

Technical conditions for preparing banners

Valid from January 1st 2022

Supporting materials:

Supporting materials shall be delivered in supported formats only (images, HTML5 or JavaScript).

Images:

The following image formats are supported: JPG, PNG and GIF. GIFs can be animated (bearing in mind the maximum permitted data size). The dimensions and data size depend on the selected format of the creative work. **Regardless of the maximum permitted size it is ethical to optimize the images so that their data size is as small as possible.** (E.g. in case of PNG files, don't store the image as true colour, if you can fit the colour scale in 256, 64 or 16 colours). You can also use one of the optimization tools available on the Internet, such as <https://tinypng.com>.

HTML5:

For an optimum and seamless deployment of creative work, it should be delivered as a single HTML file without links to other sources (local or external). Each HTML file should contain ccs styles, the complete JavaScript and images embedded using base64 encoding (use for example: <https://base64.guru/converter/encode/image>) The images should be optimized with the minimum data size in mind.

In case of creative works which need to contain links to external resources, such resources need to be located in a secure location. That means they must be accessible via encrypted HTTPS:// protocol with a valid certificate.

It should be possible to embed a click-through link as a GET parameter (parameter in a link) to allow for click-through tracking. A parametric click-through can be created using a script that will be embedded at the end of the HTML5 creative work:

```
var splitData =
document.location.toString().match(/^[^?]*\?.*(clicktag|clickTag|clickTAG|clickthru)=(.+)/);
if (splitData && splitData.length === 3) {
    window.clickTag = splitData[2];

    document.getElementById('ID hlavného elementu').onclick = function() {
```

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```
    window.open(window.clickTag, "_blank");  
    return false;  
  }  
}
```

When the creative work is supplied as multiple .ZIP files, we can deploy it, however, we cannot guarantee there won't be any issues and the deployment may take longer.

If the creative work contains links to external resources, the resulting data capacity shall also include those (e.g. the HTML file with images may be small, but for the creative work to function it needs to download a 100 kB JavaScript library). **The creative work may not overload the CPU on the user's device!**

JavaScript:

Adverts supplied in form of external scripts must be fully debugged. If possible, we serve the scripts using iframe (embedded directly in the HTML creative work).

Responsiveness note:

Considering the fact that pages can be displayed on devices supporting different resolutions, the adverts may be scaled down for small resolutions or otherwise modified (e.g. on smaller resolution displays the branding will only be displayed as a screen). When designing the advert, please bear this in mind, so that the main message is well legible even when scaled down.

Non-standard formats:

With some offered non-standard formats we use our own handler scripts (e.g. branding), in other cases you will need to provide the creative work with a fully debugged handler script which needs to remain functional regardless of where on the page it is embedded.

Formats overlapping contents shall contain a visible control to close them (a close button). If they don't, we will try to embed it ourselves, to the best of our abilities.

Formats including an audio or video track must contain visible controls (on / off). The sound may only be activated through user interaction (click or mouse over). The video footage duration may not exceed 30 seconds, data size is limited to 0,95 MB.

Non-standard formats – superbranding:

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The most important thing in superbranding is the following background image and its correct composition (to make it clear what is where and when to see).

Only one image should be used as a background. Must be in .jpg or .png format. The image must optimize the recommended size as best as possible. When thinking about resolution, it's important to keep in mind that the image doesn't scale, but appears in the background.

If the image resolution is too high, the bottom of the image will not be visible at lower screen resolutions. Conversely, if the image resolution is too low, there will be a white bottom on large screens (even in the parallax section).

- the ideal resolution is 2,000 px x 1,000 px. It displays well on fullHD resolutions (this is the most common desktop resolution, it is followed by 1366x768px)

Banner layout - where to put relevant information:

The banner image is not fixed to the top of the window, because a fixed menu bar is displayed at the top of the window when scrolling. The upper part of the banner is shifted by 100px when scrolling. As a result, the banner is not cut off and it is possible to display the upper part of the banner when scrolling (on the contrary, the lower part of the banner is cut off depending on the resolution of the screen or browser window).

- the page is 1,200px wide, the banner is centered, so the edges are wide (banner width - 1200) / 2 and cropped to the screen resolution of the device resp. browser windows.
- the upper middle part (1200x200px) is visible at the beginning before the user starts to scroll down. The top does not disappear and remains displayed when scrolled up.
- the sides at fullHD screen resolution should be about 350px wide (360px to leave a margin for counting down the edges of the browser window and the scroll bar). The main info needs to be 600px to the left and right of the center of the image. If the background image is not wide enough, the rest of the space will be white.
- the middle part of the image will be gradually visible (in the process of the user scrolling) in the parallax part, including the upper part, which the user saw at the top of the page.
- the height of the parallax part is optional, but should not exceed 400px

Other additions to superbranding:

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- it is possible to attach a video (currently max 0.95 MB), which will be inserted either at the top of the branding or on the side. The rules we saw above in this document apply to video.
- it is possible to supply html5 elements resp. image that will scroll with the page.

Superbranding preview:

https://g.pravda.sk/kreativy/test/superbranding/test_hp.html

Superbranding with video preview::

https://g.pravda.sk/kreativy/test/superbranding/test_hp_video.html

Sample image for superbranding:

<https://g.pravda.sk/kreativy/test/superbranding/brandingBgnd.png>

Interscroller preview (live campaigns only in mobiles and tablets):

<https://g.pravda.sk/kreativy/test/interscroller/interscroller.html>

Interscroller resolution is 400x600, side protection zone is 10-20 px due to variability of mobile device resolutions and aspect ratios of their screens. Only jpg, png, gif image formats can be used.

It is also possible to use substrates with a resolution of 350x600px or 300x600px. The background image of the banner adjusts to the height of the device. It is necessary to think about the subtraction of the space of the fixed bar at the top

Tracking scripts:

Each banner can be deployed with an external tracking script. The same applies here as for external display scripts, i.e. the script can ONLY link to sources using the HTTPS protocol.

Data delivery deadlines

Standard formats, PR articles and other text-based adverts: at the latest 2 days before the launch of the campaign.

Non-standard formats: at the latest 3 business days before the launch of the campaign.

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If the customer fails to deliver the data in a timely manner, or if the data fail to meet the set technical standards, OUR MEDIA SR, a.s. cannot guarantee a correct and timely processing of the order.

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