

Standard specifications:

DIMENSIONS:

Desktop:

Height above the site:	250 px
Total height:	1200 px
Total width:	1920 px
Recommended width within which the logos and lettering must be placed on the sides:	150 px
Cutout width:	990 px (chip.cz) 1000 px (burdastyle.cz, nkz.cz) 1280 px (apetitonline.cz, elle.cz, marianne.cz, marianne.cz/marianne-bydleni, svetzeny.cz)

Mobile: 320 x 100 px

Creative for desktop and mobile must be provided.

DATA SIZE (max.): 150 kB

URL must be provided.

Static creative:

Format: JPG, PNG

Variants:

Additionally, based on the preceding agreement, branding might be modified as follows (the availability shall be agreed upon in advance):

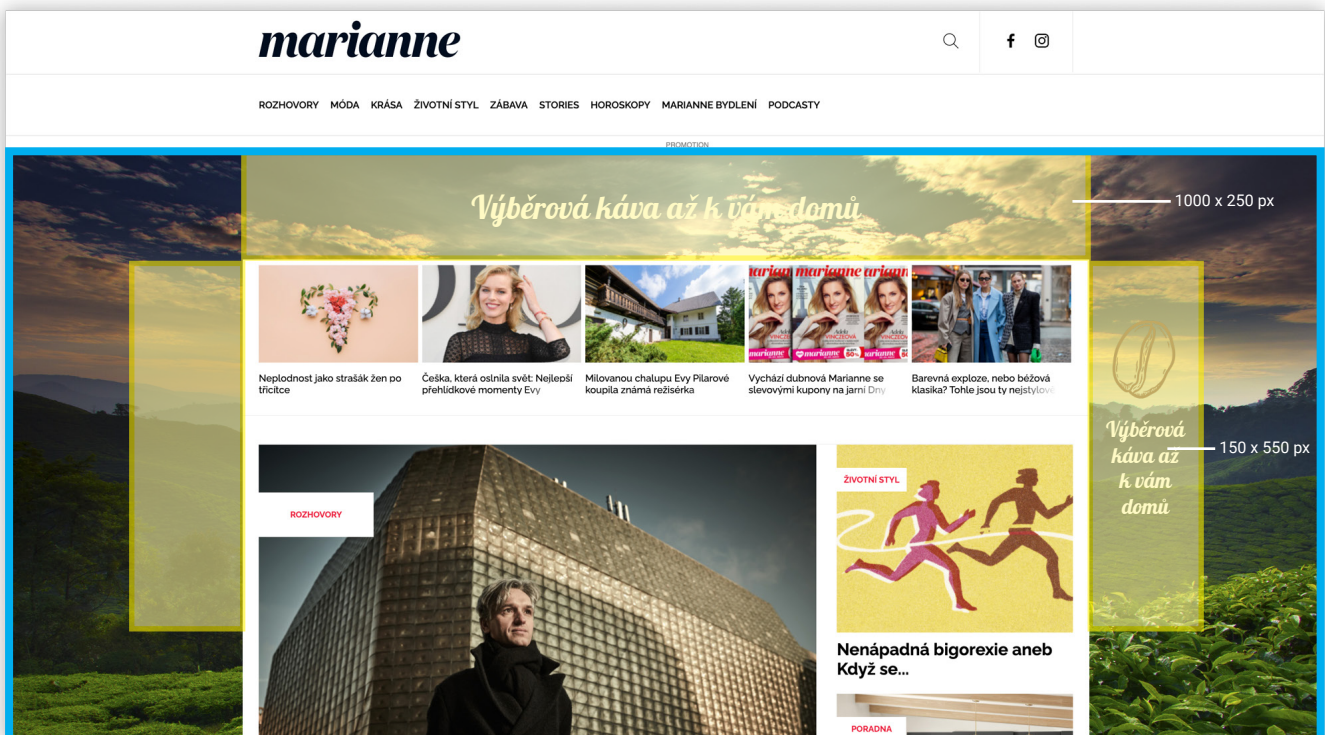
STICKY BRANDING: When scrolling down the content, the side parts of the branding are stucked on their position and thus remain in the users view, only the content and the top-middle part are moved. In case of this modification the maximum height of the creative shall not exceed 550 px.

Technical Specifications

BRANDING

Preview:

When scrolling down the content, the side parts of the branding are stuck on their position and thus remain in the user`s view, only the content and the top-middle part are moved.



Whole branding, width: 1 920 px, height: 1 200 px

Marked spots for important content (logos, texts, buttons, important images), also visible on devices with 1 280 x 800 px resolution (e.g. MacBook 13')

Mobile version:

To ensure proper display on mobile devices, back-up megaboard creative must be provided.

