



Technical Requirements of GlossyMedia Advertising Products

Version 1.2

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This document describes how to prepare creatives for the advertising system of the Glossymedia advertising network. Advertisements originating in external AdServers have to meet the framework guidelines contained in this Specification, including without limitation those concerning sizes, weights and user interaction methods.

This Specification takes account of all supported advertisement formats. Because these formats can be modified or new types of advertisements can be implemented, users are advised to check for updates on regular basis. These are available from the <http://www.glossymedia.pl/glossymedia/0,97578,6296231.html> site.

We also offer custom advertisement formats that are not covered in the price list. Please contact the Sales Department of the Glossymedia advertising network for details.

1. Formats, Sizes and Weights of Standard Advertising Products

Lp.	Advertisng Products	Format	Size (px)	Max. Weight
1	Banner	GIF, JPG, FLASH	468x60	25 KB
2	Billboard	GIF, JPG, FLASH	750x100	30 KB
3	Skyscraper	GIF, JPG, FLASH	160x600, 120x600	30 KB
4	MPU	GIF, JPG, FLASH	300x250, 300x125	30 KB
5	Megabaner	GIF, JPG, FLASH	300x600	40 KB
6	Expandent Banner	FLASH	468x500	35 KB
7	Expandent Billboard	FLASH	750x400	35 KB
8	Expandent Skyscrypper	FLASH	120/320x600, 160/320x600	35 KB
9	Scroll Banner	GIF, JPG, FLASH	468x60	25 KB
10	Scroll Billboard	GIF, JPG, FLASH	750x100	30 KB
11	Scroll skyscrapper	GIF, JPG, FLASH	160x600, 120x600	30 KB
12	Scroll Footer	GIF, JPG, FLASH	Detailed requirements	20 KB
13	Brand Mark	FLASH	300x300	35 KB
14	Top Layer	FLASH	Any	25 KB
15	Interstitial	FLASH	Detailed requirements	40 KB
16	Pop-up, Pop-under	GIF, JPG, FLASH	300x250	30 KB
17	Mailing	GIF, JPG, FLASH	300x250	30 KB

2. General Requirements for Advertisements

2.1. GIF and JPG Advertisements

Each creative must meet the requirements of sections 1, 4.1 and 4.2 of this Specification.

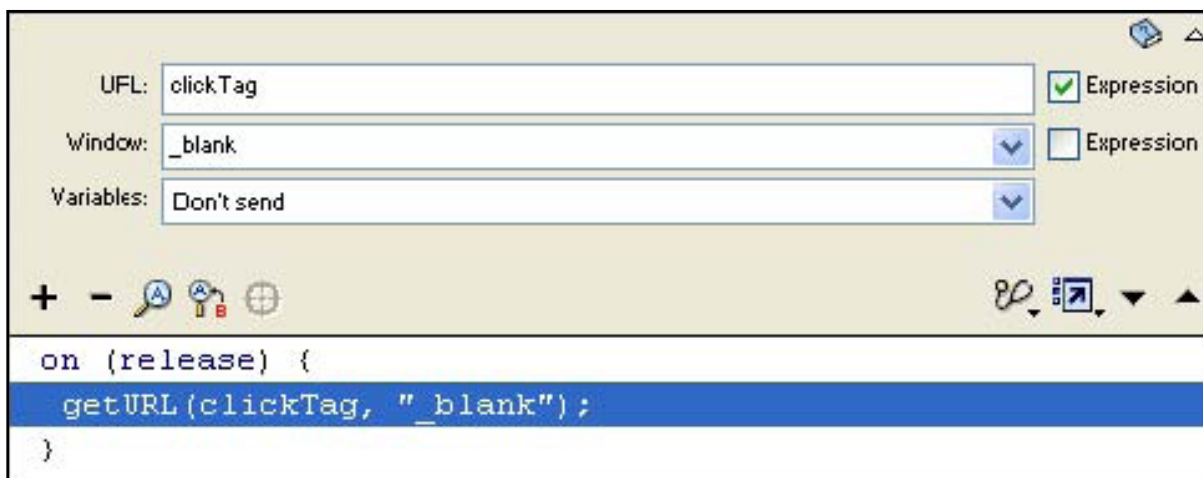
2.2. FLASH Advertisements

Each creative must meet the requirements of sections 1 and 4 of this Specification. To ensure correct advertisement click-count, each Flash object has to have an action button on the to player:

```
on (release) { getURL (clickTag, „_blank”);
}
```

NOTE the letter case in the clickTag variable.

Action Script execution:



Download a sample FLA file: <http://adv.gazeta.pl/pub/inb/reklama/clickTag.zip>

You need to use a `_root.clickTag` version while this action button is outside of the main timeline and inside the movie clip:

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

NOTE the letter case in the `clickTag` variable.

