

Delfi

TECHNICAL REQUIREMENTS FOR ADVERTISING

Valid from 2019.09

BANNERS FORMATS

Standart positions- DESKTOP

Banner type	Animation	Supported formats		Adform template	MAX weight, KB	Comments
		Hosting on the buyer’s platform on Adform	Hosting on the publisher platform			
Hero 2560x330	Not possible	HTML (according to the template)	JPG	Example	< 200 KB	Uploading banner to Adform adserving add JavaScript code: click link
1200x250	Possible	HTML, IMG	JPG, GIF, (HTML)	Example	< 200 KB	
1200x120	Not possible	HTML, IMG	PNG	Example	< 100 KB	Scroller
Floor ad 1200x120 + 980x400	Not possible	HTML, IMG	PNG	Example	< 100 KB	Is possibility to make expand on rollover functionality instead click to expand
300x600	Possible	HTML, IMG	JPG, GIF, (HTML)	Example	< 200 KB	
300x600 infoblock	Not possible		JPG, PNG		< 60 KB	
300x250	Possible	HTML, IMG	JPG, GIF, (HTML)	Example	< 200 KB	
880x250, 580x200	Possible	HTML, IMG	JPG, GIF, (HTML)	Example and Example	< 200 KB	
Kampas 1200x250 + 300x600	Possible	HTML, IMG	JPG, GIF, (HTML)	Example 1 and Example 2	< 300 KB	Submit two separated files

BANNERS FORMATS

RICH MEDIA positions - DESKTOP

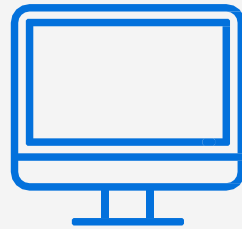
Banner type	Animation	Supported formats		Adform template	MAX weight, KB	Comments
		Hosting on the buyer's platform on Adform	Hosting on the publisher platform			df
1200x250 + expand 1200x500	Possible	HTML	HTML, IMG	Example	< 200 KB	Expand after click; expand with Close button
300x600 + expand 600x600	Possible	HTML	HTML, IMG	Example	< 200 KB	Expand after click; expand with Close button
300x600 + splash 600x600	Possible	HTML	HTML, IMG	Example	< 200 KB	Splash part - max. to 4 sec.
1200x250 + push-down 1200x500	Possible	HTML	HTML, IMG	Example	< 200 KB	Push-down part - max to 4 sec.
300x600 + expand 1200x600	Possible	HTML	HTML, IMG	Example	< 200 KB	Expand to the left after launching the mouse; auto-collapse
In-view video pagebreak	Possible	Vast XML	MP4	Example	to 5 MB	16:9, Bitrate - to 1MB/s; to 25s; 32-b colors
Video Preroll VOD	Possible	Vast XML	MP4	-	to 5 MB	16:9, Bitrate - to 1MB/s; to 25s; 32-b colors

BANNERS FORMATS

Standart positions - MOBILE

Banner type	Animation	Supported formats		Adform template	MAX weight, KB	Comments
		Hosting on the buyer’s platform on Adform	Hosting on the publisher platform			
300x50	Not possible	JPG, HTML	JPG, HTML	Example	< 100 KB	Mobile scroll
300x250	Possible	JPG, HTML	JPG, GIF, (HTML)	Example	< 200 KB	Submit: 300x250, HTML: responsive function, MRAID
300x150	Not possible	JPG	JPG, PNG		< 200 KB	
300x600	Possible	JPG, HTML	JPG, GIF, (HTML)	Example	< 200 KB	Submit: 300x600, HTML: responsive function
Pagebreak	Not possible	HTML	HTML, IMG	Example	< 200 KB	Formats using in production1080x1920 (vertical)
Mobile expand 300x50 + 300x128	Not possible	HTML	HTML, IMG	Example	< 200 KB	Two separated files and setTimeout function.

CLICK LOGGING (clickTAG)



If you want that advertising broadcasts platform could log users clicks, we have to make some instructions in software banners code (html5/javascript).

1. Upload main library (Adform.DHTML.js) for desktop banners broadcasts:

```
<script>
document.write('<script src="'+ (window.API_URL ||
'https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv='+ Math.random()) +' "></script>');
</script>
```

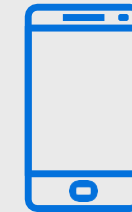
2. ClickTAG plugin on your chosen element in banner:

```
<div class="jusu-klase" id="paspaudimo-elementas"></div>
```

```
<script>
var clickArea = document.getElementById('paspaudimo-elementas');

clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.jusu-nuoroda.lt');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');

clickArea.onclick = function() {
window.open(clickTAGvalue,landingpagetarget);
}
</script>
```



Banner click tag on mobile devices is making differently, this is simpler and easier because of uploading time Adform.DHTML version, called mraid.js

1. Instructed to upload into mraid.js library (loacaly uploading Adform platform)
Library attached at startup time):

```
<script src="mraid.js"></script>
```

2. ClickTAG plugin implementation also is different from desktop version:

```
<div class="jusu-klase" id="paspaudimo-elementas"></div>
```

```
<script>
var banner = document.getElementById('paspaudimo-elementas');

banner.addEventListener('click', function() {
mraid.open(Adform.getClickURL('clickTAG'));
});
</script>
```

Source - <https://support.adform.com/documentation/build-html5-banners/html5-banner-specifications/adding-clicktag-variables/>

Source - <https://support.adform.com/documentation/build-mobile-mraid-banners/create-a-mobile-html5-banner/using-mraid/>

CONVERT ADS FROM DESKTOP TO MOBILE

Banner click tag on mobile devices is making differently, this is simpler and easier because of uploading time Adform.DHTML version, called mraid.js

1. Exchanging libraries Adform.DHTML.js -> mraid.js:

```
<script>
document.write('<script src="'+ (window.API_URL ||
'https://s1.adform.net/banners/scripts/rmb/Adform.DHT
ML.js?bv='+ Math.random()) +' "></script>');
</script>
```



```
<script src="mraid.js"></script>
```

2. ClickTAG call is also changing:

```
<script>
var clickArea = document.getElementById('paspaudimo-elementas');

clickTAGvalue = dhtml.getVar('clickTAG', 'http://www.jusu-nuoroda.lt');
landingpagetarget = dhtml.getVar('landingPageTarget', '_blank');

clickArea.onclick = function() {
window.open(clickTAGvalue,landingpagetarget);
}
</script>
```



```
<script>
var banner = document.getElementById('paspaudimo-elementas');

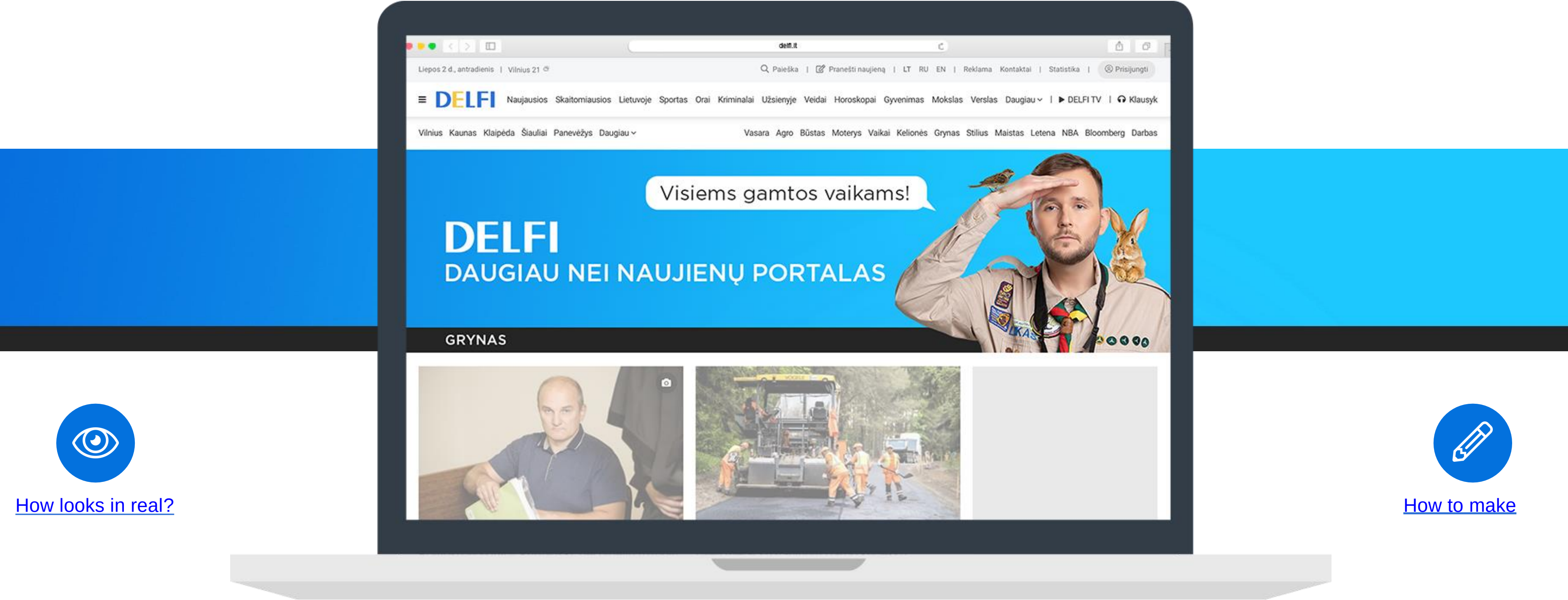
banner.addEventListener('click', function() {
mraid.open(Adform.getClickURL('clickTAG'));
});
</script>
```

BANNERS SAMPLES

DESKTOP

DESKTOP

HERO 2560 x 330 JPG/HTML small screen



Animation: not possible
Size: < 200 KB



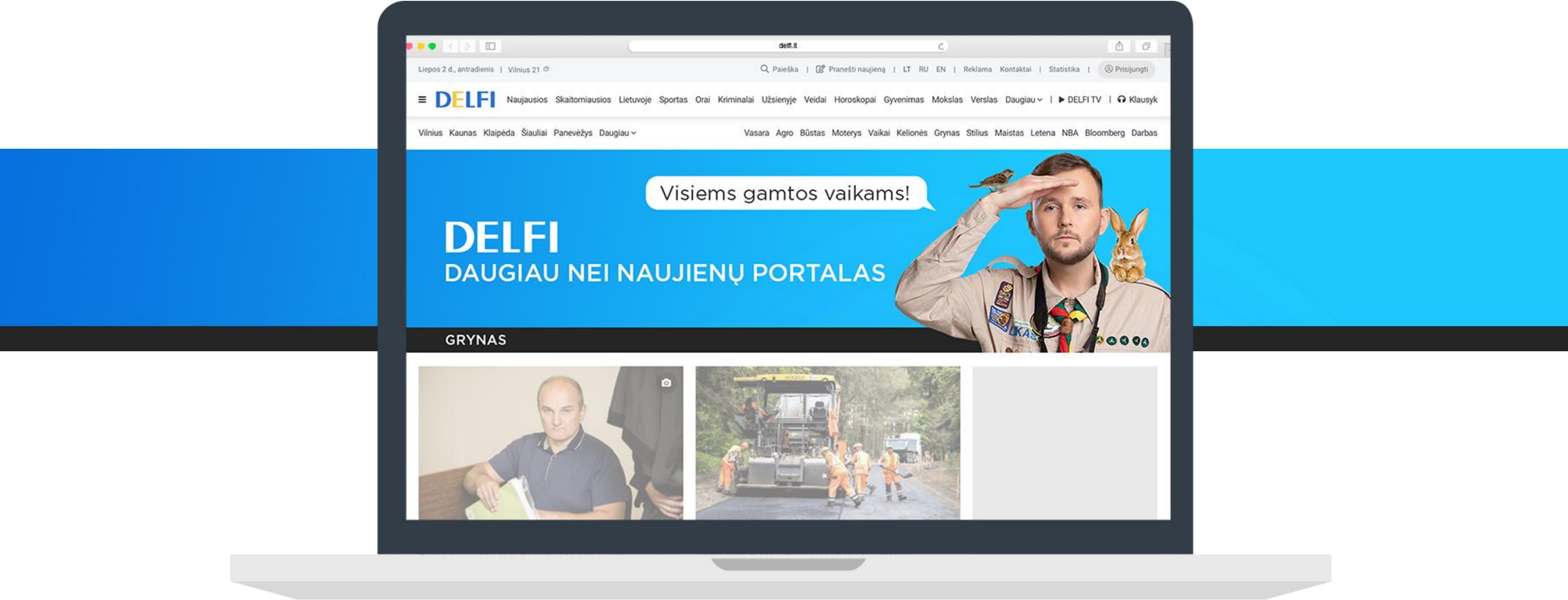
CTR: 0,12 – 0,59
Viewable: 26% – 70%



Tools: [Studio template](#)
Safe-area : [Check](#)

DESKTOP

HERO 2560 x 330 JPG/HTML small screen



When HERO banner is uploading into agency system, need to attach this code:

```
//s1.adform.net/banners/scripts/extensions/styler.js?bn=%%ADFTAGID%%;id1=header-top-banner;style1=display%3Aflex%3Bjustify-content%3Acenter%3Bwidth%3A100%25%3Boverflow-x%3Ahidden%3B;
```

Need to attach here:

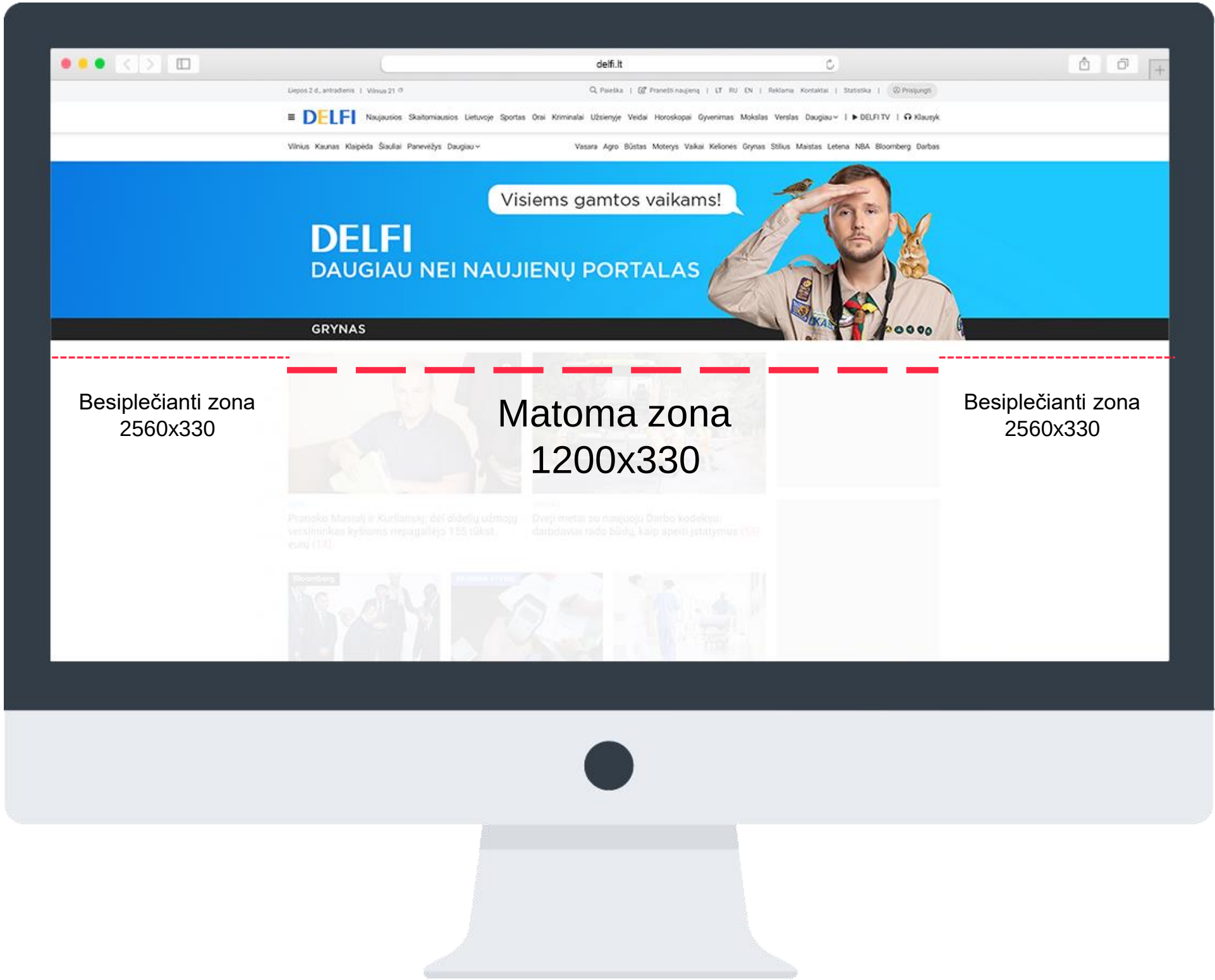


DESKTOP

HERO 2560 x 330 JPG/HTML big screen



[How looks in rea?!](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,39
Viewable: 26% – 50%



Tools: [Studio template](#)
Safe-area : [Check](#)

DESKTOP

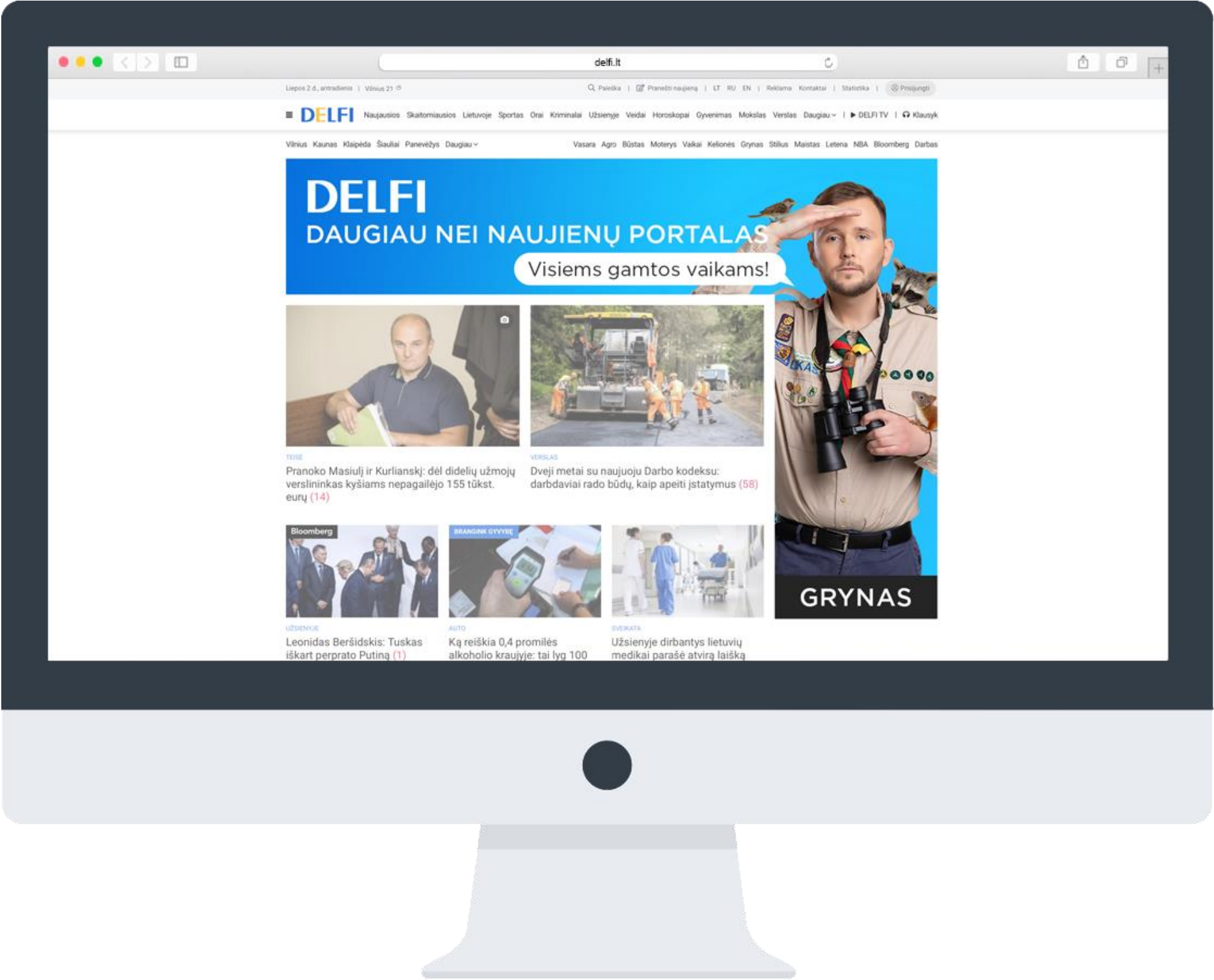
Corner 1200 x 250, 300 x 600 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 77%



Tools: [Studio template](#)

DESKTOP

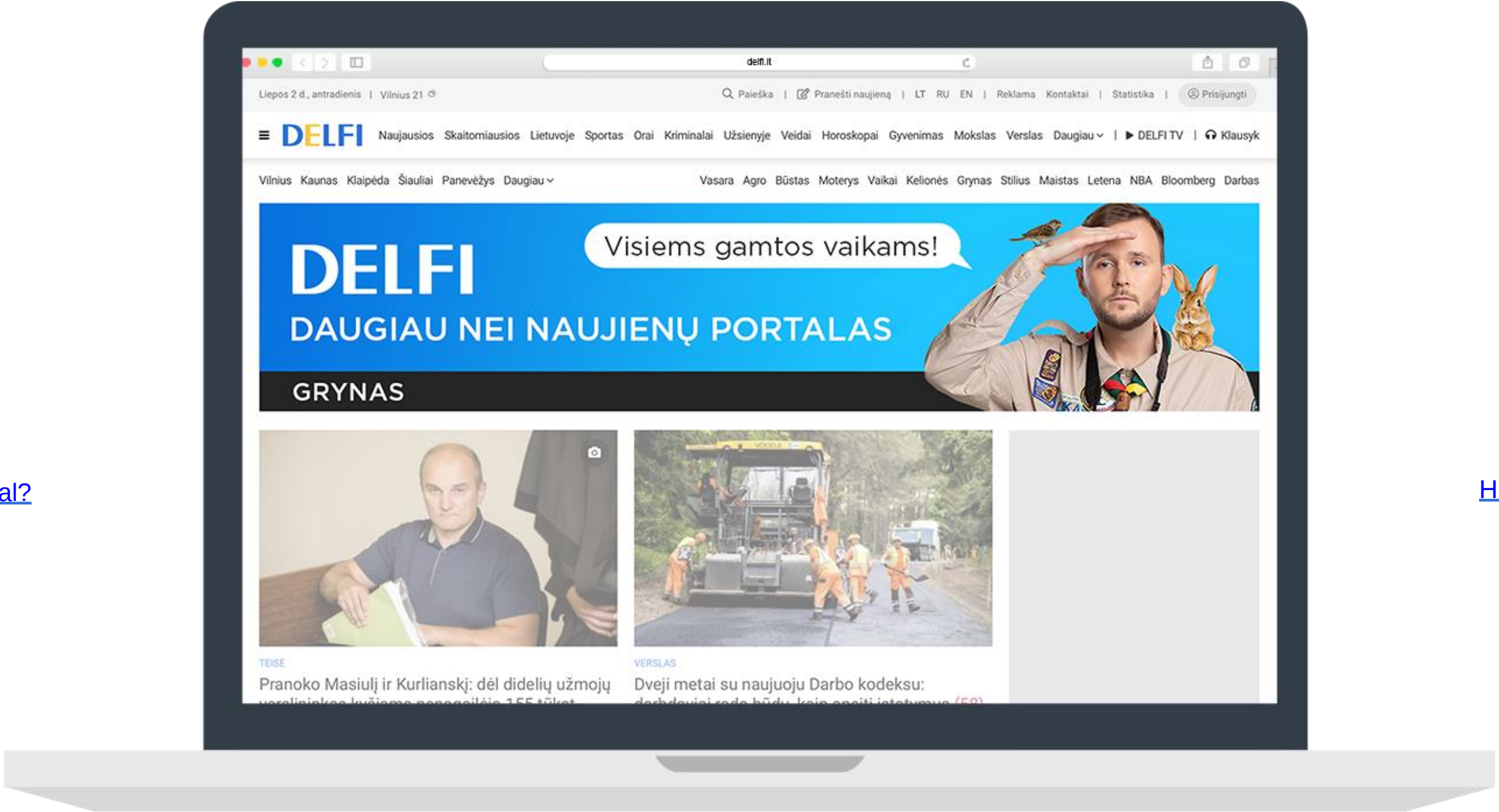
1200 x 250 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,39
Viewable: 26% – 50%



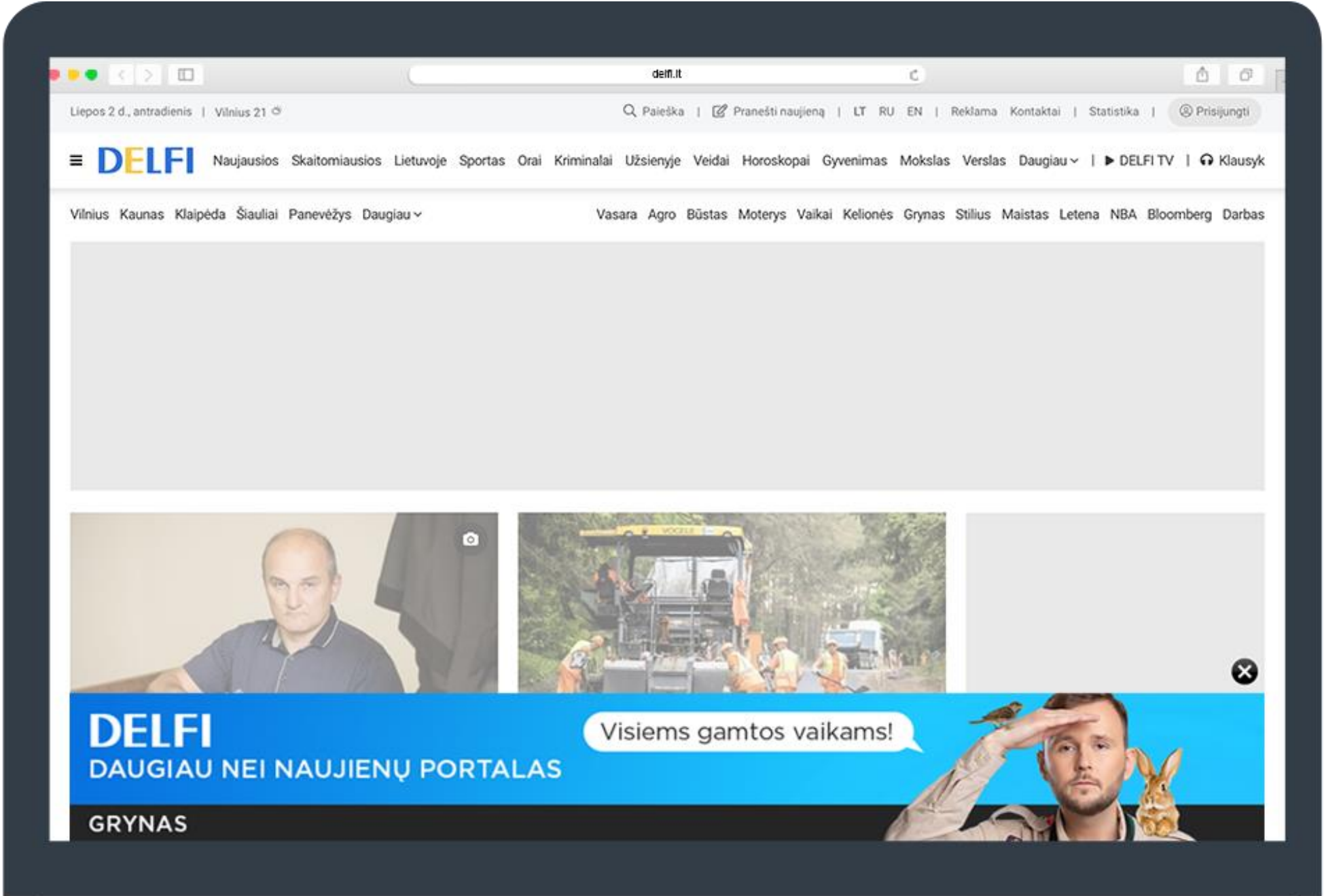
Tools: [Studio template](#)

