



## Technical specifications of advertisements in IDMnet advertising network

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## 1. BASIC INFORMATION

1. The current technical specifications can be found at:  
[http://idmnet.pl/pub/files/download\\_www/IDMnet\\_specyfikacja\\_techiczna.pdf](http://idmnet.pl/pub/files/download_www/IDMnet_specyfikacja_techiczna.pdf)
2. **ADVERTISEMENT FORMATS:** IDMnet accepts for the purpose of emission advertisements in the following formats:
  - o **JPEG, GIF, SWF** (Macromedia Flash);
  - o **HTML** (including adserver codes);
3. **SIZE AND WEIGHT OF ADVERTISEMENTS:** the size (in pixels) and weight (in kB) of advertisements may not exceed values indicated in the specifications of particular forms of advertisements.
4. **NAMES OF CREATIONS:** names of particular advertisements (files) **may not contain spaces or Polish characters**. The names must have the following form:
  - o one creation for the whole campaign:  
**form\_size\_identifier.\*** (e.g.: banner\_750x100\_1.swf);
  - o creation designated to a specific domain:  
**form\_domain\_name\_size\_identifier.\***  
(e.g.: banner\_filmweb\_750x100\_1.swf);

**Flash creations may not be prepared in a version higher than 7.**

5. **COMPLETE SET OF MATERIALS:** a complete set of materials must contain a creation produced in compliance with specifications for particular forms of advertisements, and named in compliance with the convention set forth in item 3, as well as the URL or a set of URLs to which particular creations are to direct. If one than one URL is to be used in the campaign, respective information ought to be provided in the format of the table below:

NAME OF CREATION	URL
creationname_domain_750x100_1.swf	<a href="http://www.domain.pl/index1.html">http://www.domain.pl/index1.html</a>
creationname_domain_750x100_2.swf	<a href="http://www.domain.pl/index2.html">http://www.domain.pl/index2.html</a>

6. **DEADLINE FOR DELIVERY OF MATERIALS:** All advertising materials ought to be delivered no later than **2 working days** before launching the campaign, provided that the following forms of advertisements: **HTML, Macromedia Flash** and **Rich Media** ought to be delivered no later than **5 days** prior to their emission. Failure to deliver the banners within the above mentioned deadlines may result in inability to check the delivered creation in terms of correctness and, consequently, delayed launching of the campaign or inability to conduct the campaign on scheduled dates. If the launching date

of the campaign is postponed with the consent of IDMnet as a result of circumstances described in the present item, the above does not involve any compensation related obligations on the part of IDMnet due to non-performance of the order or the obligation to return amounts due for the non-performed part of the order.

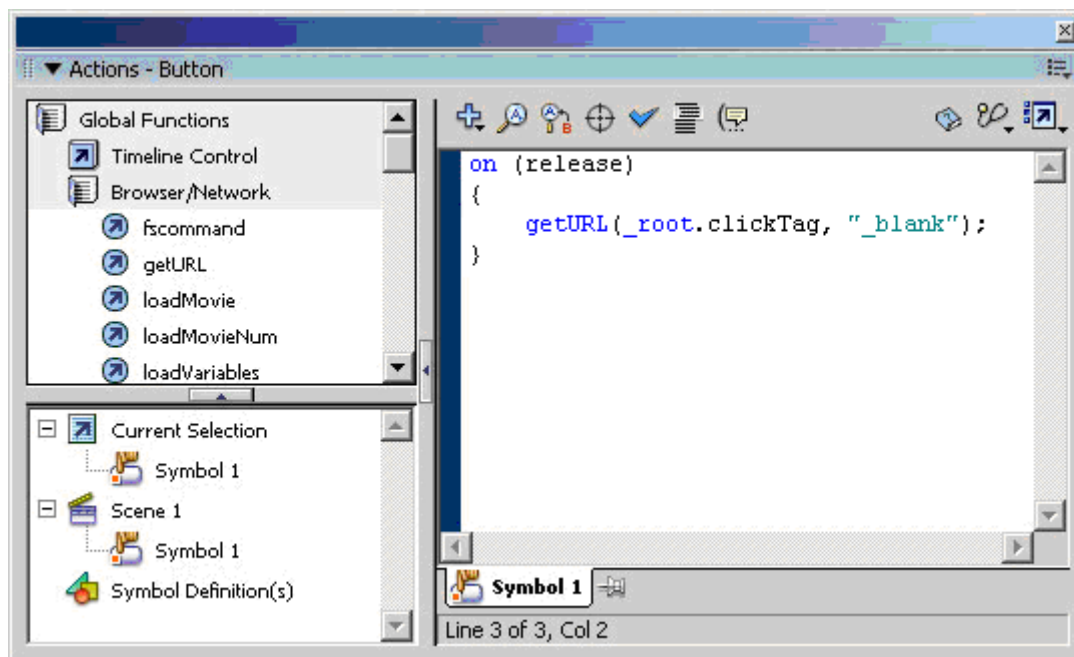
#### 7. **IDMnet DOES NOT ACCEPT CREATIONS:**

