



Advertising in portal o2.pl
Description of advertising forms.
Technical specification.

Valid from: 18 February 2010

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I. General information

1. A full set of materials for the campaign is expected to be delivered as a **single package** including: all the graphic creatives, movies, texts as well as target URLs, emission scripts, monitoring scripts, xHTML creative scripts if needed.
2. Weight and dimensions of creatives cannot exceed limits for particular type of emission form. Parameters for each form are described in the chart (see: paragraph III).
3. Creatives should be prepared in version not smaller than 8 of Adobe Flash. In case of compiling the clip in any of older versions, the movie will not work properly in IE7 with Flash Player 10. It is a known bug that forbids to open a new window. This is explained on the adobe.com webpage:
<http://bugs.adobe.com/jira/browse/FP-1065?page=com.atlassian.jira.plugin.system.issuetabpanels:all-tabpanel>
4. Creative must not use more than:
 - **20%** of CPU capacity in mid-end computer (Celeron 2.5 GHz) in **inbox** in mailbox o2.pl (poczta.o2.pl).
 - **25%** of CPU in the instant messenger Tlen.pl.
 - **30 %** of CPU in other web-sites of portal o2.pl.
5. Tests of CPU usage should be carried out in browsers: Internet Explorer 7, Firefox 3, Opera 9.
6. 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).
7. 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.
8. Creatives and scripts cannot display warnings or errors during emission.
9. **All materials must be delivered at least 3 working days prior to a planned emission (for xHTML this period is 7 working days, see table below).**

The Form	How many days
xhtml, art. sponsorowany	7 days
Screening	5 days
All other forms	3 days

II. Terminology. Complete materials package

We expect to receive a full set of materials for the whole campaign.

A full set of materials includes:

- A set of creatives prepared with compliance to the specification,
- All URLs required in campaign,
- All required emission scripts, monitoring scripts,
- All emission informations (media plan).

Files included in the package(s) should be named accordingly to the place of emission:

TypeOfCreation_Size_Version_PlaceOfEmission

example: Billboard_750x100_v1_o2.swf

notice: Only letters, numbers, underscores and dots are allowed in file names.

III. Dimensions, weight and format of materials.

Web-site	Name	Location	Dimension	Weight	File type
TLEN	Banner	Dialog box	400x50px	Up to 15kB	jpg, gif, swf
	Box	Contact list	170x30px	Up to 10kB	jpg,gif,swf
	Box	Dialog box	100x20px	Up to 10kB	jpg,gif,swf
	Komunikat	-	400x265px	Up to 40kB	jpg, gif, swf
ROS	Toplayer	Choice of Web-sites	500x400px	Up to 40kB, max.10s.	swf
	Brandmark		300x300px	Up to 30kB	swf
	Toplayer FullPage		1000x500px	Up to 50kB	jpg, gif, swf
	Billboard		750x100px	Up to 30kB	jpg, gif, swf
	Double billboard		750x200px	Up to 40kB	jpg, gif, swf
	Triple billboard		750x300px	Up to 45kB	jpg, gif, swf
	Megabillboard		980x200px, 900x150px	Up to 60kB Up to 50kB	jpg, gif, swf
	Wideboard		900x300px	Up to 60kB	jpg, gif, swf
	Expand billboard		750x100px => 750x300px	Up to 30kB	swf
	Push billboard		750x100px =>750x300px	Up to 30kB	swf
	Scroll billboard		750x100px	Up to 30kB	jpg, gif, swf
	Box	Home page o2.pl	280x100px	Up to 20kB	jpg, gif, swf
	Box	Home page o2.pl	200x200px	Up to 20kB	jpg, gif, swf
	Box/Rectangle/Navibox	Choice of Web-sites	300x250px	Up to 30kB	jpg, gif, swf
	Box FF*		160x130px, 160x200px	Up to 20kB	jpg, gif, swf
	Box FF*		200x50px	Up to 15kB	jpg, gif, swf
Box FF*	190x196px, 240x240px, 250x200px, 250x250px, 390x100px, 400x100px,		Up to 25kB	jpg, gif, swf	
Box FF*	300x250px, 300x200px		Up to 30kB	jpg, gif, swf	