DESKTOP

1200 x 120 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,22 – 0,49
Viewable: 66% – 85%



Tools: [Studio template](#)

DESKTOP

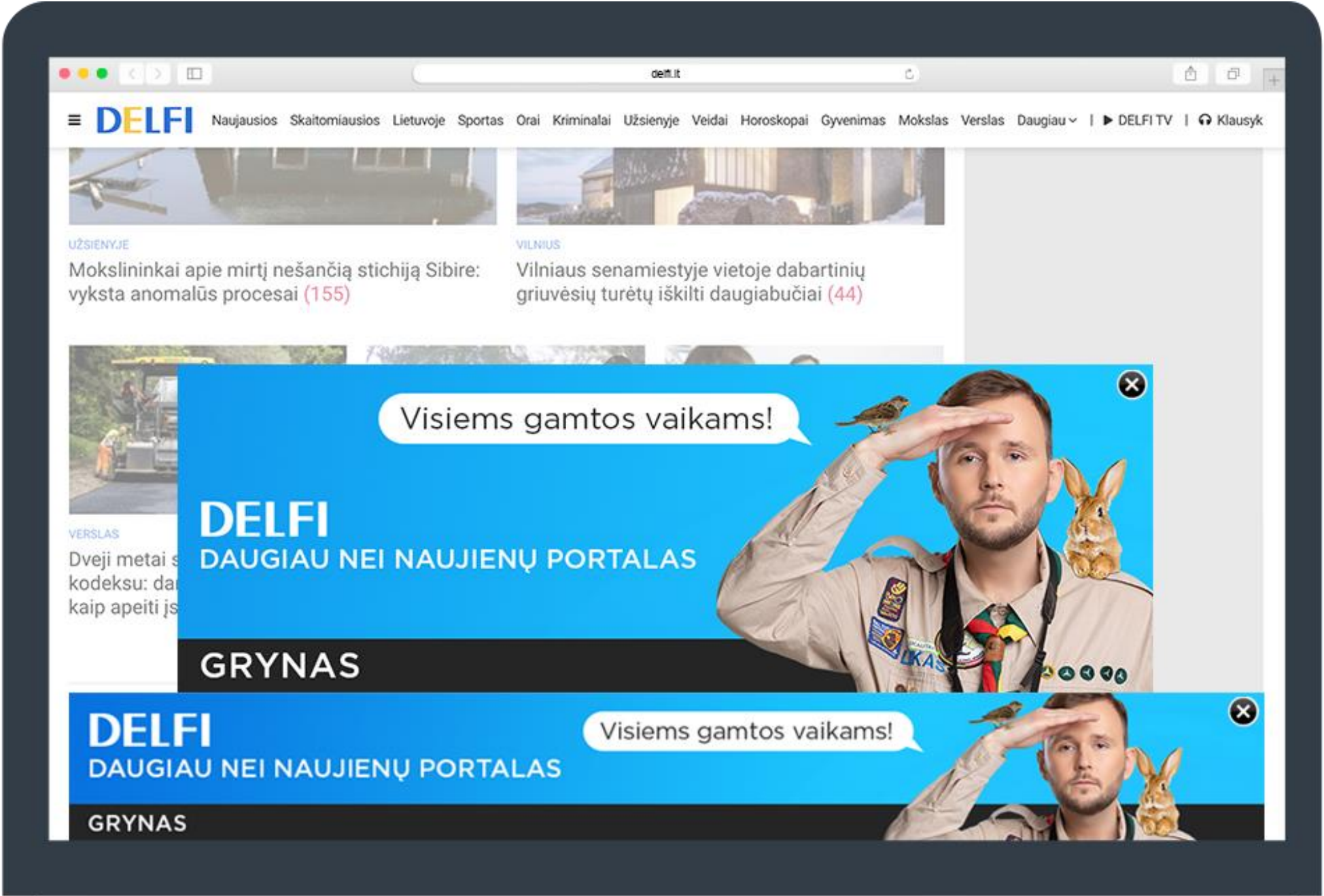
Floor ad 1200 x 120, 980 x 330 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,22 – 0,59
Viewable: 66% – 85%



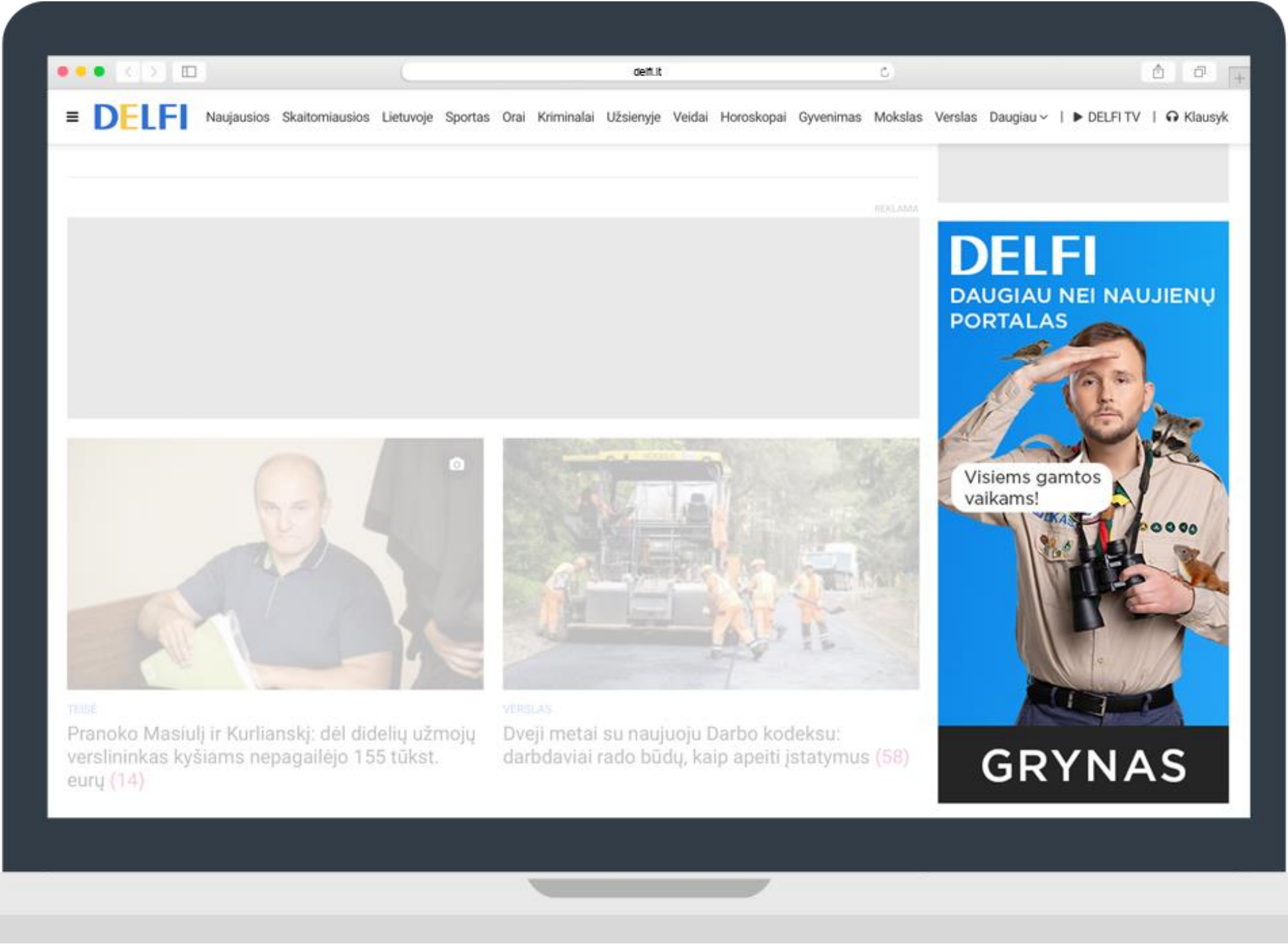
Tools: [Studio template](#)

DESKTOP

300 x 600 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,39
Viewable: 26% – 85%



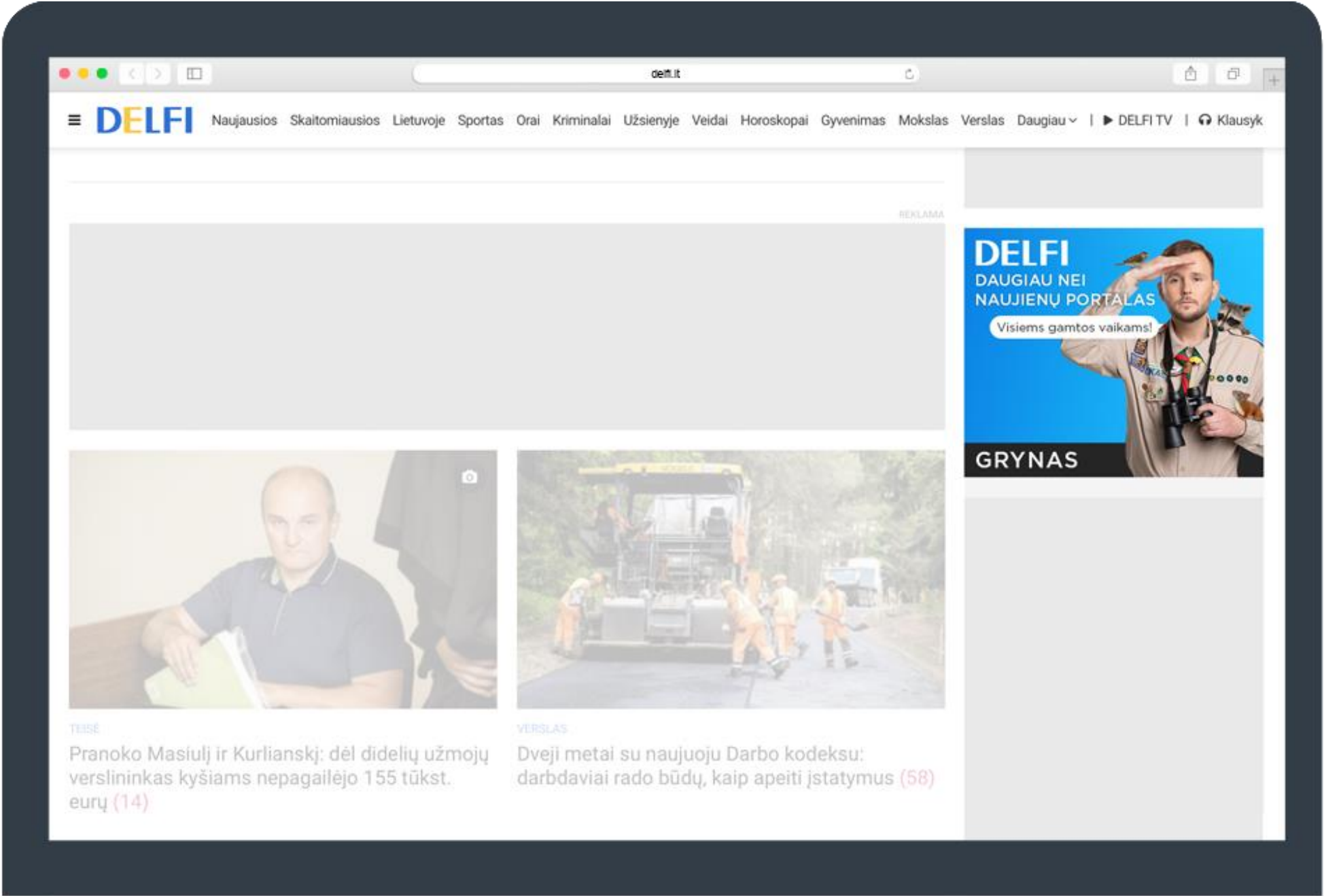
Tools: [Studio template](#)

DESKTOP

300 x 250 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,05 – 0,39
Viewable: 26% – 80%



