

Standard specifications:

DIMENSIONS:

Desktop: 300 x 600 px (300 x 300 px or 300 x 250 px)

Mobile: 300 x 300 px (300 x 250 px)

Creative for desktop and mobile must be provided.

DATA SIZE (max.):

Static creative: 50 kB

Animated creative: 100 kB

URL must be provided.

More banners of the same type may be placed on the website at one time, in which case the exact position (order) of the banner relative to other banners is not guaranteed, these banners rotate evenly in their positions - the banner order is randomly determined by the advertising system for each impression.

The above applies unless otherwise agreed for the campaign. An exclusive display of the banner can be arranged individually.

Static creative:

Format: JPG, PNG

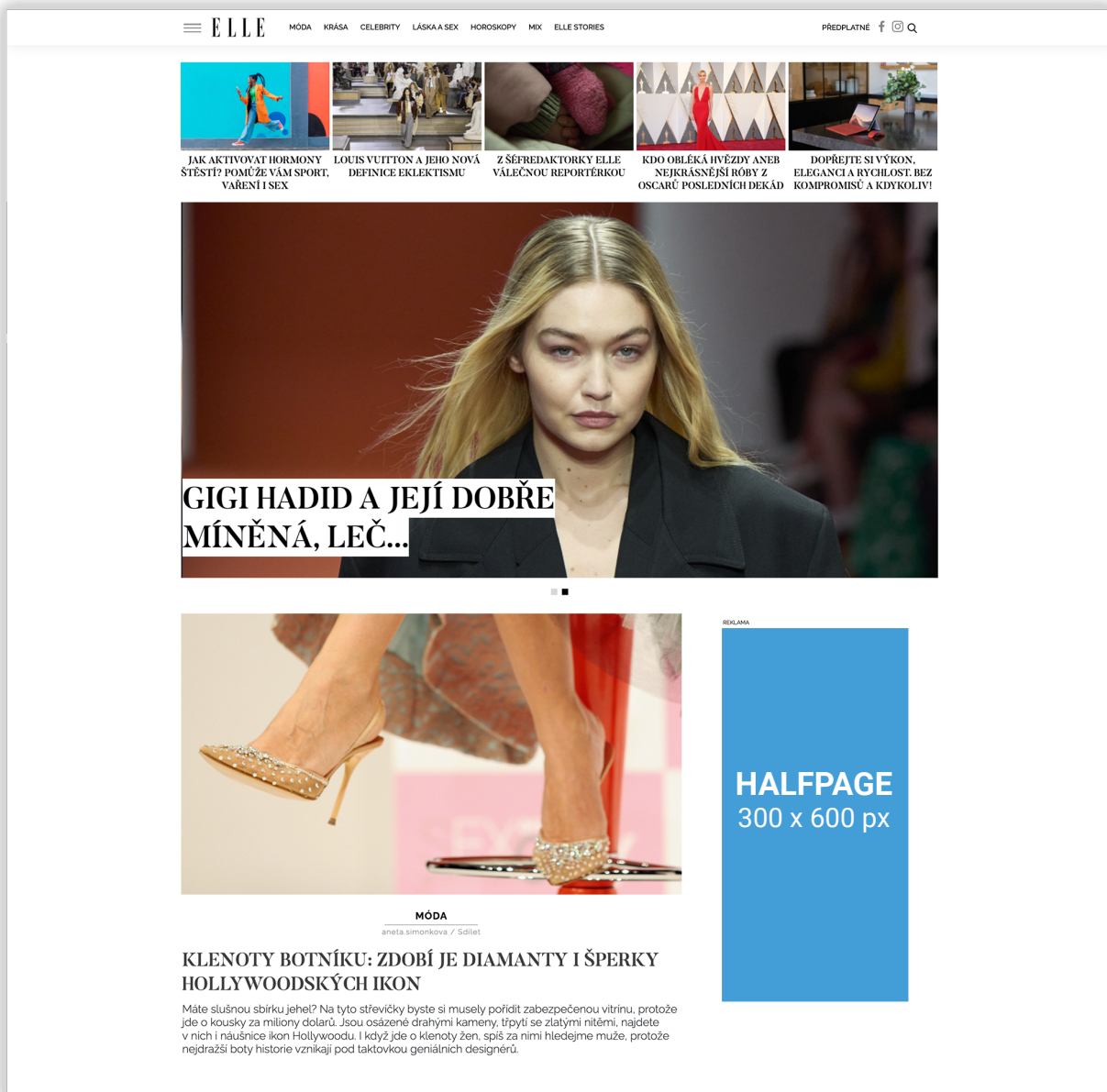
HTML creative (animation or video):

See special HTML specification

https://burda.cz/sites/default/files/attachments/htmlformats_0.pdf

HTML creative must be responsive.

Preview:



The screenshot shows the ELLE magazine website interface. At the top, there is a navigation bar with the ELLE logo and menu items: MÓDA, KRÁSA, CELEBRITY, LÁSKA A SEX, HOROSKOPY, MIX, ELLE STORIES. On the right, there are icons for 'PŘEDPLATNÉ', Facebook, Instagram, and a search icon. Below the navigation bar, there is a row of five article thumbnails with their respective titles: 'JAK AKTIVOVAT HORMONY ŠTĚSTÍ? POMŮŽE VÁM SPORT, VÁŘENÍ I SEX', 'LOUIS VUITTON A JEHO NOVÁ DEFINICE EKLEKTISMU', 'Z ŠÉFREDAKTOŘKY ELLE VÁLČNOU REPORTÉRKOU', 'KDO OBLÉKÁ HVĚZDY ANEB NEJKRÁSNĚJŠÍ RÓBY Z OSCARŮ POSLEDNÍCH DEKÁD', and 'DOPŘEJTE SI VÝKON, ELEGANCI A RYCHLOST. BEZ KOMPROMISŮ A KDYKOLIV!'. The main content area features a large image of Gigi Hadid with the headline 'GIGI HADID A JEJÍ DOBRĚ MÍNĚNÁ, LEČ...'. Below this, there is a smaller image of a woman's feet wearing high-heeled shoes with diamonds and pearls, with the sub-headline 'KLENOTY BOTNÍKU: ZDOBÍ JE DIAMANTY I ŠPERKY HOLLYWOODSKÝCH IKON'. To the right of this image is a blue vertical box containing the text 'HALFPAGE 300 x 600 px'. At the bottom of the article, there is a small 'MÓDA' section header and the author's name 'anela.simankova / Sdílet'. The main text of the article discusses the value of diamonds and jewelry in Hollywood.