

# Technical conditions for preparing banners

Valid from 1.6.2018

---

## 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://www.base64-image.de/>). 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() {  
    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 15 MB.

#### 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.

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