

AD PLACEMENT TECHNICAL SPECIFICATION

STANDARD BANNERS

Banner type	Size px	Placement	Weight JPG, PNG, GIF	Weight HTML*	Third-party ad tag
Leaderboard 1	1000 x 200 or 1000 x 250	Whole website	100 kb	150 kb	+
Leaderboard 2	1000 x 300	Whole website	150 kb	250 kb	+
Leaderboard XL	1000 x 400	Whole website	150 kb**	250 kb	+
Tower	300 x 600	Whole website	100 kb	150 kb	+
Tower XL	300 x 1000	Whole website	150 kb	250 kb	+
Square 1, 2, 3	300 x 300	Whole website	100 kb	150 kb	+
Center 1	840 x 250	First page	100 kb	-	-
Center XL	840 x 350	First page	120 kb	-	-
Center 2	840 x 250	First page	100 kb	-	-
In-article banner	500 x 200	All articles	100 kb	150 kb	+

* Archived size. Unarchived size can not be larger than archived size + 100 kb.

** GIF format is not supported for this zone.

NON-STANDARD BANNERS

Banner type	Size px	Placement	Weight JPG, PNG, GIF	Weight HTML*	Third-party ad tag
Galleries sponsorship	960 x 600 and 300 x 600	Rubric galleries	200 kb** 100 kb	- 150 kb	- +
Interstitial	1000 x 500	Opening website	200 kb**	300 kb	-
Wallpaper	1920 x 760 and 1000 x 150	In the relevant rubric	250 kb** 100 kb	- 150 kb	-
Wallpaper	1920 x 760 and 1000 x 200	In the relevant rubric	250 kb** 100 kb	- 150 kb	-
Wallpaper	1920 x 760 and 1000 x 300	In the relevant rubric	250 kb** 150 kb	- 250 kb	-
Slidošā rinda	1000 x 50	Whole website	100 kb	-	-
Slidošā rinda XL	1000 x 70	Whole website	100 kb	-	-
Floating	350 x 350	All articles	100 kb	150 kb	-
Paid article	up to 2500 characters + images	Article can be up to 2500 characters long, up to 3 images in the article alongside with gallery with up to 9 images.			
4-image XML banner	300 x 300	Whole website			XML file
E-shop XML banner		First page			XML file

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JOINED POSITIONS (DESKTOP + MOBILE)

Banner type	Size px	Placement	Weight JPG, PNG, GIF	Weight HTML*	Third-party ad tag
In-article banner	300x250 or 336x280	All articles	100 kb	150 kb	+
Text link	Up to 60 characters	The text can be up to 60 characters long, and will be placed above and below all articles in the website.			

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MOBILE BANNERS

Banner type	Size px	Placement	Weight JPG, PNG, GIF	Weight HTML*	Third-party ad tag
Center 1	300x250 or 336x280	First page	100 kb	150 kb	+
Center 2	300x250 or 336x280	First page	100 kb	150 kb	+
In-article banner	300x250 or 336x280	All articles	100 kb	150 kb	+
Galleries sponsorship	320 x 100	All galleries	100 kb	150 kb	-

* Archived size. Unarchived size can not be larger than archived size + 100 kb.

VIDEO AD

Banner type	Proportions	Placement	Weight	Format
Video pre-roll up to 25 sec.	4:3 vai 16:9	Before the video	up to 25 MB	AVI, MOV, MP4, MPEG, MPG
Video pre-roll 26 - 35 sec.	4:3 vai 16:9	Before the video	up to 25 MB	
Video pre-roll 36 - 40 sec.	4:3 vai 16:9	Before the video	up to 25 MB	

PASTAIGA

AD FORMAT

Banner type	Size px	Placement	Weight JPG, PNG, GIF	Weight HTML*	Third-party ad tag
Tower	300 x 600	Pastaiga.lv	100 kb	150 kb	+
In-article banner	500 x 200	All Pastaiga.lv articles	100 kb	150 kb	+
Article	up to 2500 characters + images + videos + urls	Article can be up to 2500 characters long, up to 3 images in the article alongside with gallery with up to 9 images.			
Galleries sponsorship	960x600 and 300x600	Pastaiga galleries	200 kb** 100 kb	- 100 kb	- +

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** GIF format is not supported for this zone.

REQUIREMENTS FOR HTML5 BANNER SUBMISSION

HTML5 banners must be submitted at least 2 (two) full business days before the first day of the start of the campaign. If the deadlines for submission of advertising materials are not complied with, *Jauns.lv* un *Otkrito.lv* doesn't guarantee the placement of advertising materials on the site. No compensation will be paid if deadlines are not complied with.

Main requirements:

- If there is more than 1 file used, the banner's contents must be placed in a *.zip archive;
- Max size of any single image file: 50kb;
- When using 3rd party tags to serve banners, same size restrictions apply;
- External resources must not be used – most banner design tools allow saving all assets including JS libraries within the zipped archive. An unarchived HTML file should be able to display the banner correctly without an active internet connection;
- Max number of files in the archive is 10;
- All requests must be made using a secure connection (HTTPS://) - that includes any media assets, 3rd party ad serving tags and tracking tags/pixels. The only exception to this rule is the target landing page URL.

Clicktag and size tags:

- If *Google Web Designer* is used for banner creation, the clickTag must be implemented by following the steps described here (when creating the banner, select *DoubleClick* as the environment): <https://goo.gl/MyPTs1>
- If any other software (incl. *Adobe Animate CC*) is used, the banner must follow the clickTag and size meta tag requirements described here: <https://goo.gl/9HGkLE>

Video files in banners:

MP4 (H.264/MPEG-4 AVC) files are accepted for video banners. The maximum file size is **1,5MB**. Before preparation of the banner, the MP4 file must be sent to the address: martins.gaspersons@rigasvilni.lv
It will be stored on *Jauns.lv* servers and a URL to the file will be sent back, which, in turn, must be integrated in HTML banner.

Best practices:

- If JPG, GIF, PNG images are used, they should be placed in a single sprite;
- Images should be compressed, finding a good balance between quality and size;
- Minimize JS code, making it more compact;
- Send the URL, to which the banner forwards, separately. It should not be integrated in the banner's code.

BANNER SUBMISSION

The banners must be submitted no later than 2 days before the start of the campaign by sending them to: martins.gaspersons@rigasvilni.lv

If all technical requirements and submission dates are not met, *jauns.lv* is not responsible for the quality of the advertisement!