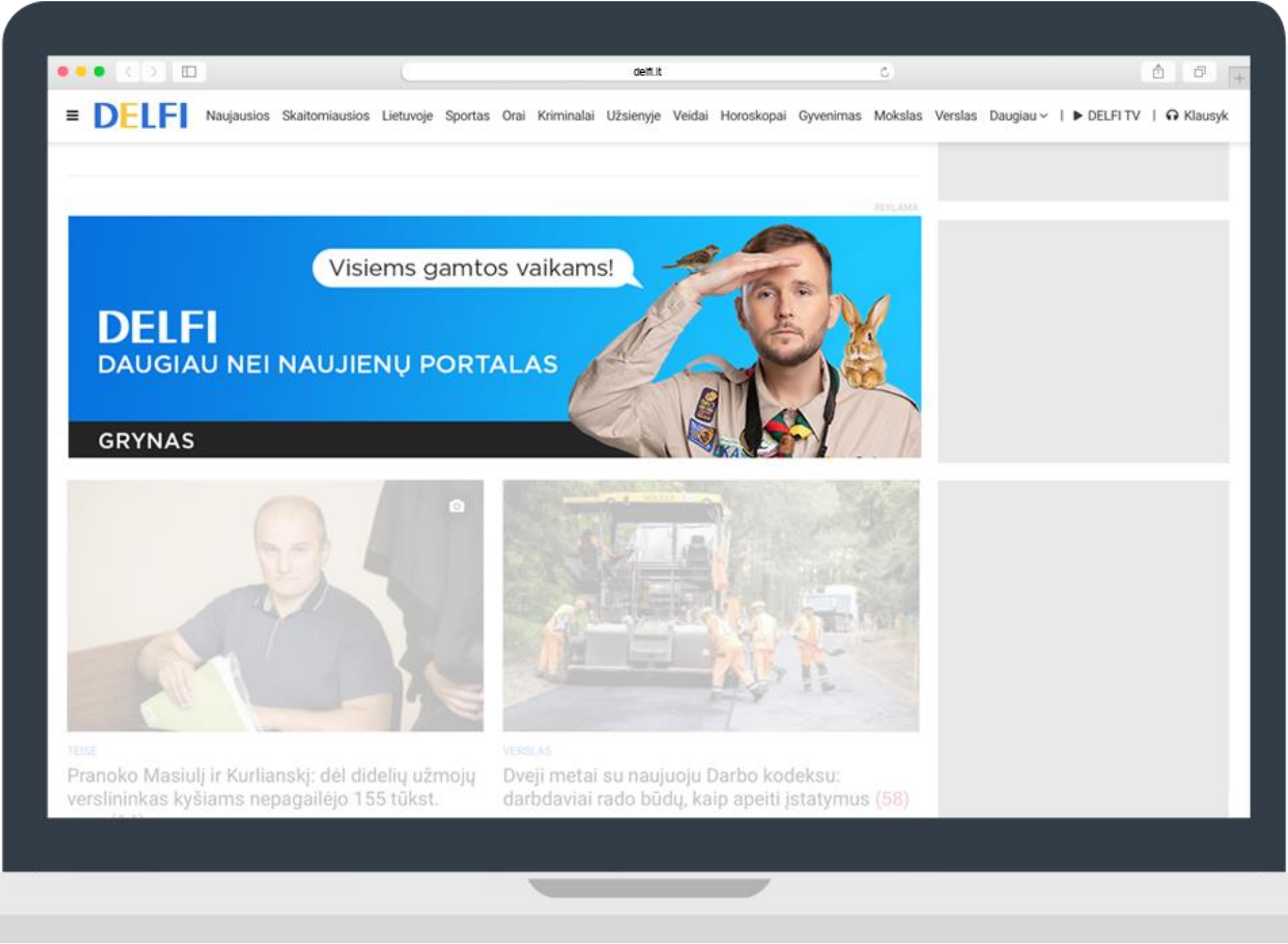
Tools: [Studio template](#)

DESKTOP

880 x 250 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,29
Viewable: 26% – 42%



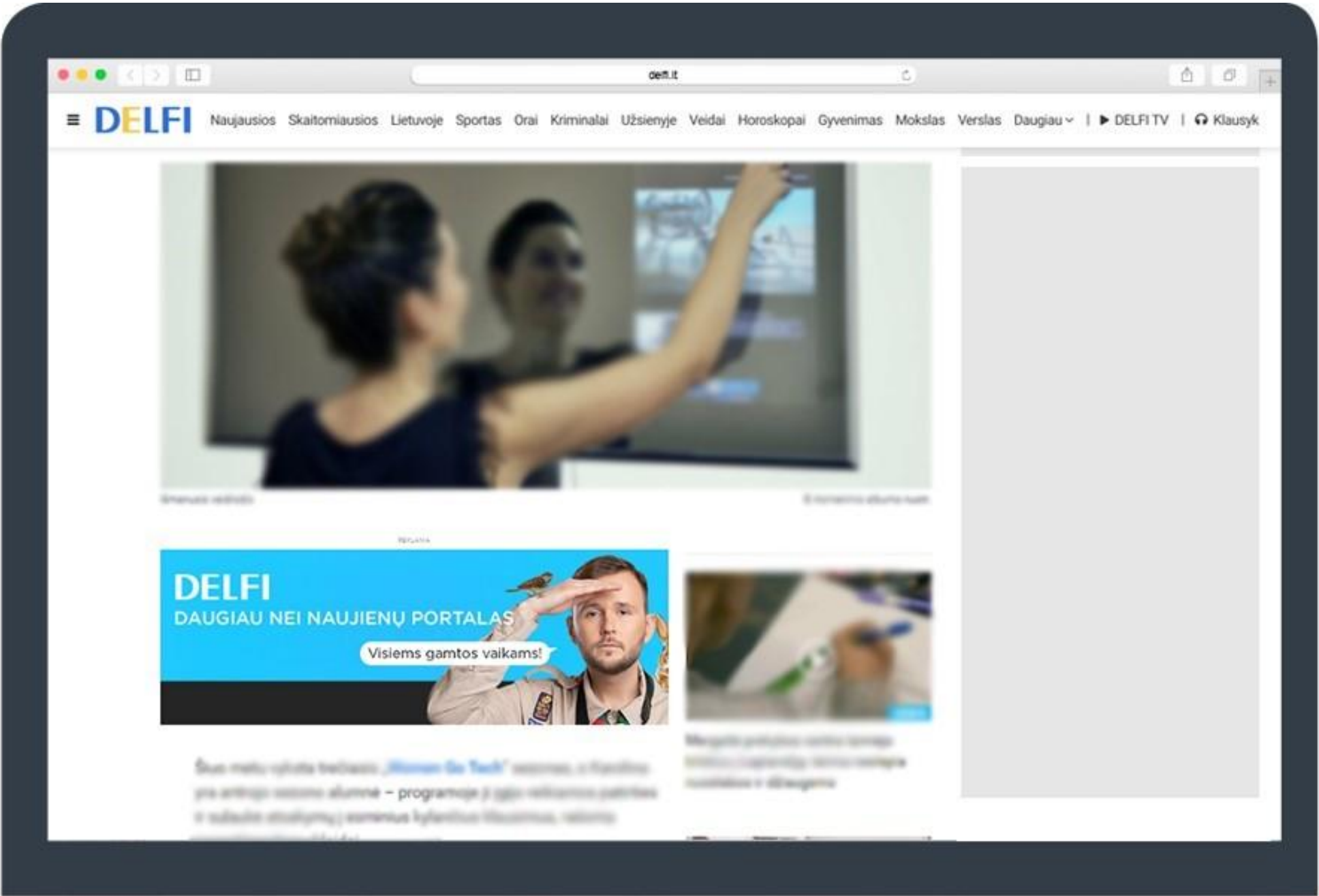
Tools: [Studio template](#)

DESKTOP

580 x 200 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,04 – 0,09
Viewable: 26% – 42%



Tools: [Studio template](#)

DESKTOP

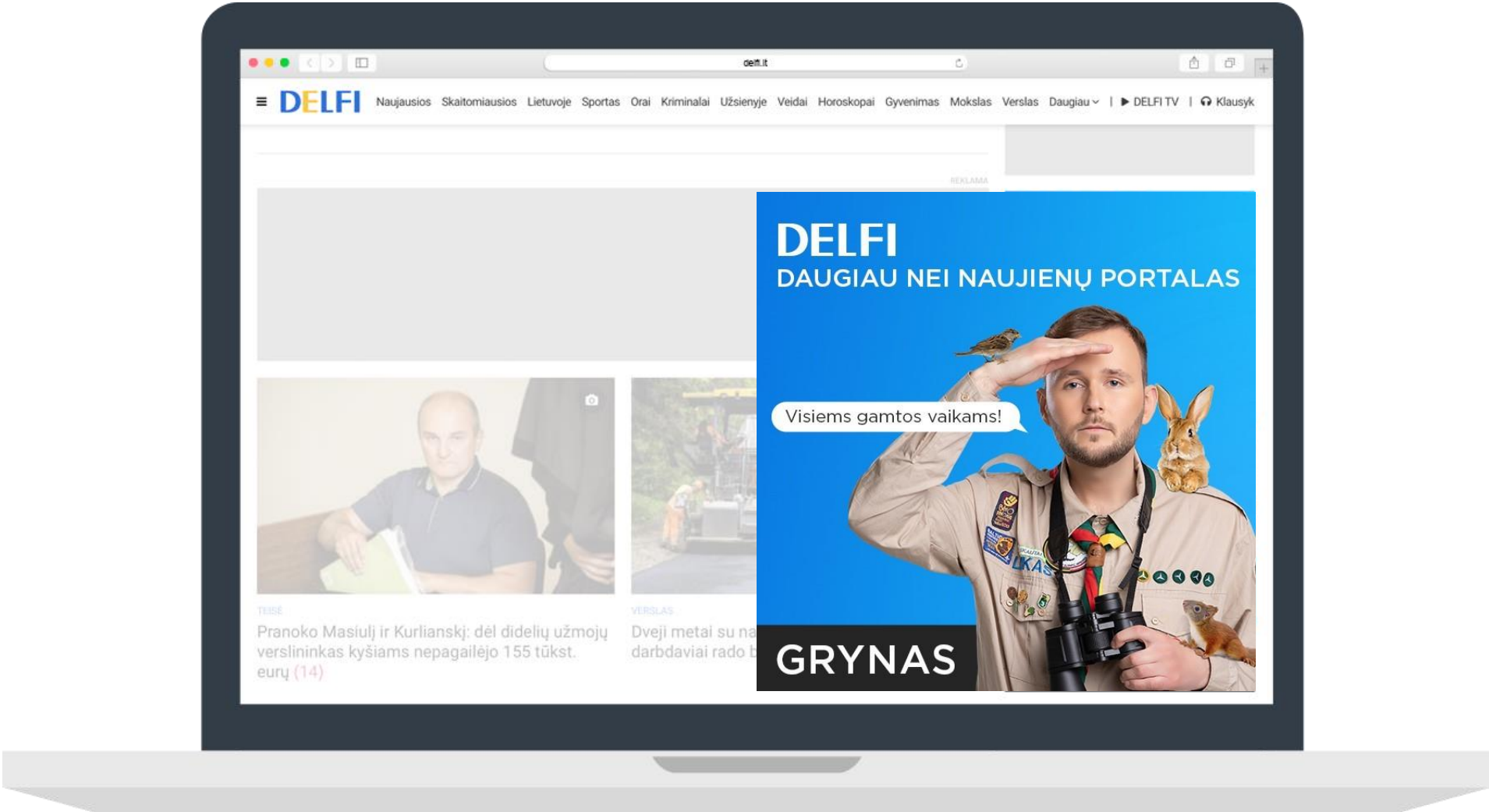
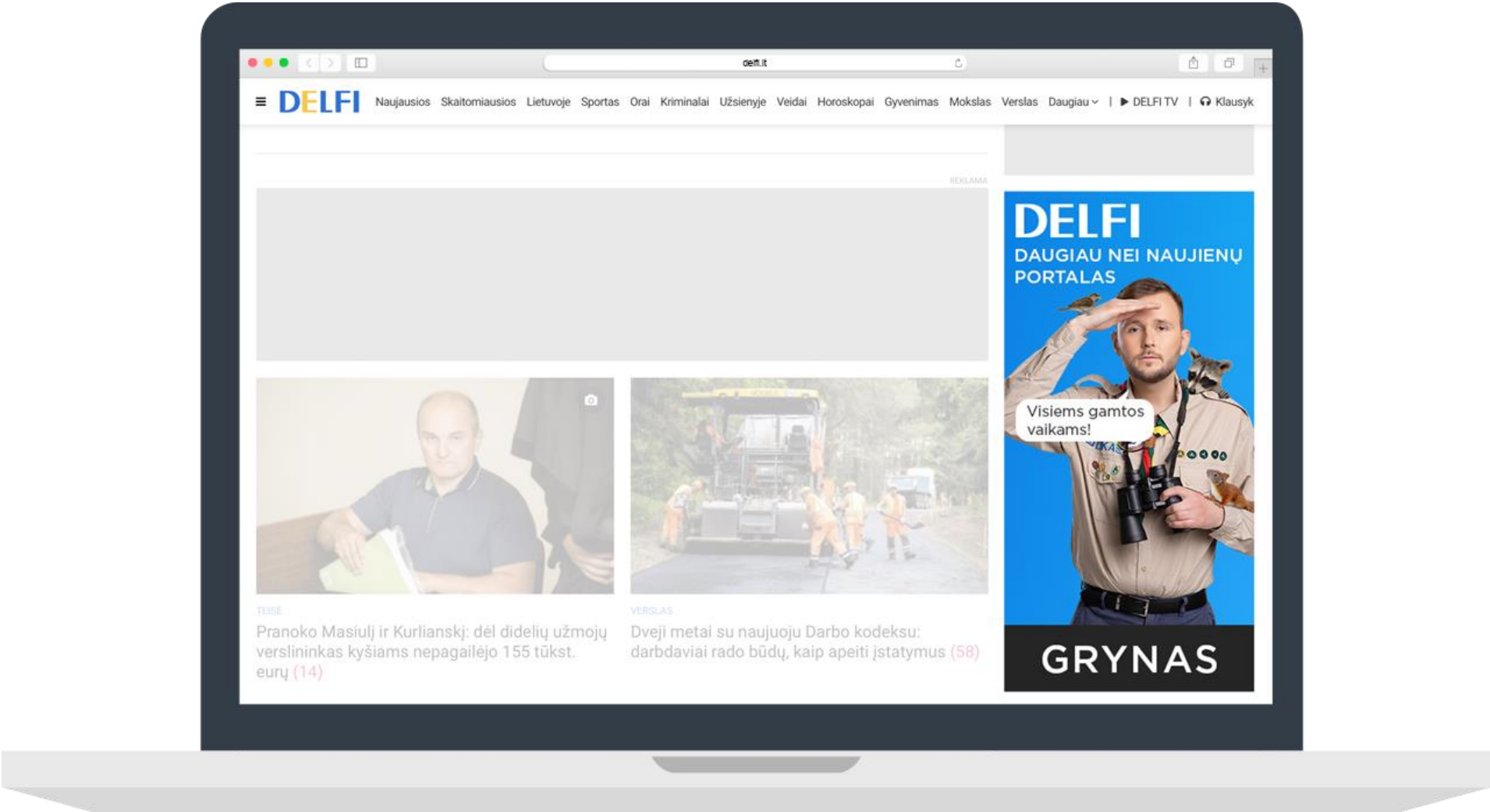
300x600 + splash 600x600



