



Specification: advert standards in INTERIA.PL

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General rules

1. The adverts cannot contain automatic forwarding to advertiser's website nor any elements downloaded from external servers.
2. The adverts should be hosted on INTERIA.PL's server.
3. The adverts cannot use scripts changing the appearance of the browser window, except those forms that contain such an effect by default.
4. The Adverts should be using not more than 30% CPU of an average class processor (Intel Pentium 4).
5. The landing URL cannot be longer than 200 characters.
6. The adverts cannot read or change the cookies from user's computer.
7. The adverts cannot cause any warnings or errors during screening, or in any other way disturb the performance of the website where they are screened.
8. The names of advert files shouldn't contain foreign signs nor spaces, the files should be named by the scheme: advertiser/campaign_name_type_of_ad_size.filetype
e.g.: interiapl_navibox_300x250.swf or type_of_ad_size.filetype e.g.:
bar_950x60.swf

Advertising products specification

1. Banner

DESCRIPTION	: Graphic rectangle placed in the middle-top of a website, live or static.
WEIGHT	: up to 15kB
SIZE	: 468x60 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF), HTML

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above-mentioned conditions have to be fulfilled.

2. Billboard

DESCRIPTION	: Graphic rectangle placed in the middle-top of a website, live or static. Larger than traditional banner.
WEIGHT	: up to 30kB
SIZE	: 750x100 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF), HTML

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above-mentioned conditions have to be fulfilled.

3. Brandmark

DESCRIPTION	: A pop-up advertisement, of any demanded shape. Brandmark is always on top of the browser's content and can be minimized or moved within the browser's window. The ad must contain a visible „X” button that closes it. Limitation of user's contacts with an ad is required (capping included).
WEIGHT	: up to 40kB
SIZE	: up to 336x280 pixels
TECHNOLOGY	: Flash (SWF)

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. The closing button, marked with an “X”, should be visible all the time during the advert screening, placed in upper right corner of the ad and be clearly visible. The active button should be at least 14x14 pixels wide, all of the square should be active, not only the “X” mark.

The button should contain a closing function:

For Flash version 9 and higher:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

For Flash version 8 and lower:

```
on (release)  
{  
    getURL("javascript: "+_root.fClose);  
}
```

The button should be placed over the main linking button.

4. Minimising function.

- a) The minimizing button should use a function:

For Flash version 9 and higher:

```
flash.external.ExternalInterface.call(_root.fName,1);
```

For Flash version 8 and lower:

```
getURL("javascript: "+_root.fName+" (1)");
```

- b) When bringing back the original size, the button should use the following functions:

For Flash version 9 and higher:

```
flash.external.ExternalInterface.call(_root.fName,0);
```

For Flash version 8 and lower:

```
getURL("javascript: "+_root.fName+" (0)");
```

The button should be placed over the main linking button.

5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

4. CZATeria sponsoring

a) Corner Pump-up

DESCRIPTION	: Graphic advert with a transparency effect, placed in the corner of the chat window. It is not animated nor clickable.
WEIGHT	: up to 20 kB
SIZE	: max 200x200 pixels
DURATION	: max. 60 s.
TECHNOLOGY	: GIF file with max two frames
BACKGROUND	: white (255, 255, 255), the minimal value of RGB components for the pixels other than white is 150 (the darkest possible color is RGB 150,150,150), the mean value of the RGB components for all the pixels may not be lower than 210
OPTIONS	: alignment – lower right corner - appearance: banner expands from (0,0) to (w,h) (recommended), only the horizontal size changes, only the vertical size changes, banner moves diagonally without changing its size, banner moves horizontally without changing its size, banner moves vertically without changing its size, banner is static, - on in all chatrooms – the banner shows up for the whole cycle - appearing, screening for the set time, disappearing) - on in a chosen chatroom (appears only one time in chosen chatroom)
OTHER	: INTERIA.PL reserves the right to accept the advert

b) Sponsored Chat

Sponsored Chat is a service using the application of CZATeria.interia.pl

There also is a possibility of conducting a live Videochat interview, transmitted live on INTERIA.TV The users can watch the interview and put questions to the person invited.

