



xHTML

Technical specification

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1 Preparing xHTML creative

- 1.1 A full set of materials for the campaign is expected to be delivered as a single package.
- 1.2 The overall size of creative should not exceed 300kB (does not apply to streaming).
- 1.3 This ad can be a mix of standard available forms (Billboard, Skyscraper, Banner, Box, Toplayer) and non-standard forms consulted with Interactive Advertising Department.
- 1.4 All standard forms must comply with the general specification for each one of used form. For specification of non-standards please contact Interactive Advertising Department.
- 1.5 A full set of materials including correct forms must be delivered **at least 7 working days** before planned emission.
- 1.6 The set must contain:

- 1.6.1 All the required correct creatives,
- 1.6.2 Advertisement script or working scenario (a description of interactions of creative(s) with web-site),
- 1.6.3 Preview (visualization of the form).

- 1.7 Each xHTML should have a closing words "ZAMKNIJ X" in a visible place (at least 25x25px) with the following JavaScript functions:

```
on (release) {  
    getURL(„javascript:onFinishedPlaying();”, "_self");  
}
```

- 1.8 Each xHTML (action) has a defined lasting time (~15 secs), afterwards it should close automatically, for flash creative it should call following JavaScript functions:

```
stop();  
getURL(„javascript:onFinishedPlaying();”, "_self");
```

- 1.9 All the boxes on the site should be treated as objects that cannot be divided (usually they cannot be cut apart, resized, expanded, etc.).
- 1.10 Boxes and columns can be movable, i.e:
 - 1.10.1 they can be replaced by the boxes of creative,
 - 1.10.2 they can move independently from the content of the site, causing effect of being „over” the rest of the content.
 - 1.10.3 The move is allowed within column / site’s layout.
 - 1.10.4 This actions should be conferred with Interactive Advertising Department beforehand.
- 1.11 Changes in styles of particular elements on the site are allowed (within CSS styles).
- 1.12 Replacement of the original site’s content (pictures, texts, fonts urls, etc.) is allowed. This actions however should be conferred with Interactive Advertising Department beforehand.
- 1.13 E-mail account log-in box cannot be modified in a way that disturbs the process of logging-in and none of the forms can cover it permanently in order to enable a free log-in.
- 1.14 Using scripts which change browser window (size, location) is not allowed. Every exception to this rule must be agreed in advance with Interactive Advertising Department.
- 1.15 Creatives with either the capacity of downloading additional elements from outside locations or referring to files in outside location are not allowed (applies to swf creatives).

We invite Your cooperation,

Traffic Department

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