.getElementById('creativelink').href = params.click;
```

This can also be achieved by:

```
// attach click action to link
document.getElementById('creativelink').addEventListener('click', function() {
        window.open(params.click, '_blank');
});
```

Example of the creation code after application of the above changes:

```html
<html>
        <head>
        </head>
        <body>
                <a id="creativelink" href="#" target="_blank">
                        <img src="data:image/png;base64,..." />
                </a>

                <script type="text/javascript">
                        var parsed = (document.location.href.split('#')[1]||'').split('&');
                        var params = parsed.reduce(function (params, param) {
                                var param = param.split('=');
                                params[param[0]] = decodeURIComponent(param.slice(1).join('='));
                                return params;
                        }, {});

                        // przekazanie parametru click do kreacji
                        document.getElementById('creativelink').href = params.click;
                </script>
        </body>
</html>
```

4.4. Communication between creative and script

The following point applies to selected creatives or selected versions of creatives (e.g. an expanded creative, a creative with a customer closing cross, etc.).

The exchange of information between the Publisher's issue code and the creative is carried out using the window.postMessage() method, which takes the form:

window.postMessage('komunikat', '*')

The parameter 'message' shall have the following values:
a) in communication creation --> issue script
      params.onShrink - called when the creation of the expand type is shrinking
      params.onExpand - called at the moment of expanding the creative of expand type
      params.onClose - called at the moment of clicking the closing cross hidden in a creative
b) in communication script --> creation
      doShrink" - called upon upon a decrease in the creation of an expand type
      doExpand' - called when an expand creative expands

4.4.1 Creation with a closing cross

The display and handling of the closing cross in creatives requiring it is the responsibility of the ad impression script in 90% of cases. No additional action is required on the part of the HTML creative.

However, if a creative has an embedded closing cross (e.g. a toplayer creative), correct operation requires that the appropriate information is transmitted to the ad impression script in response to a click on the closing cross.

For example, if the closing cross in the creative is an element with id='closeButton', the creative should call the:

```
document.getElementById('closeButton').addEventListener('click', function() {
        if (window.parent != window) window.parent.postMessage(params.onClose, '*');

        // pozostały kod powiązany z kliknieciem w krzyzyk zamykajacy
        ...
});
```

4.4.2 Expanded creations

The display and handling of the closing cross in creatives requiring it is the responsibility of the broadcast script in 90% of cases. No additional action is required on the part of the HTML creative.

When the script is entirely responsible for handling the expand/decrease event, it is possible to inform the creative that the relevant event has occurred (the creative can then react in an appropriate way).

The creative should listen for the occurrence of "doShrink" and "doExpand" messages transmitted to it from the ad impression script. The following code placed in the creative will be able to read the relevant messages:

```
function doShrink() {
        // kod ktory powinien sie wykonac na akcji zwiniecia
}

function doExpand() {
        // kod ktory powinien sie wykonac na akcji rozwiniecia
}

window.addEventListener("message", function(event) {
        var method = event.data;
        if (method && typeof window[method] == 'function') window[method]();
}, false);
```

Similarly, if a creative has the expand mechanisms embedded in it, there is a need to inform the ad impression script of the occurrence of a specific event. For example, if a creative has buttons with id="expandButton" (responsible for enlarging the creative) and id="shrinkButton" (responsible for shrinking the creative), the following excerpts in the creative's code should inform the ad impression script of the even:

```
document.getElementById('expandButton').addEventListener('click', function() {
        if (window.parent != window) window.parent.postMessage(params.onExpand, '*');

        // pozostały kod powiązany z rozwinieciem kreacji
        ...
});

document.getElementById('shrinkButton').addEventListener('click', function() {
        if (window.parent != window) window.parent.postMessage(params.onShrink, '*');

        // pozostały kod powiązany ze zwinieciem kreacji
        ...
});
```

4.5.Video creations

The HTML creation can include video. There are limitations to this.

4.5.1 Autostart video

It is permissible to include a video in the creative, which will be fired automatically:
- the video must be on mute
- the video must stop after being played once (a loop is not permitted)
- the video must not exceed 1.5mb (the weight is not included in the total weight of individual creative types)
- the video must be attached to a file package and delivered with the creative

4.5.2 Intention video

It is permissible to embed a video in the creative which will not run automatically:
- the video must be launched after the action of the user clicking on a clearly distinguished interactive element
- the video may be played with sound
- The video may not weigh more than 5mb (the weight is not included in the total weight of individual creative types).
- The video must be included in a file package and delivered together with the creative

5. Https protocol - SSL encryption

1. Our services use encrypted protocols (SSL). All HTML5 creative and tracking codes must use a secure connection (https://) to ensure uninterrupted browser display, correct ad impression and correct calling of measurement codes.