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



Tools: [Studio template](#)

DESKTOP

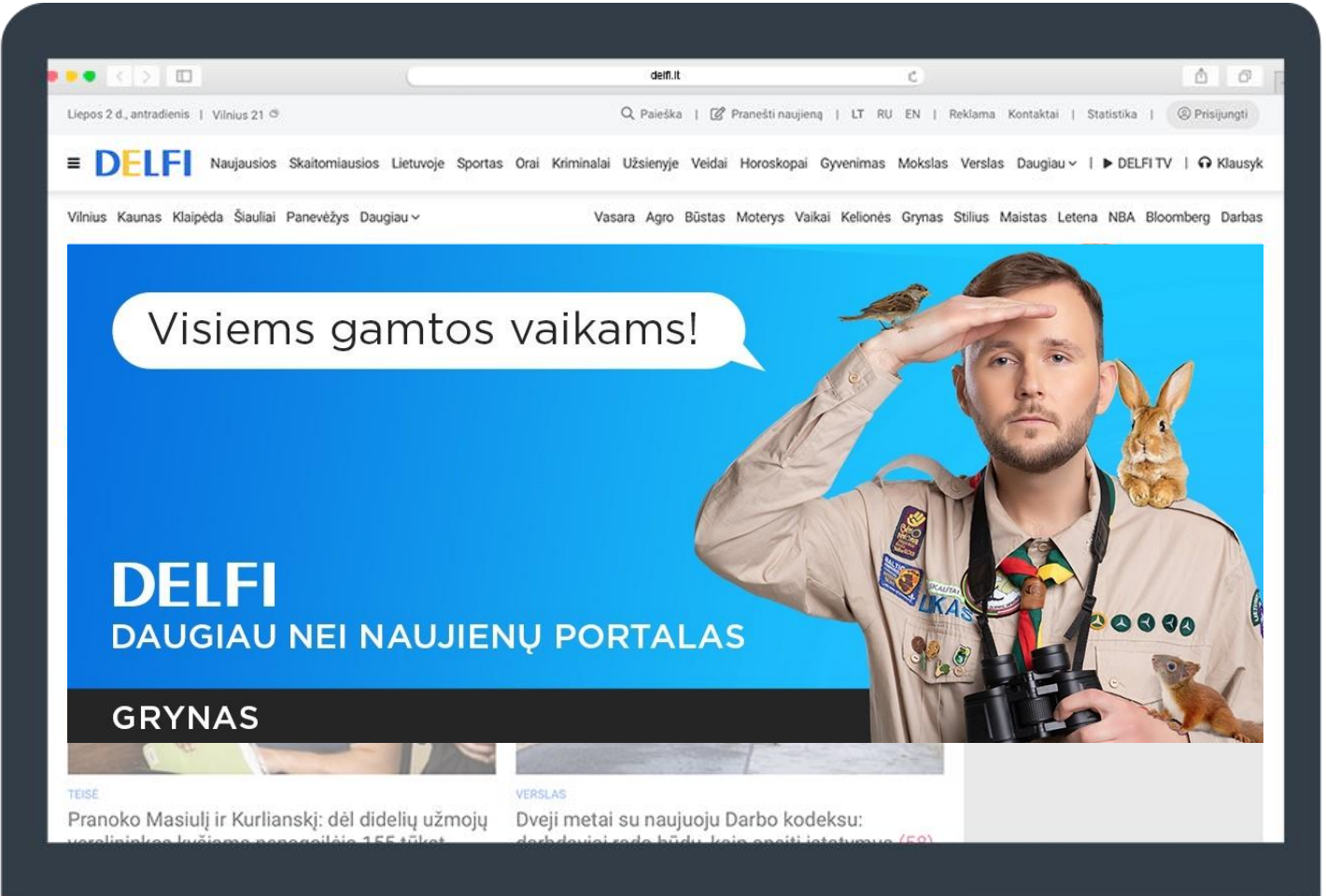
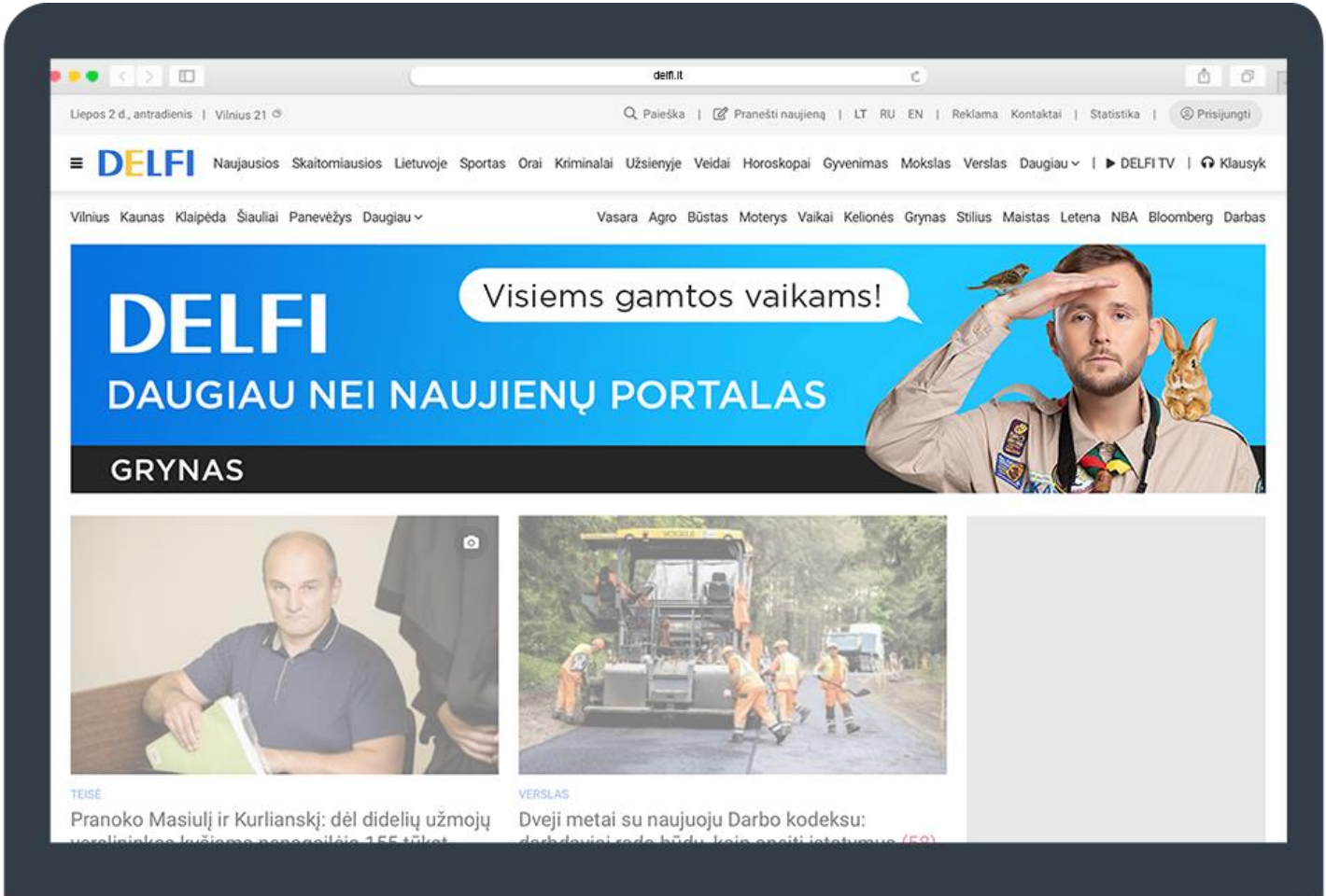
Expand 1200x250, 1200x500 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



Tools: [Studio template](#)

DESKTOP

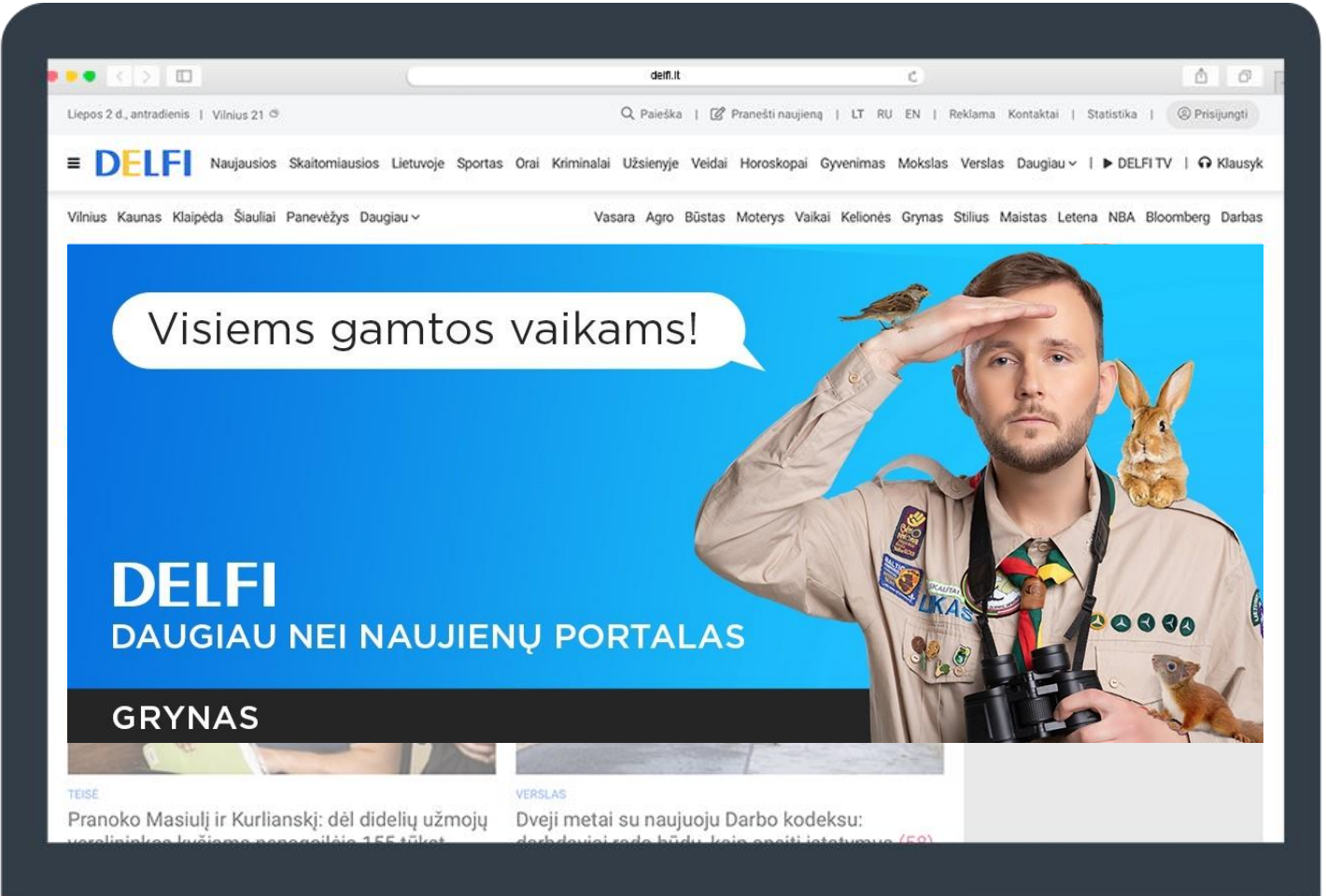
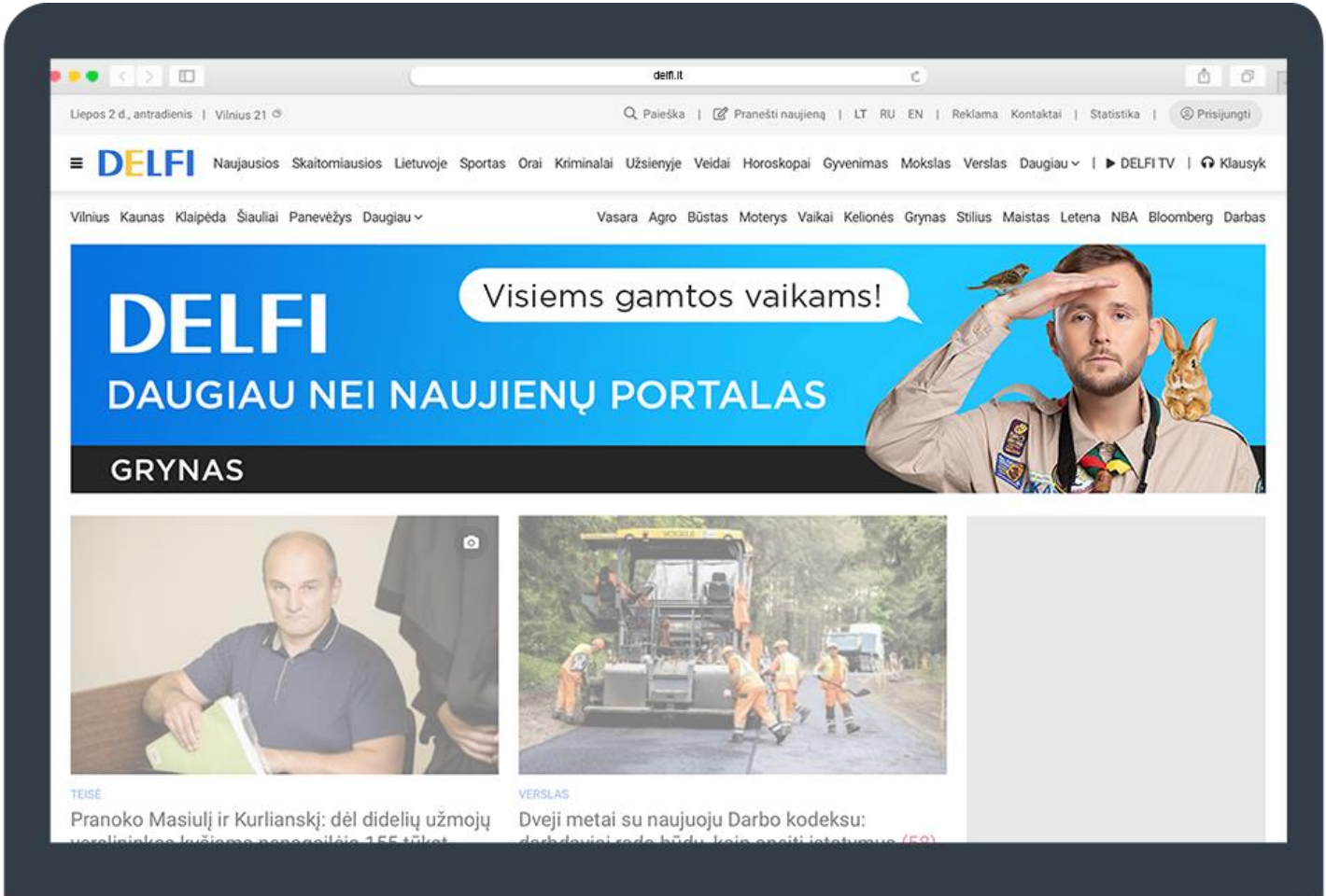
Pushdown 1200x250, 1200x500 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



