

MEDIA CLUB, s.r.o. / Technical conditions - digital advertising formats

Content

Video advertising.....	3
Videospot.....	3
Overlayr	3
Banner advertising.....	4
Standard banner advertising formats.....	4
Non-standard banner advertising formats.....	4
Leaderboard Premium	4
Branding player.....	5
PR article / Competition	5

General rules

If not stated, rules apply to all types of advertising formats

- The banner / video or other creatives cannot behave aggressively (flashing, blinking is strictly forbidden), unethical content, vulgarisms or other socially sensitive elements are strictly banned.
- The maximum data limits and the correct dimensions according to the ordered position must be observed. If the maximum data size will be exceeded, an extra charge of 1% of the base price will be charged for every 1% for which the data size has been exceeded.
- The creative cannot display any similarity to the operating systems or system dialogues.
- Creatives must not interfere with the page or affect the behavior of page elements.
- Creatives must contain no sounds, except video banner and video spot only.
- For the promotion of multiple brands or subjects, an additional fee of 15% for each brand/subject.
- You can add up to 3 creatives + 3 destination URLs to each booked position, except HBBTV.
- The customer is required to provide the supplier complete documentation no later than 3 working days before the scheduled start date of the campaign (Banner Advertising). In the case of non-standard formats, the submission deadline is 5 working days before the start of the campaign (PR articles, competitions and special projects). In the case of backgrounds for the production of an application to HBBTV, the deadline is 10 working days before the launch date of the campaign.
- Email all the materials including tracking codes to obchod-online@media-club.cz

Video advertising

Videospot

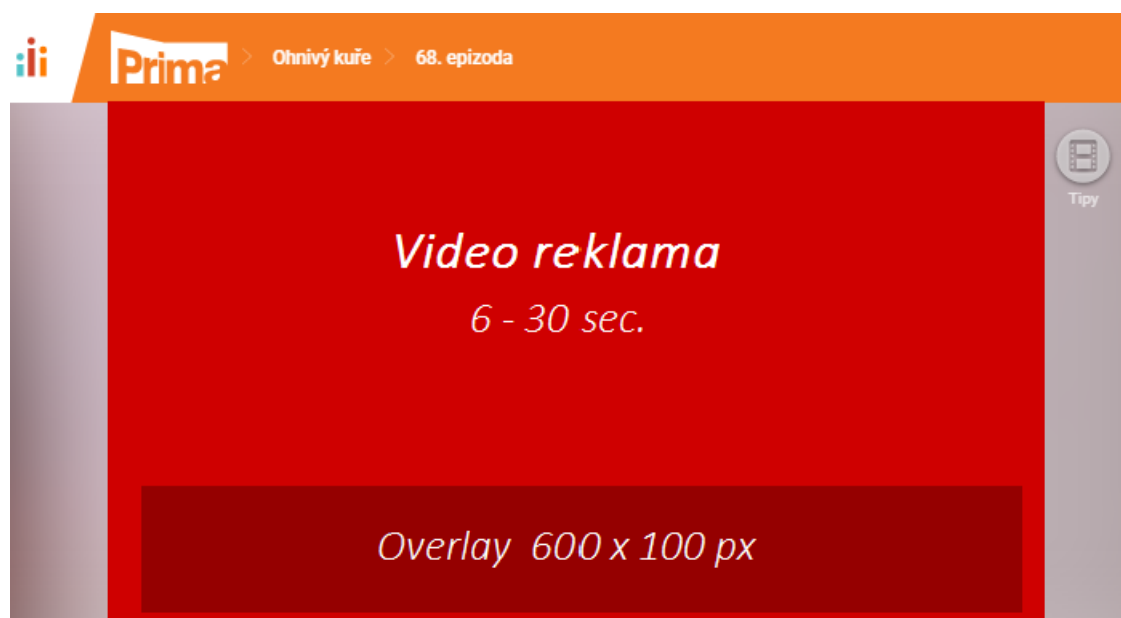
Advertising format	Dimension	Maximum data size	Format
Videospot	aspect 16:9 - Full HD, HD	100 MB	.mp4 (h.264), .mpeg

- Technical specifications for advertising format production: [videospot](#)

Overlayr

Advertising format	Dimension in px.	Maximum data size	Format
Overlayr	600 x 100	30 kB	JPG, GIF, PNG

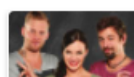
- Technical specifications for advertising format production: [overlayer](#)



68. epizoda - Zrádná samota!

11.01.2018 – Burák s Karolínou se k sobě chovají až přehnaně zamilovaně. Je ale jasné, že ani od jednoho to není upřímné. Když se do Kuřete staví Veruna, Burák najednou ožije. Za Soňou na návštěvu přijela teta se strejdou. Leoš z toho... [více](#) ▼

Ohnivý kuře



156 Zobrazit všechny epizody

+ Přidat do oblíbených

Standard banner advertising formats

Advertising format	Dimension in px.	Maximum data size	Format
Leaderboard – off the mobile	970 x 210	100 kB	JPG, GIF, PNG / HTML5
Medium Rectangle	300 x 250	100 kB	JPG, GIF, PNG / HTML5
Wallpaper	480 x 300	100 kB	JPG, GIF, PNG / HTML5
Half Page Ad - off the mobile	300 x 600	100 kB	JPG, GIF, PNG / HTML5
Super Size Ad – off the mobile	491 x 555	100 kB	JPG, GIF, PNG / HTML5
Board	970 x 300	100 kB	JPG, GIF, PNG / HTML5
Bottom	1 920 x 500	100 kB	JPG, GIF, PNG / HTML5
Fluid Bottom	1 920 x 2 560	240 kB	JPG, GIF, PNG / HTML5

- Banner HTML5: technical specifications for production can be found [here](#)
- A display script can be used.
- Target URL for a click.
- External measurements in the form of a URL.

Non-standard banner advertising formats

Advertising format	Dimension in px.	Maximum data size	Format
Leaderboard Premium	1 920 x 500	300 kB	JPG, GIF, PNG
	640 x 400	50 kB	JPG, GIF, PNG
Branding player	2 000 x 393	300 kB	JPG, GIF, PNG

Leaderboard Premium

- Format JPG, GIF, PNG.
- Size of format 1 980 x 500 pixels and 640 x 400 pixels.
- In case of larger dimension the main message should be concentrated on an area of 1070x420 px
- At the top edge, a black bar with 70% transparency must be placed over the basic graphic
- Full white background is **not allowed**.
- Unable to use the display script.
- Target URL for a click.

External measurements in the form of a URL.

Branding player

- Formats - JPG, PNG, GIF without animation.
- Creative size 2000 x 393 pixels.
- Maximum data size of 300 Kb.
- Can not use the display script.
- The main message must be centered in the safe zone.
- Full white background is not allowed.
- Transparent creative is not allowed.

PR article / Competition

- Format - text in Word with no extra characters and information (for example, enter in the end of each line), up to 2,000 characters including spaces
- Images or photos in high resolution, aspect ratio 16: 9, min. 620 x 349 pixels, ideal width of 1 200 pixels.
- Videospot according to the technical conditions can be embed
- Target URL for a click.
- Without a client's measurement scripts, a maximum of 5 clicks are measured on the client's landing pages.
- External measurements in the form of a URL.
- For a competition of 3 to 5 questions with answers a), b), c) and the correct answers.
- Winning list.
- Winnings send to FTV Prima, spol. s.r.o. in the beginning of the campaign.