2. The landing pages to which the advertisement redirects may use the unencrypted http protocol.

6. Specific requirements for desktop advertising

Billboard

- HTML5
  size: 750 x 100 pixels
  weight: 80 kB

- GIF/JPG/PNG
  size: 750 x 100 pixels
  weight: 40 kB

Double Billboard

- HTML5
  size: 750 x 200 pixels
  weight: 100 kB

- GIF/JPG/PNG
  size: 750 x 200 pixels
  weight: 50 kB

Triple Billboard

- HTML5
  size: 750 x 300 pixels
  weight: 120 kB

- GIF/JPG/PNG
  size: 750 x 300 pixels
  weight: 60 kB

Wideboard

- HTML5
  size: 1000 x 200 pixels
  weight: 120 kB

- GIF/JPG/PNG
size: 1000 x 200 pixels
weight: 60 kB

Gigaboard

- HTML5
size: 1000 x 600 pixels
weight: 200 kB

- GIF/JPG/PNG
size: 1000 x 600 pixels
weight: 100 kB

Swipe Gigaboard

- GIF/JPG/PNG
size: 1000 x 600 pixels
weight: max: 400 kB

The creative consists of up to 5 images with dimensions of 1000px x 600 px and a joint weight of max. 400 kB.

The ad format allows for the display of up to five different images, which can be moved automatically according to a predefined order, changed manually by the user using predefined arrows or by dragging the image with the mouse cursor.

Slash Gigaboard

- GIF/JPG/PNG
size: 1000 x 600 pixels
weight: max: 250 kB

The creative consists of 2 graphics with dimensions of 1000px x 600px and a shared weight of max. 250 kB and a cut-through bar: colour in the form of the HEX#****** code.

The ad format makes it possible to display two different images partially visible. By moving the mouse cursor, the user covers or uncovers one of the creative elements.

Partner (non-standard)
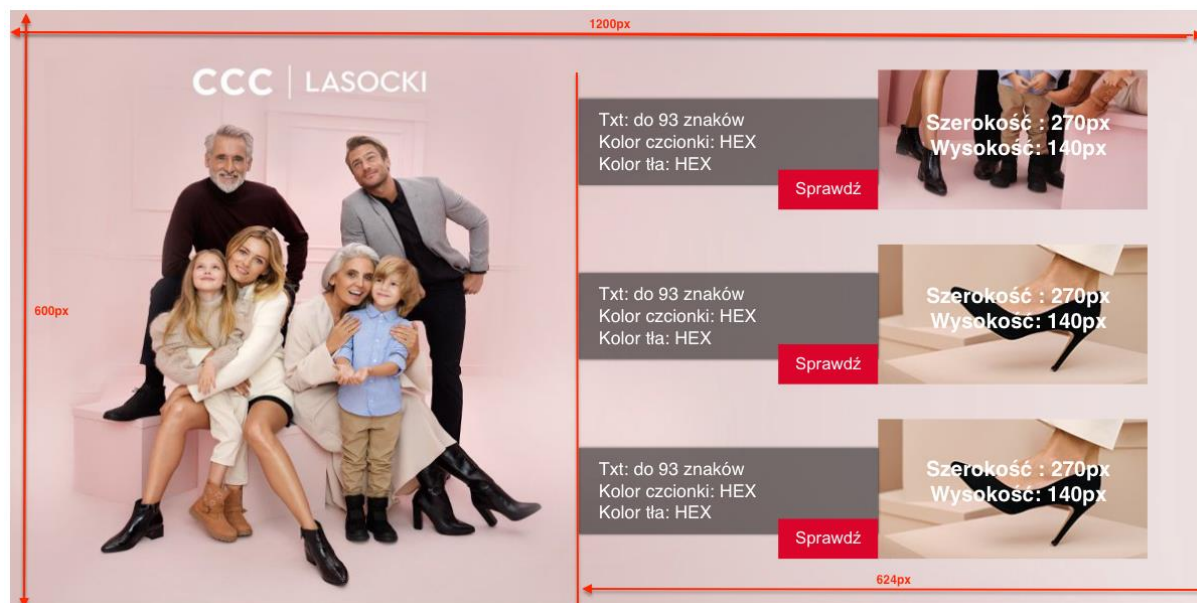
The creation consists of several elements:

Background:
Size: 1000 x 600 pixels
Format: jpg
Within the creative are displayed:
Three article slides:
Size: 270 x 140 pixels Txt: up to 93 characters url: 3 x link to articles Font colour: HEX e.g: #fff Background colour: HEX ex: #000 Button Text - 7 characters ex: Check Font colour: HEX e.g.: #fff Background colour: HEX e.g.: #db052b Weight Entire creative: max 200 kB

Rectangle

- HTML5
  size: 300 x 250 pixels
  weight: 80 kB

- GIF/JPG/PNG
  size: 300 x 250 pixels
  weight: 40 kB

Swipe Rectangle

- GIF/JPG/PNG
  size: 300 x 250 pixels
  weight: max: 150 kB

The creative consists of up to 5 graphics with a size of 300px x 250px and a joint weight of up to 150 kB.

The advertising format allows up to five different images to be displayed, which can be moved automatically in a predefined order, changed manually by the user using predefined arrows or by dragging the image with the mouse cursor.

Scratch Rectangle

- GIF/JPG/PNG
  size: 300 x 250 pixels
  weight: max: 150 kB

The creative consists of 2 graphics with dimensions of 300px x 250px and a joint maximum weight of 150 kB.

The ad format consists of two images, the first visible image can be "scratched off" by user action, revealing the second image.