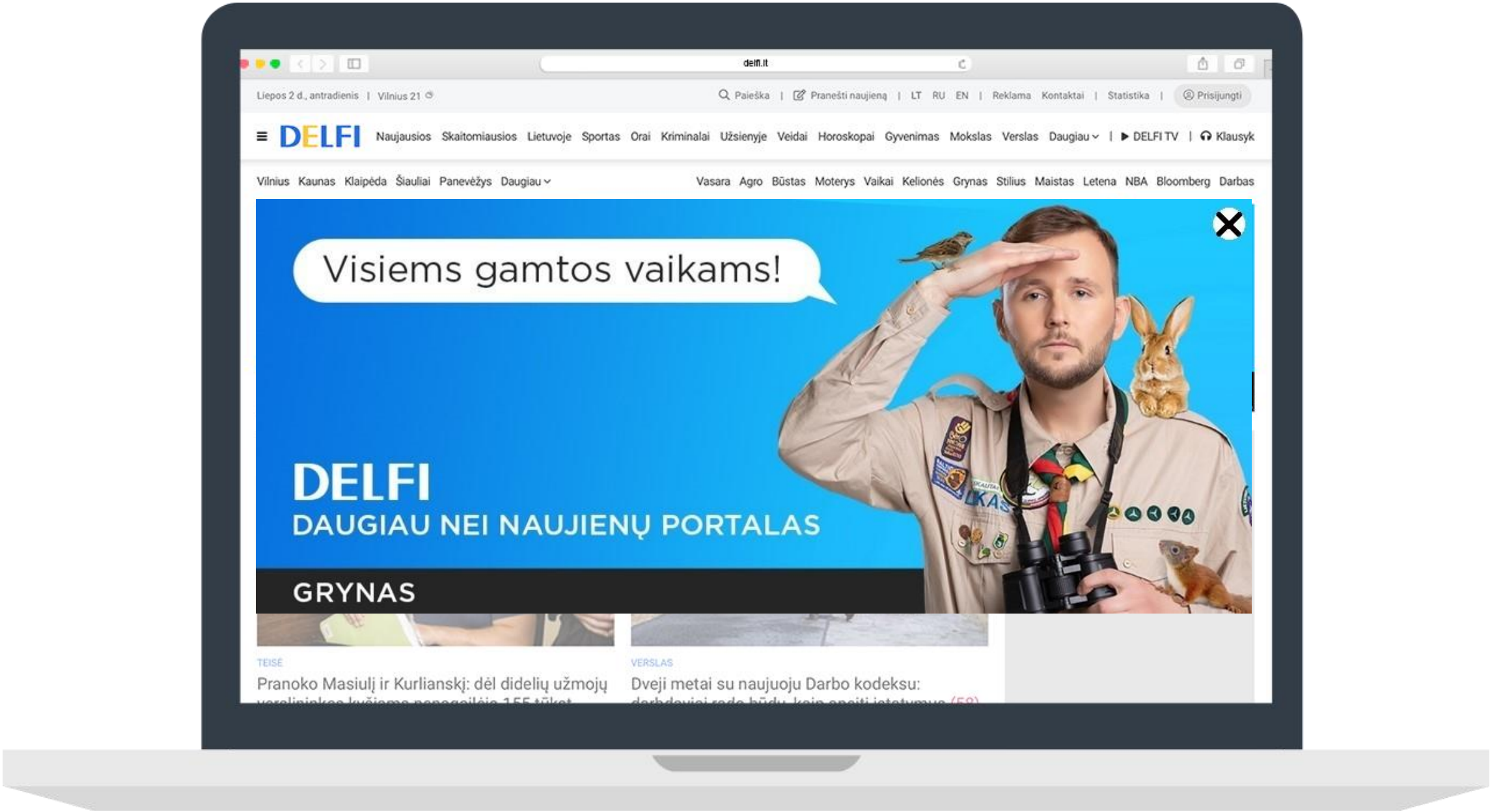
Tools: [Studio template](#)

DESKTOP

Floating 1200x500 JPG/HTML



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



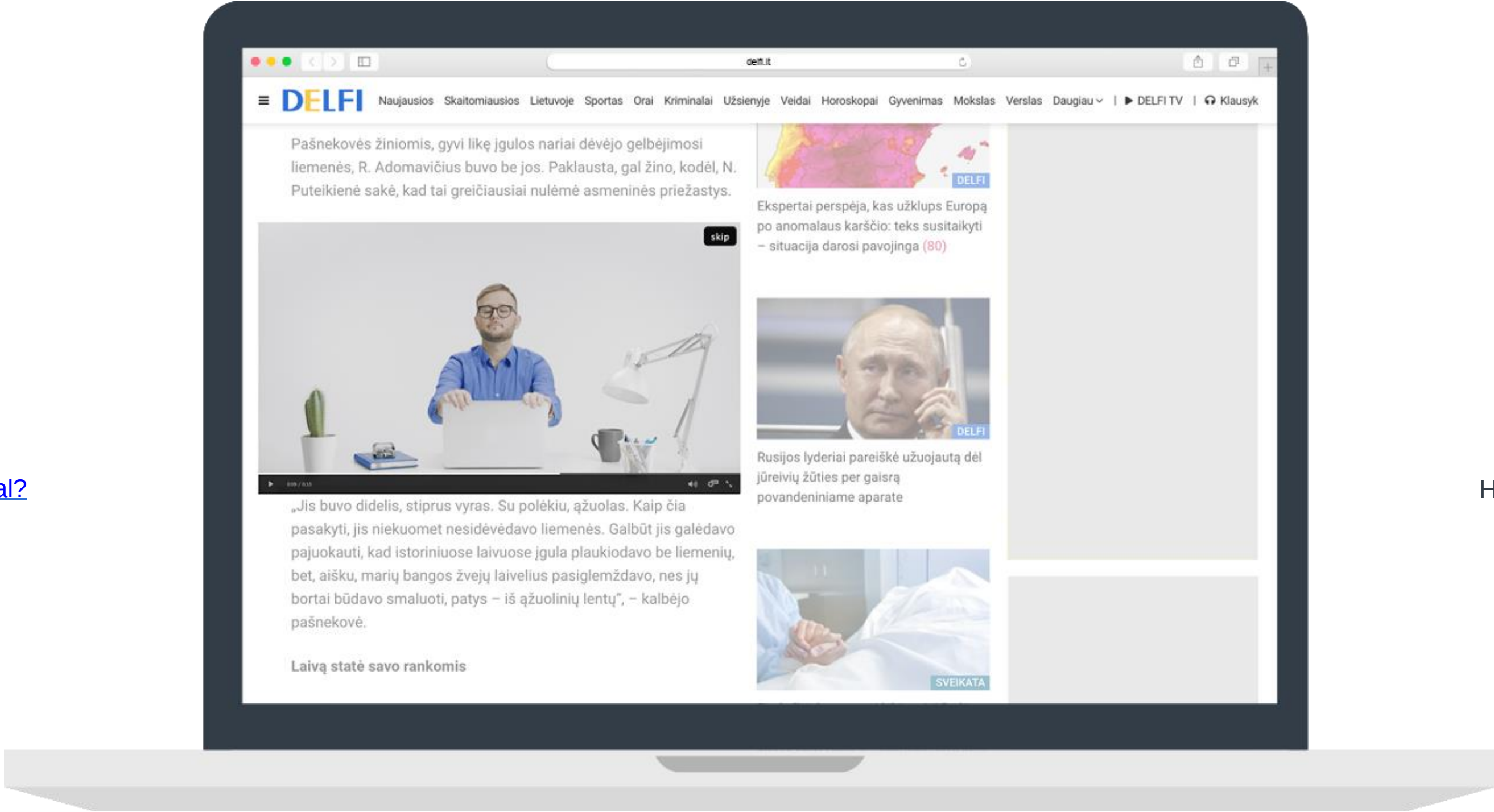
Tools: [Studio template](#)

DESKTOP

In-view video



[How looks in real?](#)



How to make?



Animation: possible
Size: < 5 Mb



CTR: 0,12 – 0,59
Viewable: 26% – 70%



Tools: [Studio template](#)