3. Specific Requirements for Multi-layered and Pop-up Ads

3.1. Expanded Banner, Billboard and Skyscraper Ads

Each advertisement must meet the requirements of sections 1 and 2.2 of this Specification. Prepare creatives in the form of a single SWF file of the size defined in sections 1.6, 1.7 or 1.8 of this Specification.

Supply a replacement in the GIF format of the size of a standard Banner, Billboard or Skyscraper (sections 1.1, 1.2 or 1.3) together with your flash material.

The replacement will be published for browsers without JavaScript support.

The „unexpanded” creative has to have an action button on the whole of its surface:

```
on (rollOver) { getURL(„javascript:doexpand();”, „_self”);  
}
```

Note the letter case in the `doexpand()` function.

Action Script execution:



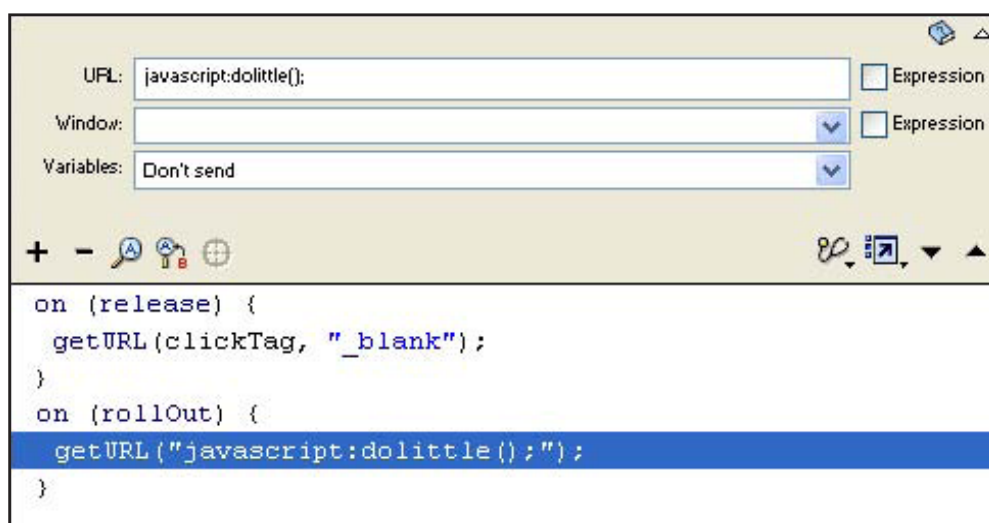
The doexpand() function is responsible for expanding the ad on the serving code side (it handles the uncovering of the advertisement layer). The banner will expand only when pointed at with the cursor.

The expanded creative has to have an action button on the whole of its surface:

```
on (rollOut) { getURL(„javascript:dolittle();”, „_self”);  
}
```

Note the letter case in the dolittle() function.

Action Script execution:



Download a serving code with a sample FLA file:
<http://adv.gazeta.pl/pub/inb/reklama/expand.zip>

3.2. Top Layer

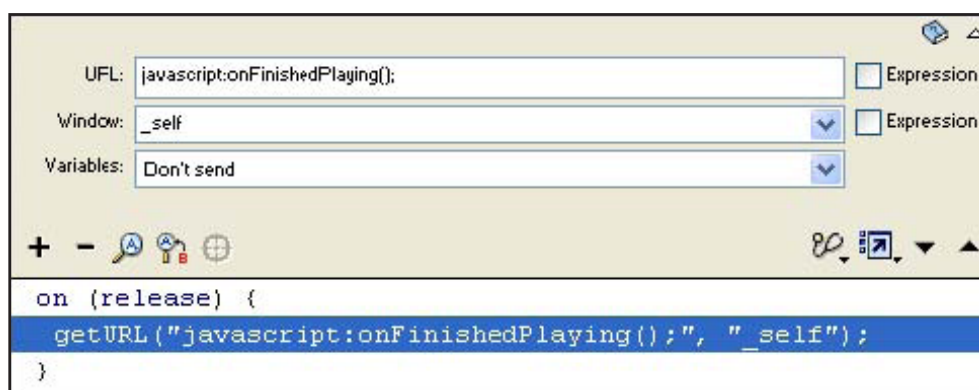
Each advertisement must meet the requirements of sections 1.14 and 2.2 of this Specification. The maximum time of displaying animation on a site is 15 seconds. If the creative contains any transparent areas, these must not block access to the WWW site .

The creative must contain a closing „cross” button with the following action:

```
on (release) {  
    et URL(„javascript:onFinishedPlaying();”, „_self”); }
```

Note the letter case in the onFinishedPlaying() function.