Chat duration: up to 45 minutes.

c) Watermark

DESCRIPTION	: Graphic advert with transparency effect, placed in the background of the chat window. It is not animated nor clickable.
WEIGHT	: up to 10 kB
SIZE	: recommended 128x128 pixels
TECHNOLOGY	: GIF
BACKGROUND	: white (255, 255, 255), minimum 95% pixels in the background color, the minimal value of RGB components for the pixels other than white is 235 (the darkest possible color is RGB 235,235,235)
OPTIONS	: alignment - centered, expanded, tiled - on in all chatrooms and private rooms, on in a chosen chatroom and all the private rooms assigned with it - counting pageviews
OTHER	: INTERIA.PL reserves the right to accept the advert

5. Comet Cursor

DESCRIPTION	: Advert in the form of a graphic element following the mouse cursor.
WEIGHT	: up to 10kB
SIZE	: 50x50 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF)

6. Commercial Break

DESCRIPTION	: A graphic ad, sized up to 40kB and lasting up to 10 seconds. It is shown together with a top bar of the site it is emitted on. Afterwards, the ad disappears and the remaining parts of the site load. The ad must contain a visible „X” button that closes it.
WEIGHT	: up to 40kB
SIZE	: 750x450 or 950x450 depending on the width of the website
DURATION	: Max. 10s.
TECHNOLOGY	: Flash (SWF)

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Automatic closing. After the animation – not later than 10 s. from the beginning - the advert should use a closing action:

For Flash version 9 and higher:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

For Flash version 8 and lower:

```
on (release)  
{  
    getURL("javascript: "+_root.fClose);  
}
```

4. The closing button, marked with an "X", should be visible all the time during the advert screening, placed in upper right corner of the ad and be clearly visible. The active button should be at least 14x14 pixels wide, all of the square should be active, not only the "X" mark.

The button should contain a closing function:

For Flash version 9 and higher:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

For Flash version 8 and lower:

```
on (release)  
{  
    getURL("javascript: "+_root.fClose);  
}
```

The button should be placed over the main linking button.

5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

7. Double Billboard

DESCRIPTION	: Graphic rectangle placed in the middle-top of a website, live or static. Larger than traditional banner, twice the size of a billboard.
WEIGHT	: up to 40kB
SIZE	: 750x200 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF), HTML

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

8. Expand Banner

DESCRIPTION	: An interactive banner, which expands on hover, giving the advertiser extra space for promotion and presentation of their products and services.
WEIGHT	: up to 20kB
SIZE	: 468x60 pixels before expanding 468x240 after expanding
TECHNOLOGY	: Flash (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Expanding effect:
 - a. A 468x240 scene should be created.
 - b. A 468x60 mask, whose upper left corner will adjoin the upper left corner of the scene, should be created over the prepared movie.
 - c. On the top layer, there should be placed a button that will cause the mask to expand on hover to 468x240 and reveal the whole advert.
4. Hiding elements of the website that are covered by the expanding part
 - ❑ Expanding:
`flash.external.ExternalInterface.call(_root.fName, "hidden");`
 - ❑ Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```

5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

9. Expand Billboard

DESCRIPTION	: An interactive banner, which expands on hover, giving the advertiser extra space for promotion and presentation of their products and services.
WEIGHT	: up to 40KB
SIZE	: 750x100 pixels before expanding and 750x300 pixels after expanding
TECHNOLOGY	: Flash (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Expanding effect:
 - a. A 750x300 scene should be created.
 - b. A 750x100 mask, whose upper left corner will adjoin the upper left corner of the scene, should be created over the prepared movie.
 - c. On the top layer, there should be placed a button that will cause the mask to expand on hover to 750x300 and reveal the whole advert.

4. Hiding elements of the website that are covered by the expanding part

- Expanding:

```
flash.external.ExternalInterface.call(_root.fName, "hidden");
```

- Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```

5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

10. Expand Corner

DESCRIPTION	: The corner should be: "flat", i.e. we do not fix the effect of the surface of the page widening up, but for the unwinding we make use of the transparency effect of the advertisement / SWF file. The emission consists in showing the SWF with dimensions
--------------------	--

120x120, which is placed in the upper right corner of the browser and which develops to dimension 520x520px once it is reached by the mouse. When the mouse leaves the developed area, the advertisement winds back.

WEIGHT : up to 30kB
SIZE : 120x120 pixels (520x520 pixels after expanding)
TECHNOLOGY : Flash (SWF),

1. The advert should use getUrl command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Expanding effect:
 - a. A 520x520 scene should be created.
 - b. A 120x120 mask, whose upper left corner will adjoin the upper left corner of the scene, should be created over the prepared movie.
 - c. On the top layer, there should be placed a button that will cause the mask to expand on hover to 520x520 and reveal the whole advert.