Halfpage

- HTML5
size: 300 x 600 pixels
weight: 100 kB

- GIF/JPG/PNG
size: 300 x 600 pixels
weight: 50 kB

Cube 3D

The creative consists of:
- 4 x graphics
- 4 x url links

- HTML5:
- size: 300 x 300 pixels
- weight: 80 kB

- GIF/JPG/PNG
- size: 300 x 300 pixels
- weight: 50 kB

Outerstitial

- HTML5

        size: 1200 x 600 pixels

        weight: 150 kBkB

- GIF/JPG/PNG

        size: 1200 x 600 pixels

        weight: 100 kB

        RVisible size of the creative: max 1200 x 600 pixels, the rest of the screen filled with a solid background.

Double billboard wallpaper (Screening)

<u>Wallpaper</u>
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

<u>Double billboard</u>
    - Compliant with the specification

The total weight of the elements comprising the creation must not be greater than:
- for a billboard made in JPG/PNG/GIF technology + wallpaper - 80KB
- for billboards in HTML5 technology + wallpaper - 130KB

Wallpaper with triple billboard (Screening)

<u>Wallpaper</u>
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

<u>Triple billboard</u>
    - Compliant with the specification

The total weight of the elements comprising the creation must not be greater than:
- for a billboard made in JPG/PNG/GIF technology + wallpaper - 90KB
- for billboards in HTML5 technology + wallpaper - 150KB

Wallpaper with Wideboard (Screening)

<u>Wallpaper</u>
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

Videoboard

- Compliant with the specification

The total weight of the elements comprising the creation must not be greater than:
- for a billboard made in JPG/PNG/GIF technology + wallpaper - 90KB
- for billboards in HTML5 technology + wallpaper - 150KB

Screening Double Billboard Sticki

Wallpaper
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

Double billboard

- Compliant with the specification

The total weight of the elements comprising the creation must not be greater than:
- for a billboard made in JPG/PNG/GIF technology + wallpaper - 80KB
- for billboards in HTML5 technology + wallpaper - 130KB

Screening Wideboard Sticki

Wallpaper
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

Wideboard

- Compliant with the specification

The total weight of the elements comprising the creation must not be greater than:
- for a billboard made in JPG/PNG/GIF technology + wallpaper - 90KB
- for billboards in HTML5 technology + wallpaper - 150KB

Double billboard wallpaper (Screening Video)

Wallpaper
- GIF/JPG/PNG
-

Double billboard
- HTML5
size: 750 x 200 pixels
weight: 1.5 MB

- HTML creation can contain video but there are certain limitations - see more

Wallpaper with triple billboard (Screening Video)

Wallpaper
- GIF/JPG/PNG
- When designing the wallpaper, please take into account the dimensions of the sites

Double billboard
- HTML creation can contain video but there are certain limitations - see more

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MediaRoom

Frame:

Max. 8x frame + 8 url

- JPG/PNG

size: 250x150px pixels

weight: frame 80kb * X frames

Background:

- JPG/PNG

size: 1020x248 pixels

weight: 130kb

Pre Roll

The target material is prepared by edi-net based on the base material provided by the client.
The length of the material should not exceed 30 sec.
Requirements for base material:
- MPEG format, AVI

- resolution: 1024x576

- sound level nominal: -18 dBfs, maximum level: -6 dBfs,

- total bitrate: ~6 mbps, - frame rate: 25

- Weight up to 500 MB
The source film should be delivered min. 3 working days before planned emission.

Shutter Triple Billboard

- GIF/JPG/PNG

  Size: 750x300 pixels

  Weight: 60 kB (per graphic)

Creation consists of 2-5 graphics. Possibility to plug in a separate URL for each graphic. The effect of "blinds" when changing graphics.

Flipout Video

- GIF/JPG/PNG

  Size: 980x300 pixels

  Weight: 60 kB

- MP4

  Weight: 1500 kB

A banner that folds down after a 3 second countdown and a video appears in its place.

Parralax

- GIF/JPG/PNG

  Size: 300x600 pixels

  Weight: 60 kB

A banner that "hides" under the content of the site.

Video Background Pushdown

- GIF/JPG/PNG

  Thumbnail

  Size: 200x200 pixels

  Weight: 60 kB

- GIF/JPG/PNG

  Wallpaper (desktop only)

  Weight: 60 kB

- MP4

   Weight: 1500 kB

The creation consists of 3 thumbnail graphics, when you click on any of them, the video and background slide out. The background and URL can be unique depending on the thumbnail clicked.

Multi Rotational Cuboid

- GIF/JPG/PNG

   Size: 300x250 pixels

The creation consists of 6 graphics of 300px x 250px and a common weight of maximum 100 kB. Cuboid rotates by itself and with interaction.

Scroll Reveal

- GIF/JPG/PNG

   Background:

   Weight: 60 kB

- MP4

   Weight: 1500 kB

A video emerges when scrolling.

Flipped Scroll

- GIF/JPG/PNG

   Size: 300x600 pixels

   Weight: 60 kB

The creation consists of 2 graphics. When scrolling it rotates to the other side.