Action Script execution:



Assign the following action to the last animation frame;

```
stop();  
getURL(„javascript:onFinishedPlaying();”, „_self”);
```

Note the letter case in the onFinishedPlaying() function.

Download a serving code with a sample FLA file:
<http://bi.gazeta.pl/im/3/6297/m6297143.jpg>

3.3. Brand Mark

Each advertisement must meet the requirements of sections 1.13 and 2.2 of this Specification.

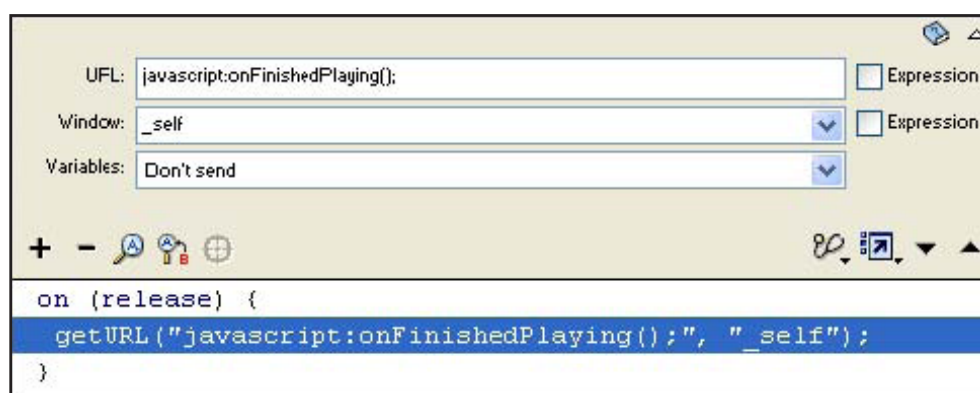
Brand Mark is an extended version of Top Layer. It has Minimize, Maximize and Close buttons. Also, it has a title bar you can use to drag the creative over the contents of the WWW page. The bar must not be clickable: it must not transfer the user to the Customer's site.

The creative must contain a closing „cross” button with the following action

```
on (release) {  
    getURL(„javascript:onFinishedPlaying ();”, ”_self”);  
}
```

Note the letter case in the onFinishedPlaying() function.

Action Script execution



The Minimize to Title Bar and Maximize buttons should be implemented on the Flash side, i.e., they should not refer to the serving code.

Once minimized, the advertisement must not obscure or block larger area of the WWW page than the outline of its title bar.

Download a serving code with a sample FLA file:
<http://bi.gazeta.pl/im/7/6296/m6296907.jpg>

3.4. Interstitial

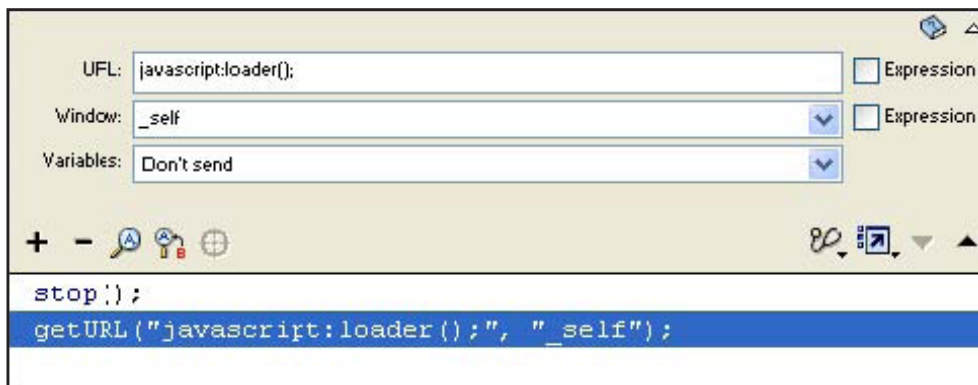
Each advertisement must meet the requirements of sections 1.15 and 2.2 of this Specification. The maximum duration of a full-screen advertisement is 15 seconds. The creative should have the 4:3 aspect ratio. You need to supply hexadecimal background color together with your creative.

The first (empty) animation frame invokes the **loader()** function responsible for opening of the advertisement once it is downloaded:

```
stop(); getURL(„javascript:loader();”, ”_self”);
```

Note the letter case in the loader() function.