- o incompliant with technical specifications for the given form of advertisement;
- o not supported by the specific domain (at the site <http://www.planner.idmnet.pl> it can be checked whether the domain supports the given form of advertisement);
- o containing external references (e.g. which downloads graphical elements, JavaScript codes from the Client's server) – all components of the creation must be sent in to IDMnet;
- o resulting in generation of errors or warnings during emission.

8. **The sound** in advertisements may not last longer than 2.5 seconds and it may not be played continuously (looped).

9. **The number of frames** per second in an animation may not be greater than 25 fps (frames per second).

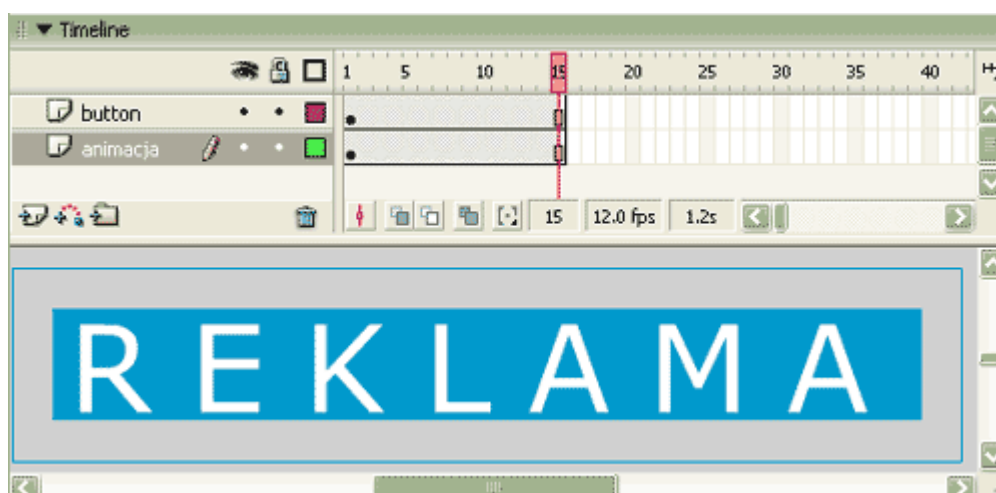
10. **IDMnet DOES NOT:** develop serving codes for advertisements. Delivery of a respective code together with the creation is the Client's responsibility, unless the creation is adapted to demonstration serving codes contained on IDMnet's server.



## 2. CREATION IN THE MACROMEDIA FLASH (SWF) FORMAT

1. With a ready animation in Macromedia Flash program, an additional transparent (Alpha = 0%) layer is to be defined above all layers of the advertisement, and it ought to be set as a button.