7. Specific requirements for mobile forms of advertising

Mobile Billboard

- GIF/JPG/PNG
size: 300 x 100 pixels
weight: 30 kB

Mobile Triple Billboard

- GIF/JPG/PNG
size: 300 x 200 pixels
weight: 35 kB

Mobile Gigaboard

- HTML5
size: 360 x 300 pixels
weight: 100 kB

- GIF/JPG/PNG
size: 360 x 300 pixels
weight: 50 kB

**possibility to upload video footage

QR Code

Mobile Swipe Gigaboard

- GIF/JPG/PNG
size: 360 x 300 pixels
weight: max: 250 kB

The creative consists of up to 5 images with dimensions of 360px x 300 px and a joint weight of up to 250 kB.

The format of the advertisement allows for the display of up to five different images, which can be moved automatically according to a predefined order, changed manually by the user using predefined arrows, or by dragging the image with the mouse cursor.

QR Code

Mobile Slash Gigaboard

- GIF/JPG/PNG
size: 360 x 300 pixels
weight: max: 250 kB

The creative consists of 2 graphics with dimensions of 360px x 300px and a joint maximum weight of 250 kB and a cut-through bar: colour in the form of the HEX#****** code

The ad format makes it possible to display two different images partially visible. By moving the mouse cursor, the user covers or uncovers one of the creative elements.

QR Code

Mobile Cube 3D

The creative consists of:
- 4 x graphics
- 4 x url links

– HTML5:
size: 300 x 300 pixels
weight: 80 kB

– GIF/JPG/PNG
size: 300x300 pixels
weight: 50 kB

QR Code

Mobile Rectangle

- GIF/JPG/PNG
size: 300 x 250 pixels
weight: 40 kB

QR Code

Mobile Swipe Rectangle

- GIF/JPG/PNG
size: 300 x 250 pixels
weight: max: 150 kB

The creative consists of up to 5 images with dimensions of 300px x 250px and a shared weight of max 150 kB.

The advertising format allows up to five different images to be displayed, which can be moved automatically in a predefined order, changed manually by the user using predefined arrows or by dragging the image with the mouse cursor.

Mobile Scratch Rectangle

- GIF/JPG/PNG
size: 300 x 250 pixels
weight: max: 150 kB

The creative consists of 2 graphics measuring 300px x 250px and weighing a maximum of 150 kB each.

The format of the advertisement consists of two images, the first visible image can be "scratched off" by user action, revealing the second image.

QR Code

Mobile PageBreak

- Vertical graphics
 (width x height x weight): (320px x 570px x 30kB), (480px x 860px x 40kB)

- Horizontal graphics
    (width x height x weight): (560px x 320px x 30kB), (850px x 480px x 40kB)

The material to be displayed is selected at the time of broadcast and depends on the size of the screen and its orientation.

Due to the specific nature of the form, the advertising message (content relevant to readability and user perception) should occup

- an area with proportions of roughly 4x3 of the central image area in the case of the horizontal form
- an area with proportions of roughly 2x1 of the central image area in the case of the vertical form The remainder of the form should be filled with non-involving elements.

For example, for a 320x570 image, the user-relevant content section should be contained in a central area of approx. 320x430, and for a 560x320 image in a central area of approx. 560x280.

QR Code

Mobile Halfpage

-    HTML 5
size: 300 x 600 pixels
weight: 80 kB

- GIF/JPG/PNG
size: 300 x 600 pixels

weight: 40 kB

QR Code

Mobile Graficbar

- GIF/JPG/PNG

size: 300 x 100 pixels

weight: 30 kB

QR Code

Mobile Outerstitial

Two creations are required, for the vertical and horizontal versions.

Vertical graphics
- HTML5
   size: 360 x 540 pixels
   weight: 100 kB

- GIF/JPG/PNG
   size: 360 x 540 pixels
   weight: 60 kB

Visible size of the vertical creative: max 360 x 540 pixels (the creative scales to fit the size of the screen), the rest of the screen filled with a solid background.

Horizontal graphics
- HTML5
   size: 640 x 260 pixels
   weight: 100 kB

- GIF/JPG/PNG
    Horizontal graphics
    size: 640 x 260 pixels
    weight: 60 kB

Visible size of horizontal creative: max 640 x 260 pixels (the creative scales to fit the size of the screen), with the remainder of the screen filled with a solid background.