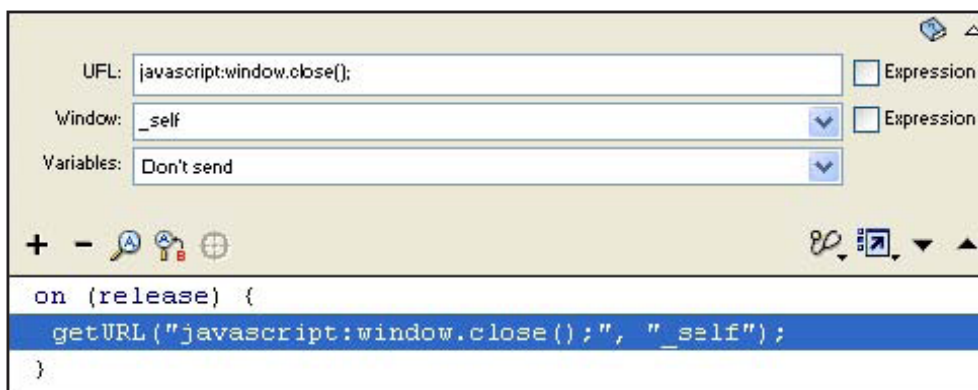
Action Script execution:



The creative must contain a closing „cross” button that invokes the **window.close()** function:

```
on (release) { getUrl(„javascript:window.close();”, „_self”); } Note the letter case in the window.close() function.
```

Action Script execution:



The last animation frame invokes a function to close the advertisement window automatically:

```
stop(); getUrl(„javascript:window.close();”, „_self”); Note the letter case in the name of the window.close() function.
```

The creative should be distributed into at least 5 frames along the _root strip.
Note that the serving code preloads the creative using the play() and stopplay() functions.

Download a serving code with a sample FLA file:
<http://adv.gazeta.pl/pub/inb/reklama/interstitial.zip>

3.5. Scroll Footer

Static GIF and JPG material:

Each advertisement must meet the requirements of sections 2.1 of this Specification.
The maximum height of a creation is 30px while the width can be any value. The movement of the advertisement starts from the bottom left corner of the browser window.

The serving code replicates the material, obscuring the whole width of the browser window.
If the mouse pointer is placed on the Scroll Footer area, the scrolling effect will stop.

Pointing the Scroll Footer area can display a different GIF or JPG file (the total weight of the basic and alternative files must not exceed the value specified in section 1.12 of this Specification).

Download a serving code together with a sample GIF file:
http://adv.gazeta.pl/pub/inb/reklama/scrollfooter_gif.zip

Requirements for Macromedia Flash materials:

Each advertisement must meet the requirements of sections 2.2 of this Specification.
The maximum dimensions are 3-px (H) x 1,280px (W). The advertisement is positioned in the bottom right corner of the browser window and it is not replicated.
The serving code is responsible only for the positioning and turning off the creative.

The creative should contain a scrolling effect and, if required, on (rollOver) or on (rollOut) effects.
If the width of the advertisement is smaller than the horizontal resolution of the screen, the advertisement may not fill the whole browser window.

Download a serving code with a sample FLA file:
http://adv.gazeta.pl/pub/inb/reklama/scrollfooter_swf.zip

4. Streaming

Please deliver your html frames and files in the AVI or WMV format. The size of the frame must not be larger than specified in section 1 of this Specification.

Your file will be converted to dual-stream WMV:

1. 361 kbps stream: 32 kbps, 32 kHz, CBR stereo audio; 25 fps, 320 kbps video;
2. 191 kbps stream: 20 kbps, 22 kHz, CBR stereo audio, 25 fps, 164 kbps video.

5. Mailing

Please deliver your mailings in the plain text or HTML format. A HTML mailing may contain any number of links, graphic objects, or Flash animations. The weight of the material must not be larger than 35 kB. The whole set of materials is placed in the Gazeta.pl server. Images or animations cannot be downloaded from external servers. Mailing statistics are calculated based on the ratio of clicks to the number of e-mails.

6. Additional Requirements

6.1. We request that you deliver the complete set of your creative together with URL links two business days before the start of the campaign.

6.2. The names of files sent to the Gazeta.pl Portal should be as follows:

CampaignName_Location_AdType_Size(_MaterialVersion)

Example: autoplus_sport_toplayer_400x300_v1 -avanti_woman_billboard_750x100_v3

6.3. Save your SWF files in the Macromedia Flash 6.0 or earlier format.

6.4. Your material must not exchange data with external servers. Among others, you must not use references to other files ("LoadMovie", "LoadMovieNum") or file download options.

6.5. You must not use any scripts that change the size and/or positioning of the browser window.

6.6. Your material must not modify or write any cookies.

6.7. Your material must not generate errors/warnings or block/obstruct the use of WWW sites.

6.8. You must not use audio loops in your creatives.

6.9. CPU usage in the client computers generated by the browser while displaying your flash advertisement must not exceed 50% for Pentium 3 PCs or 25% for Pentium 4 PCs.