BANNERS SAMPLES

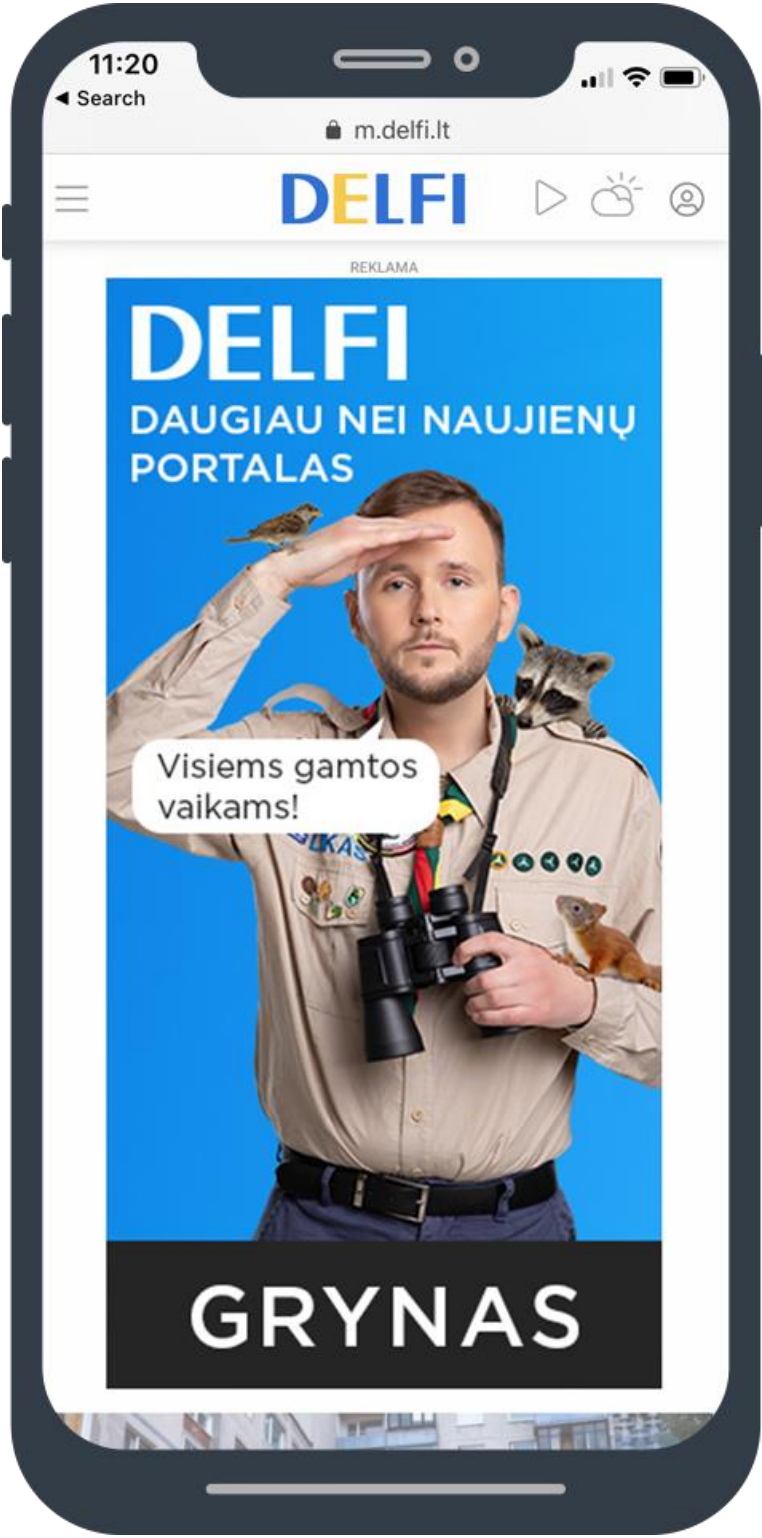
MOBILE

MOBILE

300 x 600 (600 x 1200) JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,71 – 1,09
Viewable: 26% – 45%



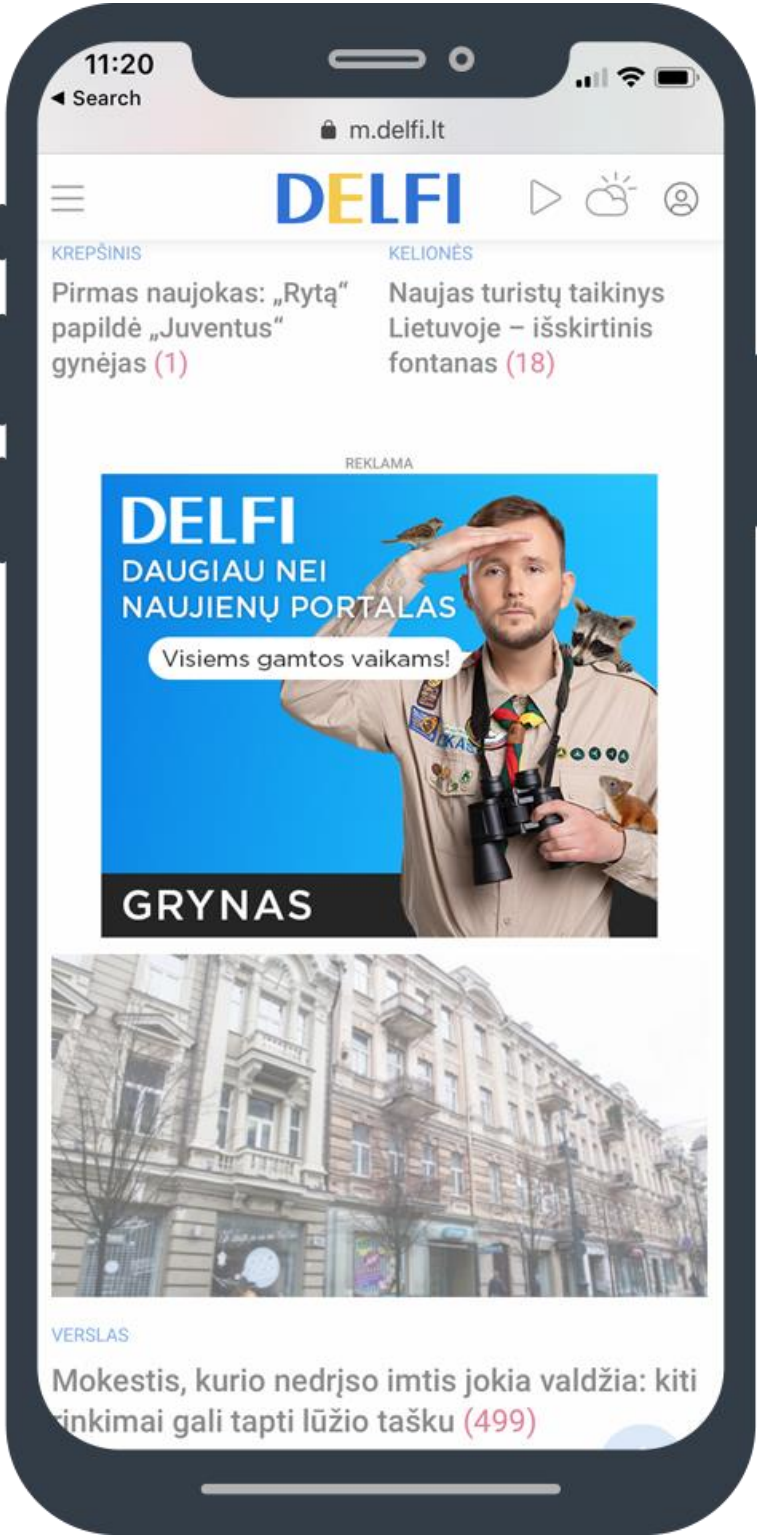
Tools: [Studio Template](#)

MOBILE

300 x 250 (600 x 500) JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



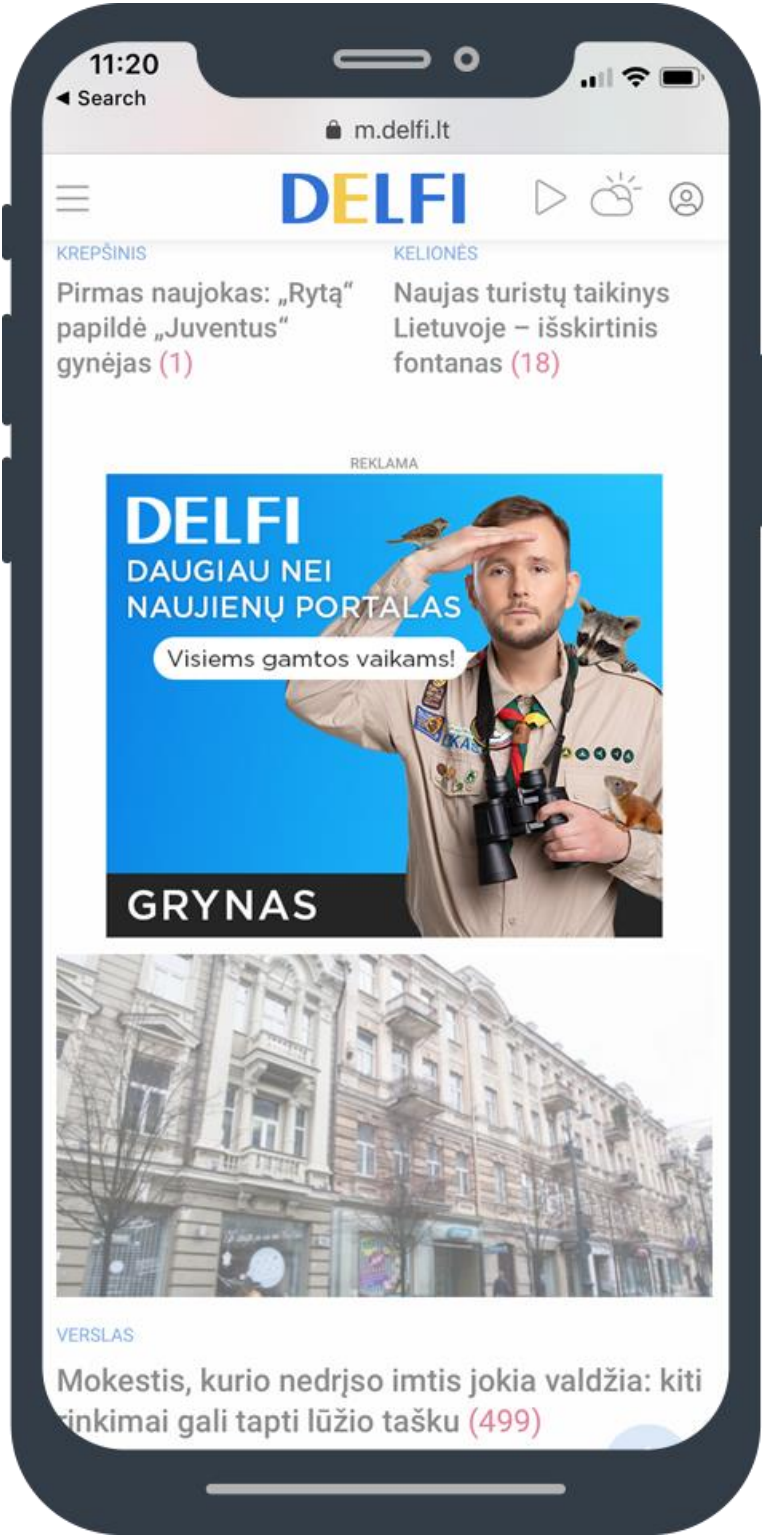
Tools: [Studio template](#)

MOBILE CUBE

300 x 250 JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



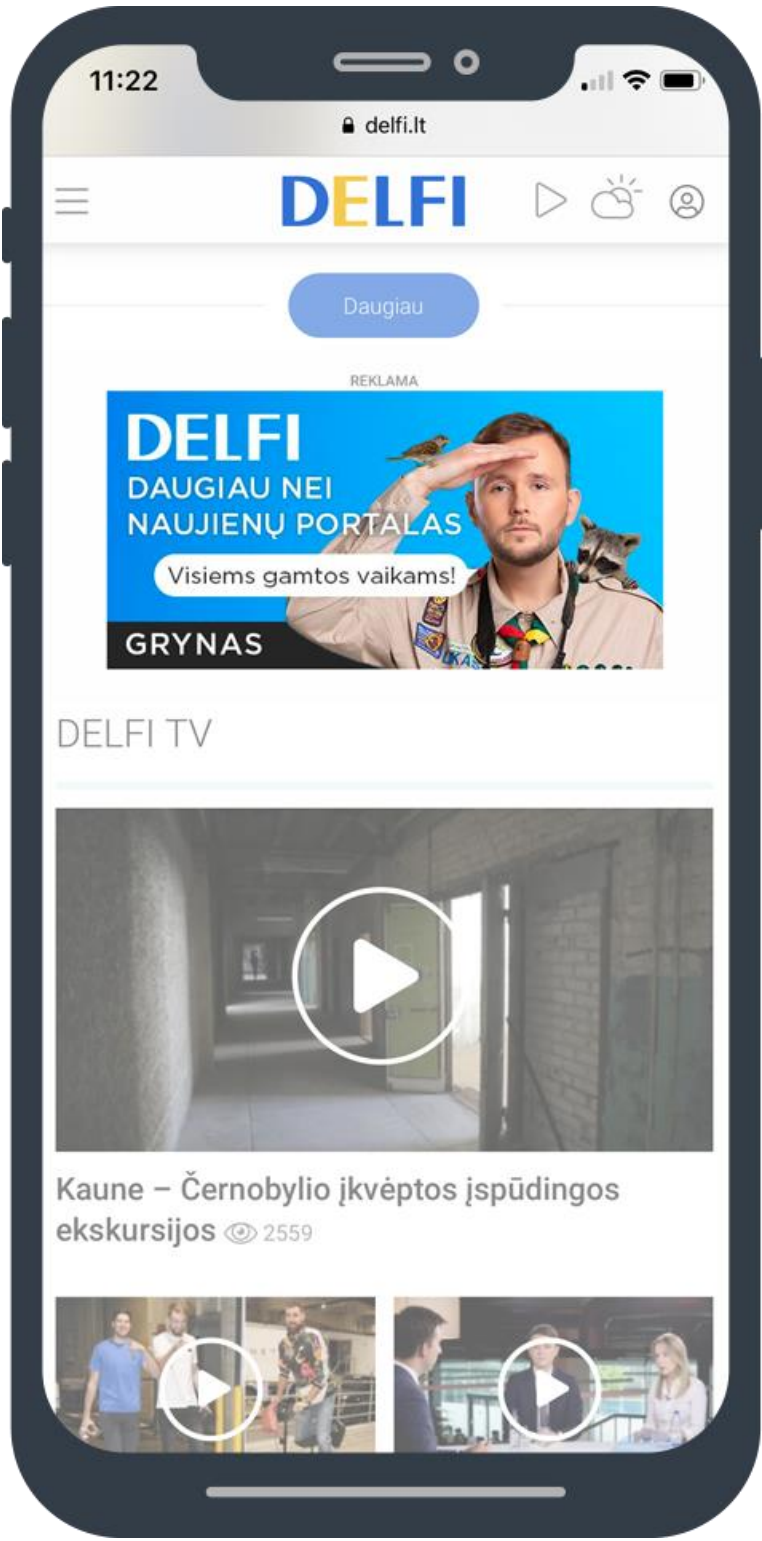
Tools: [Studio template](#)
important: preventPageSwipe:
false;

MOBILE

300 x 150 (600 x 300) JPG/HTML



[How looks in real?](#)



How to make?