Mobile Mediaroom

Frame: Max. 8x frame + 8 url
- JPG/PNG
size: 250 x 150px pixels
weight: frame 80kb * X frames
Background:
- JPG/PNG
size: 360 x 300 pixels
weight: 100kb

Mobile Partner (Nonstandard)

The creation consists of several elements:

Background:

Size: 360 x 300 pixels

Format: jpg

Within the creative, displayed are:
Three article titles

Size: 360 x 300 pixels
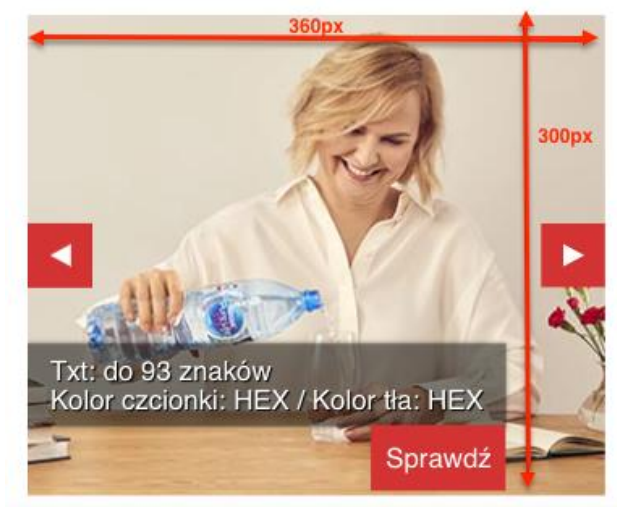Txt: up to 93 characters
url: 3 x link to articles
Font colour: HEX e.g: #fff
Background colour: HEX e.g.: #000
Button Text - 7 characters ex: Check
Font colour: HEX e.g.: #fff

Background colour: HEX e.g.: #db052b
Weight Entire creative: max 100 kB

Mobile Shutter Triple Billboard

- GIF/JPG/PNG

    Size: 300x100 pixels

    Weight: 40 kB (per graphic)

Creation consists of 2-5 graphics. Possibility of attaching a separate URL for each graphic. The effect of "blinds" when changing graphics.

QR Code

Mobile Flipout Video

- GIF/JPG/PNG

    Size: 300x250 pixels

    Weight: 40 kB

- MP4

    Weight: 1500 kB
A banner that folds after a 3 second countdown and a video appears in its place

QR Code

Mobile Parralax

- GIF/JPG/PNG

  Size: 300x250 pixels

  Weight: 40 kB

A banner that "hides" under the content of the site.

QR Code

Mobile Video Background Pushdown

- GIF/JPG/PNG

   Thumbnail

  Size: 200x200 pixels

  Weight: 60 kB

- MP4

  Weight: 1500 kB

The creation consists of 3 thumbnail graphics, when you click on any of them, the video and background slide out. The background and URL can be unique depending on the clicked thumbnail.

QR Code

Mobile Multi Rotational Cuboid

- GIF/JPG/PNG

    Size: 300x250 pixels

The creation consists of 6 graphics of 300px x 250px and a common weight of maximum 100 kB. Cuboid rotates by itself and with interaction.

QR Code

Mobile Scroll Reveal

- GIF/JPG/PNG

    Background

    Weight: 60 kB

- MP4

    Weight: 1500 kB

A video emerges when scrolling.

QR Code

Mobile Flipped Scroll

- GIF/JPG/PNG

Size: 300x250 pixels

Weight: 40 kB

The creative consists of 2 graphics. When scrolling it rotates to the other side.

QR Code

8.Mailing:

Preparation of the mailing creation in HTML format

Here are some guidelines for the correct preparation of mailings in an HTML package. Following these guidelines will help to reduce the risk of the same newsletter / mailing being displayed differently on different email clients.

1. The mailing code should be based on a table structure and the tags it contains should comply with the HTML 4.01 specification. It should also be error-free and comply with the W3C standard.

2. The code should not contain JavaScript and Flash animations as well as position: absolute and position: relative.

3. Polish fonts and special characters should be encoded in the UTF-8 standard (possibly ISO-8895-2, but bear in mind that this encoding has a smaller character library).

4. The recommended width of the creative is 600px. This is the width of the window for most mail clients.

5. All styles should be placed inline, without placing anything in the <head> section.

6. Margins should be set by adding blank cells or by adding padding styles in the cells (remembering then to take their size into account in giving the cell width). To get rid of unnecessary margins and spacing, it is best to add these three attributes to the table tag: border="0" cellpadding="0" cellspacing="0".

7. The align="center" attribute is used for centring.

8. The border is best placed in the cell style in this form: style="border: 1px solid #000000;".

9. We recommend placing the background as a solid colour via the bgColor="#ffffff" attribute placed in the cell. Background graphics are not displayed in Outlook.

10. Graphics should be uploaded in the format .jpg, .png lub .gif. To encourage the user to download graphics. The extensions necessarily written in lowercase letters. The names of graphic files must not have spaces, hyphens and special characters. The length of the graphic file name must not exceed 35 characters. It is good practice to include the following in the tags <img> alternative text. To remove spacing on Gmail and WP mail, add to this tag as well border="0" or style="display: block;"

11. It is best to use standard fonts, i.e. Arial and Times NewRoman. They should be defined inline with three values: type, size and colour (*text*)

12. A proper .zip package should have an index.html file with the creative code, an index.txt file with the text version (in the same coding as the index.html) and graphics referenced in the code.

13. The weight of the finished zip package should not exceed 100-150 kB.

Preparation of the mailing creative in JPG format

1. Graphics width 600-650 pixels.

2. Recommended weight up to 120 KB.

*We recommend that you prepare your creative in HTML format

9.Further information

1. The set of advertising materials should be delivered 3 working days before the planned emission, and in the case of non-standard advertisements 7 working days before the planned emission, the Publisher. reserves the right to make full use of the time allocated for the verification of advertising materials.

2. The publisher is not responsible for the incorrect display of adverts on non-standard browsers, or non-standard (default) browser or operating system settings.

3. The emission of a substitute form (Image type), is a full-fledged emission of an advertisement. Lack of information about the required substitute form for a given creative means that the default substitute form for this creative is a 1x1 pixel. The publisher endeavours to ensure that substitute ad formats are only emitted where necessary.