4. Hiding elements of the website that are covered by the expanding part

- Expanding:

```
flash.external.ExternalInterface.call(_root.fName, "hidden");
```

- Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```

5. Close button ("X") should be visible all the time (both when folded and expanded). The "X" button should be placed in the upper right corner, should have 14x14 pixels size, be clearly visible and have closing function as described:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

6. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

11. Expand Navibox

DESCRIPTION : An interactive navibox, which expands on hover, giving the advertiser extra space for promotion and presentation of their products and services.

WEIGHT : up to 40kB
SIZE : 300x250 pixels before expanding and 600x250 after expanding

TECHNOLOGY : Flash (SWF),

Technologia Flash (SWF)

1. The advert has to be prepared in Flash version 9 or higher
2. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

3. The URL address to the GET URL action should be supplied in an appendix.
4. Expanding effect:
 - a. A 600x250 scene should be created.
 - b. A 300x350 mask, whose upper left corner will adjoin the upper left corner of the scene, should be created over the prepared movie.
 - c. On the top layer, there should be placed a button that will cause the mask to expand on hover to 600x250 and reveal the whole advert.
5. Hiding elements of the website that are covered by the expanding part
 - Expanding:

```
flash.external.ExternalInterface.call(_root.fName, "hidden");
```

- Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```

6. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

12. Half Page 300x600

DESCRIPTION : A large-sized graphic advertisement, placed in the upper part of the right column.

WEIGHT : up to 40kB

SIZE : 300x600 pixels

TECHNOLOGY : GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.

3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled

13. In-Stream VideoAd

- DESCRIPTION** : A form of advertisement which enables to emit a television advertising spot before a video played by the user. Depending on the speed of the user's link, it is projected in two different qualities of the video stream allowing for a smooth playback of the film. Within the framework of the campaign, INTERIA.PL adapts the delivered source material to the needs of the emissions in the Internet. It is an active form of advertisement, it leads to client's website on click.
- DURATION** : maximum 30s.

NECESSARY MATERIALS

SPOT – high quality video file (min 4000kb/sec) resolution not lower than 720x576. Any file format. Possible size ratio 4:3 or 16:9. The file will be converted by INTERIA.PL to two different MP4 files (SQ and HQ) and subsequently sent for the client's approval.

DEADLINE FOR PROVIDING MATERIALS

3 workdays before the start of campaign

14. Sponsored Link

- DESCRIPTION** : Text advert that allows placing references to the websites at the top of the result list in the google.interia.pl search engine.
- ELEMENTS** :
Headline – max 25 characters (spacer included)
Description – one line of description, max 70 characters (spaces included)
The URL address – max 35 characters

15. Mailing

- DESCRIPTION** : Addressed to the users of free INTERIA.PL email accounts who can be targeted according to demographic criteria.

NECESSARY ELEMENTS:

- email subject (without Polish characters) up to 80 characters
- sender name (FROM)
- company address details (shown in emails as a text appendix under main content).
- return e-mail Address 'REPLY TO:' (optional)

- main content –text
- graphic files (if used)

TECHNOLOGY : text, HTML

Technology: text

1. Email with plain text up to 3000 characters and 5kB size.
2. Text without formatting (no bold, italics or underlines)
3. Maximum 70 characters in one line(spaces included).

Technology: HTML

1. Maximum size – 25 kB or 50 kB or more than 50kB, depending upon variant (all files attached plus HTML)
2. Scripts are not allowed (Java Script, VB Script etc.).
3. No frames.
4. References to the outside images or files are not allowed (the elements from outside servers won't be displayed while recipient is in offline mode).
5. Polish characters code: charset=iso-8859-2.
6. Location of graphic files: direct (same catalogue), example: <IMG SRC="gifname.gif" ...
7. Flash animations are not allowed.

16. Multiscreening

DESCRIPTION : An ad combining Billboard 750x100 place and margins of the website. The billboard part is interactive and contains a link to client's website. The part of the advert on the margins is only visible for users with screen resolution over 1024 px, it is not clickable.

WEIGHT : up to 40kB

SIZE : Billboard 750x100 pixels or Double Billboard 750x200 pixels, advertisement on margins – graphic size 1024x768 or 1280x1024 depending on the width of the website

TECHNOLOGY : GIF, JPEG, Flash (SWF), HTML for Billboard or Double Billboard; GIF, JPEG for the background (mainly margins)

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

17. Navibox

DESCRIPTION	: Graphic ad placed in the upper part of right page column.
WEIGHT	: up to 30kB
SIZE	: 300x250 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

18. Advertising strip

DESCRIPTION	: Graphic rectangle placed in the upper part of main modules on the main page of the portal
WEIGHT	: up to 15kB
SIZE	: 465x35 pixels small, 600x65 pixels large (in Warto Zobaczyć module)
DURATION	: 1 day
TECHNOLOGY	: GIF, JPEG (static)
OTHER	: INTERIA.PL reserves the right to reject or demand changes in the advert, due to its strong integration with the main page.