Animation: possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



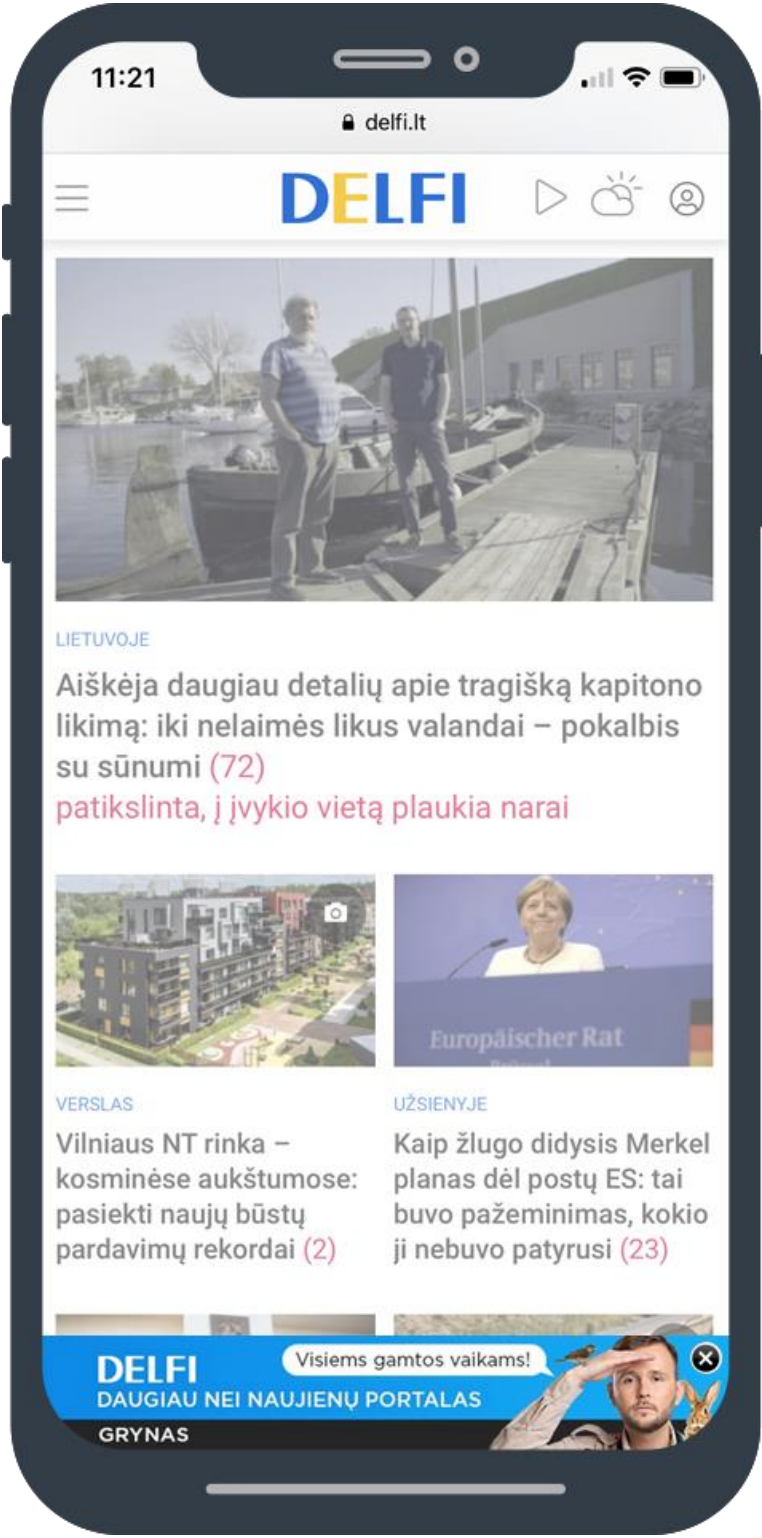
Tools: [Studio template](#)

MOBILE

300 x 50 (600 x 100) JPG/HTML



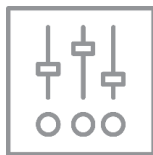
[How looks in real?](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,62
Viewable: 26% – 30%



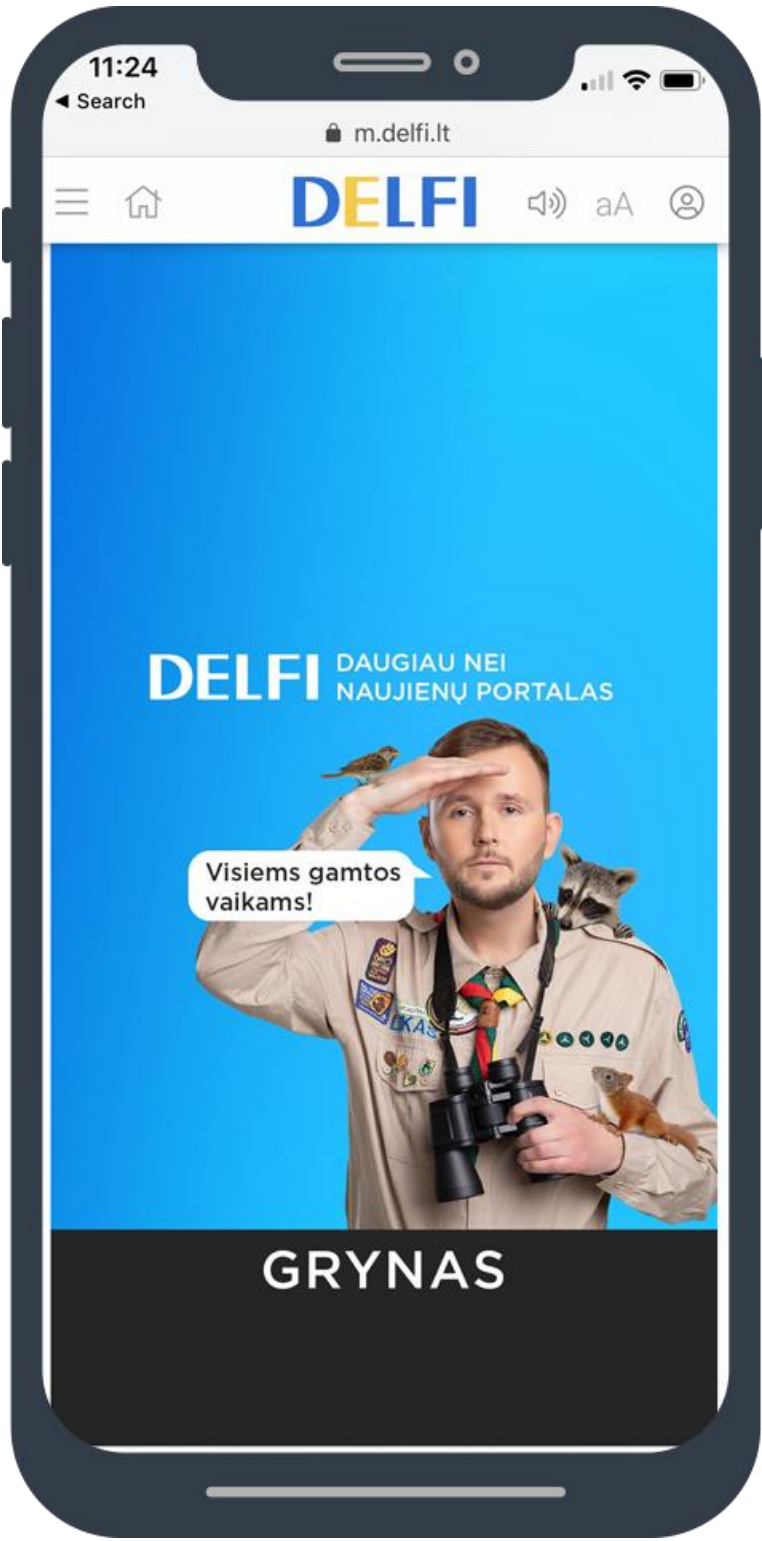
Tools: [Studio template](#)
Important: also can be submitted in 600x100

MOBILE

Pagebreak 1080 x 1920 JPG/HTML



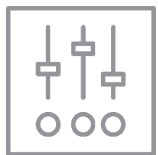
[How looks in real?](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,69
Viewable: 26% – 50%



Tools: [Studio template](#)
Safe-area : [Check](#)

MOBILE FULLSCREEN

Fullscreen 1080 x 1920 JPG/HTML



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,69
Viewable: 26% – 50%



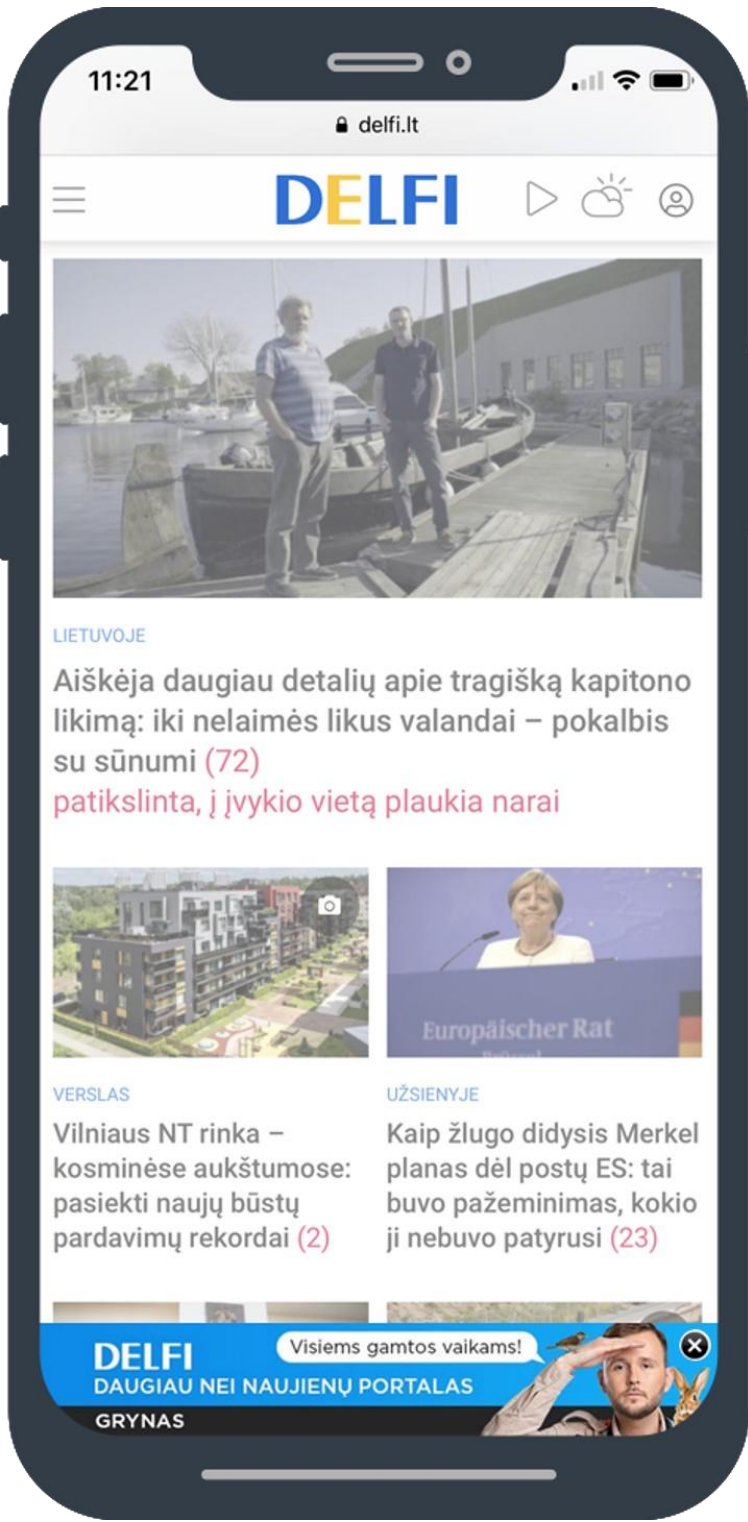
Tools: [Studio template](#)
Safe-area : [Check](#)

MOBILE

Expand 300 x 50 (600 x 100), 300 x 128 (600 x 256) JPG/HTML



[How looks in real?](#)



[How to make?](#)



Animation: not possible
Size: < 200 KB



CTR: 0,12 – 0,59
Viewable: 26% – 70%



Tools:

REQUIREMENTS

Advertising on the portal

All information which is related with order (banners, order form, links and etc.) have to be placed in one letter.

Client is responsible for all in ads shown information truth, content and form compliance for the Republic of Lithuania laws and requirements.

Client submits banners for Portal in an acceptable computer format also made by State Commission of the Lithuanian Language and Portal technical requirements. If banner does not meet the requirements it will be returned back to customer for corrections.

Client must to pay Portal for actually provided services. Statistics are compiled by Portal used advertising systems impressions.

Completion of work and replies deadlines

Customer support working hours 9-18 h.

In order for successfully campaign start, send the order 24 hours in advance.

If you want an urgent order to start on the same business day, send the material no later than 1 p.m.

We try to answer your inquiries within 3-4 hours.

Project launch, administration

At the start of the project, a significant part of the staff is involved, so please submit the material at least 3 working days before the start of the project beginning.

Reconciliation of accounts

Please reconcile the invoices within the first two working days of receiving the reconciliation deed.

ANY QUESTIONS?

baneriai@delfi.it