Technical specification of
ad formats on
POLSAT MEDIA MOBILE

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I. DISPLAY

1. Banner

Description: Display form of the advertisement, displayed in the lower part of the screen in the form of a bumper which is available in applications and mobile pages.

Dimension: 320x50 px

Weight: up to 100 kB

Format: JPEG, PNG, PSD, PSB

Billing model: CPC, CPM

2. Banner HD

Description: Display advertisement with the increased resolution displayed in the lower part of the screen in the form of a bumper which is available in applications and mobile pages.

Dimension: 640x100 px

Weight: up to 100 kB

Format: JPEG, PNG, PSD, PSB

Billing model: CPC, CPM

3. Rectangle

Description: Standard display advertisement format of a rectangular-shape displayed in applications and mobile pages.

Dimension: 300x250 px

Weight: up to 100 kB

Format: JPEG, PNG, PSD, PSB

Billing model: CPC, CPM

4. Halfpage

Description: Standard display advertisement format of a rectangular-shape displayed in applications and mobile pages.

Dimension: 300x600 px

Weight: up to 90 kB

Format: JPEG, PNG, GIF

Billing model: CPC, CPM

5. Interstitial

Description: Full screen and highly effective advertisement format displayed between two website's pages or actions within applications and mobile pages.

Dimension: 720x1280 px (vertically)

Weight: up to 400 kB

Format: JPEG, PNG, PSD, PSB, HTML
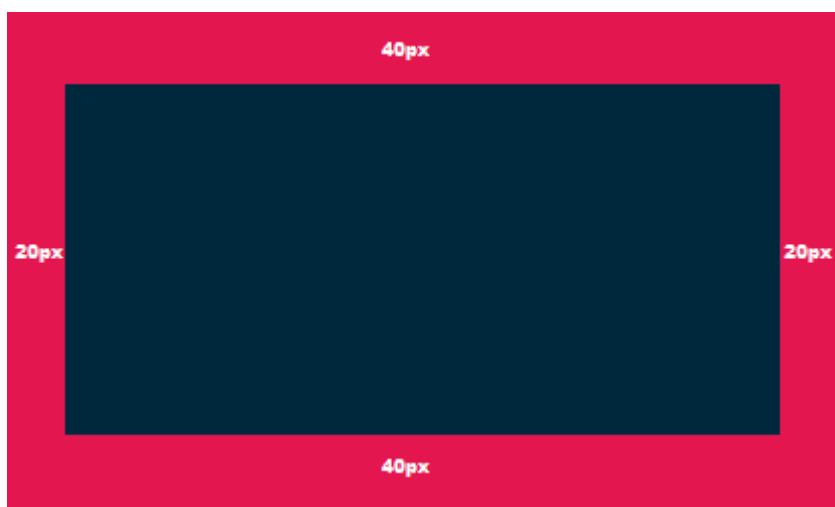
Billing model: CPC, CPM

6. Standard Notification (Graphic)

Description: Mobile advertisement format of the,,push" type which consists of a title, icon and graphics displayed within notification window of the Smartphone.

Title: up to 16 characters with spaces included

Icon dimension: 96x96 px

Graphics dimension: 400x250 px

- Each creative is ought to have a safety frame in 40x80 px dimension which not has any important elements wthin it such as text for instance

Weight: up to 50 kB

Format: JPEG, PNG, PSD, PSB

Billing model: CPC

7. Mailing

Description: Graphic or text advertisement send to users in the form of an email.

Weight: up to 100 kB

Format: HTML + graphics

Billing model: CPC

Additional information: Recommended width is 600-700 px and height up to 1200 px

8. SMS

Description: Text advertisement send to users in the form of an SMS message.

Text: up to max. 160 characters(space also included in the limit)

Possibility of defining sender title: max. up to 11 characters(without polish characters, spaces also included in the limit)

9. MMS

Description: Graphic or text advertisement send to users in the form of MMS message.

Weight: up to 250 kB

Graphic dimension: 500 x 500 px

Format: .gif .jpg

Lack of the title – name of the sender

II. VIDEO

1. Standard video\Rewarded video

Description: Traditional audiovisual advertisement emitted in the form of a pre-roll before the initial video content on mobile video players or as an intentional played by the user video for which one's receives additional benefits in applications.

Dimension: 1080x1920

Weight: do 100 MB

Format: MP4

Duration time: up to 30 seconds

Billing model: CPV

2. "+" Displaycard

Description: Additional graphic table emitted after the ending of the video spot.

Dimension: 1920x1080/1200x800 px

Weight: up to 100 kB

Format: JPEG, PNG, PSD, PSB, HTML

Billing model: CPV