## Definition of the clickable layer.



2. On the layer, place the action: **getURL** with the following parameters:
  - **URL:** clickTag
  - **Window:** \_blank or, if the advertisement is not supposed to open another window of the browser, \_top
  - **Expression** in the field URL: ticked (only Flash 5.0)
  - **Variables:** Don't send.

### Definition of the action getURL: Flash MX.

3. If the **SWF** creation contains more than one link, the variable: clickTag defined in the action getURL obtains the following respective values for particular links: clickTag, clickTag1, clickTag2, clickTag3, clickTagn. Together with the creation, URLs to which particular links are to redirect are to be delivered in the following form:

VARIABLE	URL
clickTag	http://www.domain.pl/index.html
clickTag1	http://www.domain.pl/index1.html
clickTag2	http://www.domain.pl/index2.html
clickTagn	http://www.domain.pl/indexn.html

### 3. BANNER ADVERTISEMENTS

FORM OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
banner	468x60	50	GIF, JPEG, SWF
billboard	750x100	50	GIF, JPEG, SWF
doublebillboard	750x200	50	GIF, JPEG, SWF
skyscraper	120x600	50	GIF, JPEG, SWF
wide skyscraper	160x600	50	GIF, JPEG, SWF
medium rectangle	300x250	50	GIF, JPEG, SWF
large rectangle	336x280	50	GIF, JPEG, SWF
button 1	120x60	50	GIF, JPEG, SWF
button 2	120x90	50	GIF, JPEG, SWF

1. A creation in the **GIF, JPEG** format must be compliant with guidelines contained in the table.
2. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.

### 4. POPUP / POPUNDER

FORM OF ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
popup	250x250	50	GIF, JPEG, SWF
popunder	max 750x550	50	GIF, JPEG, SWF

1. A creation in the **GIF, JPEG** format must be compliant with guidelines contained in the above table.
2. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.

## 5. INTERSTITIAL

FORMA OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT	TIME
interstitial	fullscreen (proportions 4:3)	30	SWF	max. 10 sec.

1. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.
2. In a **SWF** creation, above the button layer on which the action `getURL` is being defined, a button is to be created (always visible during emission, preferably in the top right hand corner of the advertisement), enabling closing of the advertisement during its emission. The button must have the following action defined:

```
on(release){  
getURL("javascript:window.close();","_self");  
}
```

**NOTE!** DO NOT tick "Expression" in the Command and Arguments fields.

3. The first frame of the animation is empty – it only contains the following text:

```
stop();  
getURL("javascript:loader();","_self");
```

The last frame of the animation must contain the action call:

```
stop();  
getURL("javascript:window.close();","_self");
```

## 6. BRANDMARK

FORM OF ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
brandmark	max 300x300	50	SWF

1. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.
2. A creation in the **SWF** format must contain the title bar, containing a button enabling minimising the advertisement, return to its original size and a button enabling closing of the advertisement (see example).

The button for closing the advertisement must have the following action defined:

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

The button for minimising the advertisement must have the following action defined:

```
on (release){
  getURL("javascript:bm_min();", "_self");
}
```

The button for maximising the advertisement must have the following action defined:

```
on (release){
  getURL("javascript:bm_max();", "_self");
}
```

**NOTE!** DO NOT tick "Expression" in the Command and Arguments fields.

3. A user must have the possibility of unrestricted moving of the **SWF** creation over the site by clicking on the title bar and holding down the left mouse button.
4. The clickable layer of a **SWF** creation must not exceed the outline of the advertisement.
5. A **SWF** creation may only obscure contents of the site only within its outline (area with the maximum dimensions of 300x300 pixels). A user must have the possibility to click on links located on the site outside the outline of the advertisement.

## 7. TOPLAYER

FORM OF ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT	TIME
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toplayer	any	50	SWF	max. 20 sec.
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1. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.
2. A creation in the **SWF** format may contain a button enabling closing of the advertisement (see example). The closing button must have the following action defined:

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

**NOTE!** DO NOT tick "Expression" in the Command and Arguments fields.

3. While exporting a creation into a **SWF** file in Publish Settings: Playback, un-tick the Loop option and in the Window Mode option, select: Transparent Windowless.
4. The clickable layer of a **SWF** creation must not exceed the outline of the advertisement.
5. A **SWF** creation may only obscure contents of the site only within its outline. A user must have the possibility to click on links located on the site outside the outline of the advertisement.