19. Pushdown billboard

DESCRIPTION	: Interactive version of Billboard that expands after placing mouse cursor over it, causing the content of the website to move down (the advert does not cover the content).
WEIGHT	: up to 40kB
SIZE	: 750x100 pixels before expanding 750x300 pixels after expanding
TECHNOLOGY	: Flash (SWF)

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Expanding effect:
 - a. Create 750x300 scene.
 - b. On the prepared movie create a 750x100 mask that will adjoin the upper left corner of the scene.
 - c. Create a button on the top layer, that will cause the mask to expand on hover to 750x300 and reveal the whole advert.
4. Hiding elements of the website that are covered by the expanding part
 - ❑ Expanding:

```
flash.external.ExternalInterface.call(_root.fName, "hidden");
```
 - ❑ Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```
5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

20. Rectangle

DESCRIPTION	: A graphic ad located in the middle of an article, either dynamic or static.
WEIGHT	: up to 30kB
SIZE	: 300x250 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

21. Scroll Banner

DESCRIPTION	: A banner, which remains visible for the user all the time. Scroll Banner moves up or down every time a user scrolls the page. Such an ad form must have a closing (X) button in its top right corner. If the user clicks the X (closing) button, they are automatically directed to the top of the page, and see the immobilized (fixed) version of the banner.
WEIGHT	: up to 15kB
SIZE	: 468x60 pixels

TECHNOLOGY : GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.
4. The closing button is prepared by INTERIA.PL

22. Scroll Billboard

DESCRIPTION : A billboard, which remains visible for the user at all time. Scroll Billboard moves up or down every time a user scrolls the page. Such an ad form must have a closing (X) button in its top right corner. If the user clicks the X (closing) button, they are automatically directed to the top of the page and see the immobilized (fixed) version of the banner.

WEIGHT : up to 30kB

SIZE : 750x100 pixels

TECHNOLOGY : GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.
4. The closing button is prepared by INTERIA.PL

23. Scroll Footer

DESCRIPTION : Advertising strip emitted on the bottom of the browser window. The advertisement moves together with the scrolling up and down on the WWW Service page currently viewed. It may contain text and graphic elements, both static and animated, which scroll horizontally along the strip. INTERIA.PL ensures the scrolling of the strip. It is possible to choose the scrolling direction (right or left).

WEIGHT : up to 10kB
SIZE : 1300x30 pixels
TECHNOLOGY : GIF, JPEG

24. Site sponsoring

The conditions of service realization are settled individually.

a) Lower Bar

DESCRIPTION : **Graphic rectangle located above the bar of a selected website. Live or static.**
WEIGHT : up to 15kB
SIZE : 760x60 or 950x60 pixels depending on the width of the website
TECHNOLOGY : GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

b) Upper Bar

DESCRIPTION : **Graphic rectangle located above the footer of a selected website. Live or static.**
WEIGHT : up to 15kB
SIZE : 760x60 or 950x60 pixels depending on the width of the website
TECHNOLOGY : GIF, JPEG, Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled

c) Expand Bar

DESCRIPTION	: An interactive bar, which expands on hover, giving the advertiser extra space for promotion and presentation of their products and services.
WEIGHT	: up to 20kB
SIZE	: 760(950)x30 pixels before expanding and 760(950)x100 pixels after expanding, the width depends on the width of the website
TECHNOLOGY	: Flash (SWF)

Technologia Flash (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Expanding effect:
 - a. A 760(950)x100 scene should be created.
 - b. A 760(950)x100 mask, whose upper left corner will adjoin the upper left corner of the scene, should be created over the prepared movie.
 - c. On the top layer, there should be placed a button that will cause the mask to expand on hover to 760(950)x100 and reveal the whole advert.
4. Hiding elements of the website that are covered by the expanding part
 - ❑ Expanding:

```
flash.external.ExternalInterface.call(_root.fName, "hidden");
```
 - ❑ Winding back:

```
flash.external.ExternalInterface.call(_root.fName, "visible");
```
5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.
6. The ad has to be prepared in 2 versions:
 - a. Expanding effect activates on mouse hover
 - b. Expanding effect activates on clicking on a call-to-action button (e.g. „rozwiń”, „sprawdź”, „kliknij”)