Web-site	Name	Location	Dimension	Weight	File type
	Box FF*	Choice of Web-sites	460x100px, 490x200px	Up to 30kB	jpg, gif, swf
	HalfPage		300x600px	Up to 50kB	jpg, gif, swf
	Banner		468x60px	Up to 20kB	jpg, gif, swf
	Expand banner		468x60px => 468x150px	Up to 20kB	swf
	Scroll banner		468x60px	Up to 20kB	jpg, gif, swf
	Scrool footer		Up to 30px hight	Up to 30kB	swf
	Skyscraper		120x600px	Up to 30kB	jpg, gif, swf
	Skyscraper expand		120x600px => 300x600px	Up to 30kB	swf
	Skyscraper scroll		120x600px	Up to 30kB	jpg, gif, swf
ROS	Interstitial	Choice of Web-sites	4:3	Up to 40kB, max.10s.	swf
	Pop-up/pop-under		400x400px	Up to 20kB	jpg, gif, swf
	Expand corner		120x120px => 500x500px	Up to 35kB	swf
Smog/ Wrzuta	In-stream (pre-roll)	Smog.pl, Wrzuta.pl**	Up to 15 seconds	Up to 40MB	flv, mov, avi,mpeg
	Trailer	Smog.pl	4:3	Up to 40MB	flv, mov, avi,mpeg
	VideoSkin	Wrzuta.pl***	550x525px	Up to 100kB	swf
Webmail	Megabillboard	Logout	600x400px	Up to 40kB	jpg, gif, swf
	Wideboard	Logout	900x400px	Up to 60kB	jpg, gif, swf
	Box w Inbox	Inbox	170x200px 200x50px	Up to 15kB Up to 10 kB	jpg, gif, swf
	Box	Message	500x200px	Up to 20kB	jpg, gif, swf
Mailing	Mailing HTML	-	Up to 480px wide	Up to 25kB, Up to 50kB, >50kB	html
	Mailing TXT		Up to 480px wide	2 x A4 page	txt/html
Wybrane Serwisy	Watermark	-	-	Up to 10kB	jpg, gif, png (recommend ed aslo *.psd)
	Wallpaper		recommended 1400px wide	Up to 40kB	

***Box FF** - stands for Flat Fee Boxes emitted in Pudelek.pl, Wrzuta.pl, Smog.pl, Kafeteria.pl, etc.

****In-stream** – this form is emitted in the web-sites which use Wrzuta video player

*****VideoSkin** – this form is emitted only in the web-sites Wrzuta.pl. See link to the technical specification of VS: http://reklama.o2.pl/videoskin_eng

If the list does not include needed form please contact: traffic@firma.o2.pl.

IV. General requirements for a particular material type

JPG / GIF creative

1. Creatives must comply with general rules.

SWF creative

1. Creative must comply with general rules.
2. All clickable flash movies should use variable **_root.clickTag** which enables to **count "clicks" by an adserver. Implementation:**
 - a. A new layer over a prepared animation is needed. It should be set as **a top layer**.
 - b. The layer type should be set to „**object - button**” and attribute ‘color’ to **transparent**.
 - c. Function „getURL” to the layer should be assigned and parameters set in a following way:

```
on (release) {  
    getURL(_root.clickTag, "_blank");  
}
```

3. A hexadecimal background color should be provided with creative (layer-type forms are exception)
4. Audio streaming **cannot** be looped. Creative must contain **sound off button**.

TOPLAYER creative

1. Creative must comply with general rules.
2. The total width of creative can not exceed 1000px.
3. Creative should have **a visible cross (at least 25x25px)** with a following function attached to it:

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

3. The last frame of the movie should have the following function line attached to it:

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

4. The maximum time of emission **cannot** be longer than 10 seconds.

BRANDMARK creative

1. Creative should comply with general rules.
2. The total width of creative can not exceed 500px.
3. Creative should have a **visible cross (at least 25x25px)** with a following function attached to it:

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

4. Creative should have a button to minimize the form, with following function attached to it:

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

5. Creative should have a button which when clicked should result in a return to the standard size, with following function attached to it:

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

EXPAND creative

1. Creative must comply with general rules.
2. During the whole time of display (time when it is in basic shape as well as when it is expanded) creative should have an active area with functions assigned to it:

- when in basic form

```
on (rollOver) {  
    getURL(„javascript:doexpand();”, „_self”);  
}
```

- when expanded

```
on (rollOut) {  
    getURL(„javascript:dolittle();”, „_self”);  
}
```

3. The size of creative in basic shape as well as in expanded shape is defined by number parameters **dolittle()** and **doexpand()** in emission script. After moving with the cursor over the ad it should expand and while away it should reshape to its basic form.

