

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

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# 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](mailto: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

- Format: .mp4 (h.264), .mpeg.
- Max. length: according to media plan.
- Resolution: aspect ratio 16:9 (PAL Widescreen - spots are same in the same format as TV broadcasting of TV Prima).
- Max. bitrate 6 Mbps.
- Maximal data size 100 MB.
- Sound: AAC, 48 kHz - without sound gain (approximately 16,5 dB). Sound mix should respect all recommendations by EBU R128, sound level of video must be normalized to -23 LUFS in integration mode of measurement, allowed top level of modulation is -1 dBTP.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

## Overlayr

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

- Format: JPG, GIF, PNG.
- Size of format 600 x 100 pixels.
- The display script cannot be used.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

# Banner advertising

## 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.
- A separate external measurement will not be used for bonus impressions.

## 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
Branding	2 000 x 1 400	300 kB	JPG, GIF, PNG
Branding playeru	2 000 x 393	300 kB	JPG, GIF, PNG
Interscroller	720 x 1 280	100 kB	JPG, GIF, PNG

### Leaderboard Premium

- Format JPG, GIF, PNG.
- Size of format 1980 x 500 px.
- In case of larger dimension the main message could be concentrated on an area of 1070 x 420 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.
- A separate external measurement will not be used for bonus impressions.

### Branding

- Formats - JPG, PNG, GIF with out animation.
- Creative size 2000 x 1 400 pixels.
- Maximum data size 300 kB.
- The creative must not be transparent.
- The graphics fill the entire creative space with 2000 × 1400 px.
- Web width: 1080 px - protective part from 1060 to 1100 px.
- The main message is placed at the top in the space of 1480 x 700 px.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

## Branding player

- Formats - JPG, PNG, GIF without animation.
- Creative size 2000 x 393 pixels.
- Maximum data size of 300 kB.
- Cannot 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.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

## PR article / Competition

- Format - text in Word with no extra characters and information (for example, enter in the end of each line), up to 2000 characters including spaces.
- Images or photos in high resolution, aspect ratio 16: 9, min. 620 x 349 pixels, ideal width of 1200 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.
- Target URL for a click.
- External measurements in the form of a URL.