Advert in version “a” is shown with capping 1, in the next pageviews the “b” version is shown.

d) Logo in the website’s header

DESCRIPTION	: A graphic ad (client’s logo) shown in the upper right corner in the website’s header. Interfering with the appearance of the original website header is not possible. Static, clickable.
WEIGHT	: up to 5kB
SIZE	: depending on the website

TECHNOLOGY: : GIF, JPEG
OTHER : INTERIA.PL reserves the right to approve the graphic

25. Toplayer

DESCRIPTION : An animated graphic ad form, which appears on top of the content of the website, in any position requested by the advertiser. Such an ad cannot last longer than 30 seconds. Toplayer must contain a visible closing (X) button, in minimum size 14x14 pixels.

WEIGHT : up 40kB
SIZE : not more than 50% of the browser window
DURATION : up to 30s.,
TECHNOLOGY : Flash (SWF),

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. Automatic closing. After the animation – not later than 30 s. from the beginning - the advert should use a closing action:

For Flash version 9 and higher:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

For Flash version 8 and lower:

```
on (release)  
{  
    getURL("javascript: "+_root.fClose);  
}
```

4. The closing button, marked with an "X" should be visible all the time during the advert screening, placed in upper right corner of the ad and be clearly visible. The active button should be at least 14x14 pixels wide, all of the square should be active, not only the "X" mark.

The button should contain a closing function:

For Flash version 9 and higher:

```
on (release)  
{  
    flash.external.ExternalInterface.call(_root.fClose);  
}
```

For Flash version 8 and lower:

```
on (release)
{
    getURL("javascript: "+_root.fClose);
}
```

The button should be placed over the main linking button.

5. In order for the advert to be accepted, all the above mentioned conditions have to be fulfilled.

26. VideoAd

DESCRIPTION:

A form of advertisement which enables to emit a television advertising spot. INTERIA.PL adapts the delivered source material to the needs of the emissions in the Internet. The maximum duration of a video film is 30 seconds and its emission starts automatically after loading of the advertisement. The maximum capacity of the film cannot exceed 800 kB

STRUCTURE:

The creations encompassed by the streaming emission include:

- the main advertisement (e.g. billboard or skyscraper)
- streaming (i.e. animation)
- start-up "plug" (graphic file)
- final "plug" (graphic file)

SCREENING:

The Ad Server emits the **main advertisement**, the scripts serving this advertisement examine the user's link and select the appropriate **streaming** version, depending on the link and on the buffer time of the advertisement indicated by the client. In this time, instead of streaming the **start-up plug** appears (e.g. with a text "wait, the film is loading"), after the buffering the **streaming** is projected and then the final plug appears (e.g. with a text "if you want to know more - click"; also the first and the last frame of the film can be used as a plug).

NECESSARY MATERIALS:

- a) the main advertisement - the advertisement prepared in compliance with the general specification, in which certain space for the emission of **plugs** and **streaming** is provided
- b) plugs - .jpg files with the smallest possible weight
- c) streaming - AVI file with the best possible quality (up to 30s), AVI file shall be converted by INTERIA.PL into .flv files with different weights (the maximum 800kB), these files will be subsequently sent for the client's approval.

DEADLINE FOR PROVIDING MATERIALS:

5 workdays before the start of the campaign

27. Watermark (Wallpaper)

DESCRIPTION	: A graphic advertisement with low contrast and transparency (grayscale recommended), located on the margins of the website. The form is not animated nor clickable. The graphic element on the ad needs to contain empty space on the margins so that it can be fitted to the website. The conditions of the service are settled individually.
WEIGHT	: up to 10 kb
SIZE	: recommended 128x128 pixels
TECHNOLOGY	: GIF, JPEG
OTHER	: INTERIA.PL reserves the right to approve the creation.

28. Wide Billboard

DESCRIPTION	: A graphic rectangle placed in the middle-top of a website, live or static. Larger than traditional billboard.
WEIGHT	: up to 30kB
SIZE	: 950x150 pixels
TECHNOLOGY	: GIF, JPEG, Flash (SWF)

Flash Technology (SWF)

1. The advert should use getURL command:

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

this action should be connected with a button type object, placed in the main time line on the top layer.

2. The URL address to the GET URL action should be supplied in an appendix.
3. In order for the advert to be accepted, all the abovementioned conditions have to be fulfilled.