## 8. EXPAND BANNER/BILLBOARD/SKYSCRAPER

FORMA OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
expand banner 468x60 -> 468x240	468x240	50	GIF, JPEG, SWF
expand billboard 750x100 -> 750x300	750x300	50	GIF, JPEG, SWF
expand skyscraper 120x600 -> 360x600	360x600	50	GIF, JPEG, SWF
expand wide skyscraper 160x600 -> 480x600	480x600	50	GIF, JPEG, SWF

1. The advertisement is only served to users of **Microsoft Internet Explorer** browsers.
2. The advertising entity must deliver materials compliant with guidelines contained in the above table.
3. A creation in the **SWF** format must be developed in compliance with the **Macromedia Flash** specifications.
4. A **SWF** creation in a rolled up form must always have an active area with the assigned action:

```

on (rollOver) {
  javascript:doexpand()
}

```

When the mouse cursor is moved onto the advertisement, the advertisement must roll out.

- A **SWF** creation in a rolled out form must always have an active area with the assigned action:

```

on (rollOut) {
  javascript:dolittle ()
}

```

- As soon as the mouse cursor is moved away from the area of the advertisement, the advertisement must roll up to its original form.

## 9. SCROLL BANNER/BIILBOARD/SKYSCRAPER/SCROLLER

FORM OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
scroll banner	468x60	50	GIF, JPEG, SWF
scroll billboard	750x100	50	GIF, JPEG, SWF
scroll skyscraper	120x600	50	GIF, JPEG, SWF
scroll skyscraper	160x600	50	GIF, JPEG, SWF

- A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.

## 10. SCROLLER

FORM OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
scroller	max 1600x30	50	GIF, JPEG, SWF

1. A creation in the **GIF, JPEG** must be compliant with guidelines contained in the above table.
2. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.

## 11. STREAMING

FORM OF BANNER ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
streaming in any form of banner advertisement	appropriate for the selected banner form	weight of selected banner form + max. 500 kB film	SWF

1. A creation with streaming must be developed in the **Macromedia Flash** program.
2. A creation in the **SWF** format must be compliant with guidelines contained in the above table and it must be developed in compliance with the **Macromedia Flash** specifications.

If the film contains sound, a button enabling switching off the sound must be contained in a visible place within the creation.

### 13. WATERMARK (WALLPAPER)

FORM OF ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
Watermark	Any, to be agreed	10	GIF, JPEG

1. A graphical advertisement displayed on the whole page of the domain as its background.
2. The specific form and method of presentation are each time agreed upon with the advertising entity.

There is a possibility of rotating up to 3 background creations during one campaign. Once a user enters the site, upon each opening of the site the background will be changed.

### 14. ADVERTISING CURSOR

FORM OF ADVERTISEMENT	SIZE IN PIXELS	WEIGHT IN kB	FORMAT
Advertising cursor	max. 125x125	10	GIF, JPEG

1. A graphical advertisement attached to the mouse cursor.
2. The specific form and method of presentation are each time agreed upon with the advertising entity.

### 15. MAILING

1. The advertising entity is obliged to deliver the mailing creation in the HTML or TXT format and to specify the following information:
  - o specific name and address of the advertising entity;
  - o title of the email;
  - o return address of electronic mail to receive possible replies to the email message.
2. All components of the HTML creation (HTML code and graphical files, if applicable) must be delivered to IDMnet.
3. Weight of the whole creation (text file or HTML code plus graphical files) must not exceed the maximum weight specified by the domain whose users are covered by the mailing campaign.

**NOTE!** Counting of clicks onto links contained in the mailing is only performed if requested



by the advertising entity.

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