4. Advertising forms emitted in a separate window (popup, popunder) for the SP2 operating system or browsers from the Gecko and Opera family are emitted only at the moment of user interaction with the website consisting of clicking on typical elements of the website. This is due to the inability to emit these advertisements in the traditional manner for the above configurations and is aimed at maximising the level of actual user contact with the advertisement.

** Additional requirements for creatives containing video:

a. The video must not start automatically. The start must depend on an intentional action by the user (click).

b. Videos should be embedded in a tag that has video preloading disabled (the "preload" attribute for the video must be specified and have a value of "none" or "metadata": <video preload="none" ...> or <video preload="metadata" ...>).

c. The weight of the video content is not included in the overall weight of the creative. The maximum weight for a video file is 5MB.

d. The video should be prepared for playback on the Internet (format .mp4 or a combination of formats .mp4 + .webm + .ogv, file index (moov atom) moved to the beginning of the file).

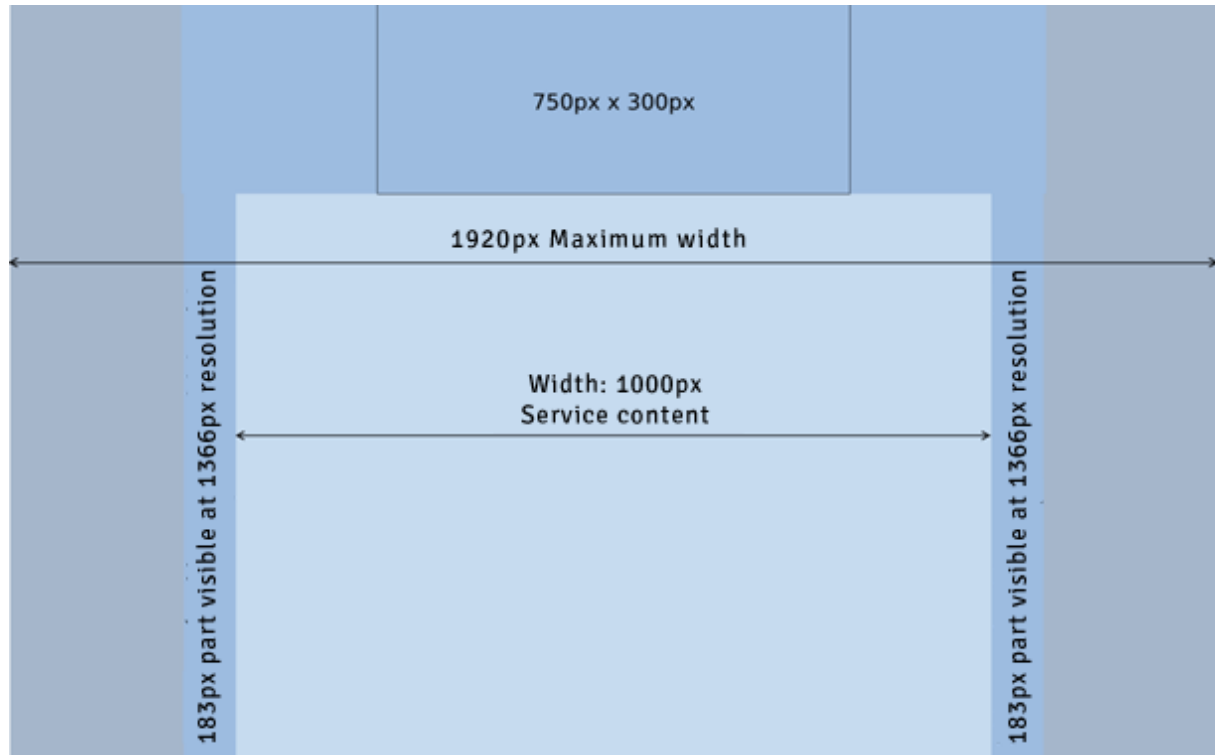## 10. Service dimensions - for screening creations

Wallpaper - recommended dimensions: **1920 x 1200 px**

When designing the wallpaper, the dimensions of the services should be taken into account and the specific information on the wallpaper format should be placed on the left and right side according to the information in the table:

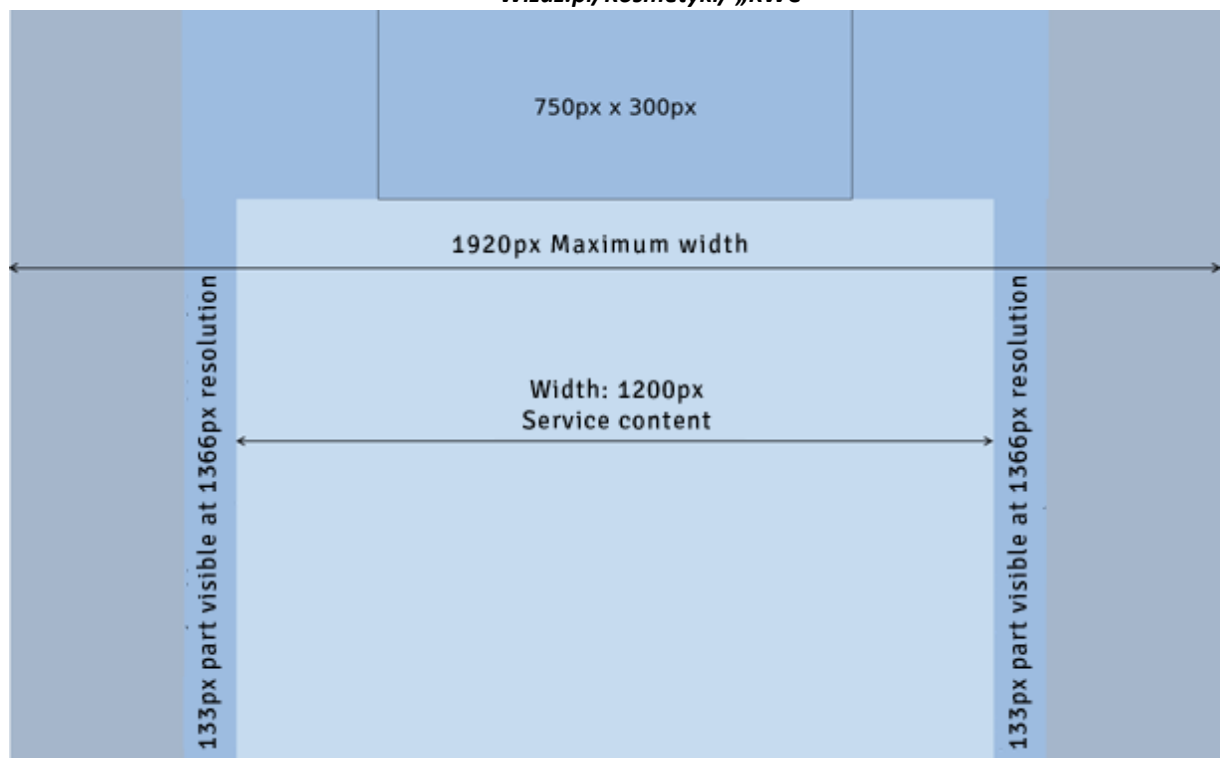| Serwis	Szerokość Serwisu	Rozdzielczość ekranu / Obszar widoczny reklamy
Polki.pl, Viva.pl, Gotujmy.pl, Mamotoja.pl Wizaz.pl Party.pl	1000px	1366px / visible area 2x 183px 1600px / visible area 2x 300px 1920px/ visible area 2x 460px
Wizaz.pl/ Kosmetyki/„KWC"	1200px	1366px / visible area 2x 133px 1600px / visible area 2x 200px 1920px/ visible area 2x 360px
elle.pl glamour.pl kobieta.pl mojegotowanie.pl mojpieknyogrod.pl national-geographic.pl przyslijprzepis.pl	1000px	1366px / visible area 2x 168px
elle.pl glamour.pl kobieta.pl mojegotowanie.pl mojpieknyogrod.pl national-geographic.pl przyslijprzepis.pl	1320px	1680px / visible area 2x 165px 1920px / visible areay 2x 291px

Triple Billboard + Wallpaper visualisation for the sites:
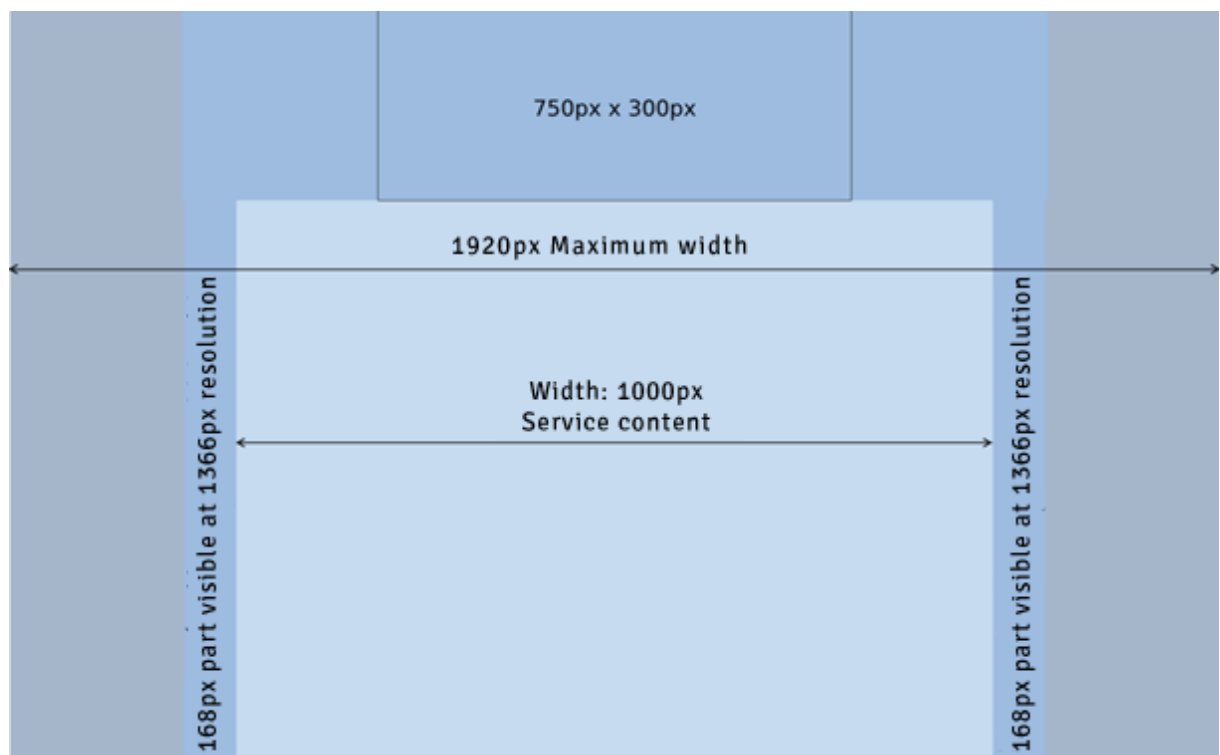*Polki.pl, Viva.pl, Gotujmy.pl, Wizaz.pl, Party.pl, Mamotoja.pl*

750px x 300px

