

## PR article

([elle.cz](http://elle.cz), [marianne.cz](http://marianne.cz))

### Promotion in carousel

- Exclusive promotion in the carousel on the website homepage
- The promotion includes link to the article
- **Elle.cz:** the article is promoted in the carousel for the period of one day, and in the editorial part for the rest of the campaign
- **Marianne.cz:** the article is promoted in the carousel for the period of 3 days, and in the editorial part for the rest of the campaign

### Promotion in top menu:

- The article is promoted in the top part of the website for the period of 3 days, and in the editorial part for the rest of the campaign
- The promotion includes link to the article

### Promotion in the editorial part:

- Promotion in a mini carousel in the lower part of the website
- The promotion includes link to the article
- Standard length of the promotion: 7 days (if not promoted in carousel or top menu before)
- Note: availability of this promotion may be limited on some websites

### Article:

- **Length:** 3 000 characters
- **Labelling:** “Promotion” etc. (labeled automatically by the editorial system, the label shall not be included in the text)

### Specifications:

- **Headline:** 80 characters (maximum)
- **Perex (short description):** 300 characters (maximum)
- **Text:** .doc, .docx, .rtf, .txt; text without wrapping, no pictures in the text the headline shall be included
- **Pictures:**
  - Basic dimensions: Elle.cz (1 260 x 650 px), Marianne.cz (640 x 360 px)
  - Data size: up to 2 MB
  - Format: JPG, PNG
  - Note: the picture trimmings are automatically made by the editorial system, therefore the picture shall not include logos and inscriptions outside the size of the trimmings (see details below)
  - **Warning:** the editorial team reserve the right to refuse an inappropriate photo (especially a low quality photo or inappropriate photo from the website content point of view)
- **Key words:** we recommend to include 3 keywords at least to ensure better SEO.
- **Note:** PR article preview is sent in the form of a print screen only.

## Advertising formats placements (including PR article promotion) preview:

## Photo trimmings previews:

## elle.cz

carousel 1260x650px

článek 750x420px

TOP-článek (carousel)  
286x286px

mini-top článek  
244x140px

## marianne.cz

carousel 640x360px (viditelná oblast 560x315px)

článek 640x340px (viditelná oblast 633x336px)

promotion (carousel) 311x176px

mini-top článek  
217x125px