1920px Maximum width

183px part visible at 1366px resolution

Width: 1000px
Service content

183px part visible at 1366px resolution

Triple Billboard + Wallpaper visualisation for the sites:

Wizaz.pl/Kosmetyki/ „KWC"

750px x 300px

1920px Maximum width

133px part visible at 1366px resolution

Width: 1200px
Service content

133px part visible at 1366px resolution

Triple Billboard + Wallpaper visualisation for the sites:

elle.pl, glamour.pl, kobieta.pl , mojegotowanie.pl, mojpieknyogrod.pl , national-geographic.pl, przeslijprzepis.pl

750px x 300px

1920px Maximum width

168px part visible at 1366px resolution

Width: 1000px
Service content

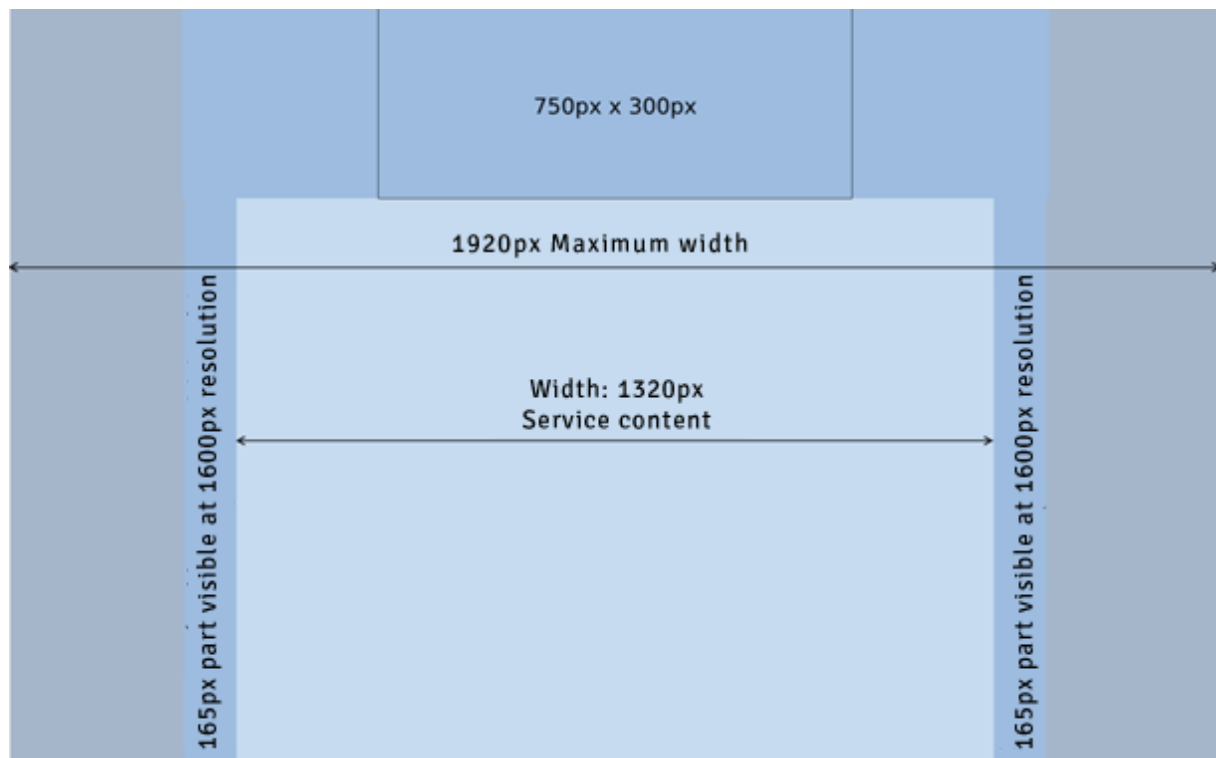168px part visible at 1366px resolution

Triple Billboard + Wallpaper visualisation for the sites:
elle.pl, glamour.pl, kobieta.pl , mojegotowanie.pl, mojpieknyogrod.pl , national-geographic.pl, przeslijprzepis.pl

750px x 300px

1920px Maximum width

165px part visible at 1600px resolution

Width: 1320px
Service content

165px part visible at 1600px resolution

Triple Billboard + Wallpaper visualisation for the sites:

*elle.pl, glamour.pl, kobieta.pl , mojegotowanie.pl, mojpieknyogrod.pl , national-geographic.pl,
przeslijprzepis.pl*