SCROLL creative

1. Creative must comply with general rules.
2. The scrolling effect in swf creative should be included into material, gif / jpg creative **must be static**. The scrolling effect is obtained only with the use of emission scripts.
3. Creative should have a **visible cross (at least 25x25px)** with a following function attached to it:

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

PUSH creative

1. Creative must comply with general rules.
2. During the whole time of display (time when it is in basic shape as well as when it is pushed) creative should have an active area with functions assigned to it:

- when in basic form

```
on (rollOver) {  
    getURL(„javascript:dopushon();”, „_self”);  
}
```

- when pushed

```
on (rollOut) {  
    getURL(„javascript:dolpushoff();”, „_self”);  
}
```

3. After downloading creative should use action:

```
getURL(„javascript:dopushlock();”, „_self”);
```

4. After 3 seconds from the full download of creative it should use action:

```
getURL(„javascript:dopushunlock();”, „_self”);
```

VideoSkin creative

1. The form must be delivered **at least 3 working days** before planned emission.
2. The technical details of creative are described in a separate specification located at: http://reklama.o2.pl/videoskin_eng

Branding Player Audio

1. The form must be delivered **at least 5 working days** before planned emission.
2. Maximum dimensions of creatives can not exceed: 500x300px (recommended 400x260px).
3. Creative must use Action Script 2 and work properly in Flash Player 7 (can not use effects of FP8 like Blur, or Glow...).
4. Project of Player must be delivered as a source file .fla (fonts used in the creative has to be also included).
5. Project must contain following elements:
 - **Play** button.
 - **Stop** button.
 - Progress bar.
 - Time indicator (length of played material / length of the whole material).
 - Volume control.
 - Button **mute/unmute**.
 - Title of creation.



All depicted elements should be visible and big enough. The control part of the player should be separated from the commercial area so that the user exactly knows which part is the player and which is the advertisement.

The area reserved for the title should be able to show 30 characters. However it is recommended to prepare this part even bigger.

Notice: The traffic team stipulates the right to provide corrections to the creative.

Avatar

1. Maximum dimensions of creatives can not exceed: 120x120px.
2. Maximum weight can not exceed: 10 kB.
3. Allowed file formats: JPG, GIF, PNG.

Icons Audio

1. Maximum dimensions of creatives can not exceed: 76x74px.
2. Maximum weight can not exceed: 8 kB.
3. Allowed file formats: JPG, GIF, PNG.
4. In case of rounded creative, the background of GIF file has to be transparent.

STREAMING creative

Trailer / movie:

1. Dimensions: 400px x 300px – (optimal resolution).
2. Weight: up to 40 MB (it will be compressed).
3. Allowed file formats: **.flv** (other video / audio file formats are acceptable and will be converted into .flv).

In-stream video (pre-roll before users' video / audio content)

1. Dimensions: 400px x 300px (optimal resolution).
2. Duration time: up to 15 seconds (recommended time: 7-8 seconds).
3. Weight: up to 40 MB (it will be compressed).
4. Allowed file formats: .flv, .mpg, .mov, .avi, .wmv.

The materials to the streaming creative consist of two parts:

- a) SWF creative and b) FLV streaming movie
2. Creative must comply with general rules.
3. SWF creative must contain function getting the FLV video.
4. SWF creative must not exceed the size and weight set for a particular non-streaming creation in a respective size.
5. FLV materials should be delivered to us with an adequate advance, so that they can be placed on servers o2.pl.
6. The size of provided FLV materials **must not exceed 1 MB**.
7. The bitrate of streamed video should not more than 512 kbit/s.
8. SWF creative **must have STOP button** which stops the rendering of FLV materials.
9. Every form of disabling SWF creative (**disabling cross**) and/or FLV (**stop, pause buttons in SWF creative**) should stop sound effects (music).

Dynamic Wallpaper creative

1. Creative must comply with general rules.
2. A full set of materials for the campaign is expected to be delivered as a **single package** including (all the graphic creatives, two static wallpapers, url, monitoring scripts) **at last 5 working days before planned emission**.
3. Weight and dimensions of creatives cannot exceed limits for particular type of emission form. Parameters for each form are described in the table below:

Name	Dimension	Weight	Format
Billboard	750x100px or 770x100px	Up to 30kB	jpg, gif, swf
Double billboard	750x200px or 770x200px	Up to 40kB	jpg, gif, swf
Wallpaper-max. wide 1400px (recommended 1024px or 1280 px wide)		Up to 40kB	jpg, gif, png (recommended aslo *.psd)

4. Flash creative should contain active area during the whole animation. The area should contain the following actions:

```

on (rollOver) {
    getURL(„javascript:changeWallpaper(1);”, „_self”);
}
on (rollOut) {
    getURL(„javascript:changeWallpaper(2);”, „_self”);
}
    
```

Should you have any problems regarding this creative, please contact our Traffic Team via email (traffic@firma.o2.pl).

Comet Cursor creative

1. Maximum dimensions of creatives can not exceed: 50x50px.
2. Maximum weight can not exceed: 10 kB.
3. Allowed file formats: JPG, GIF, PNG lub SWF.

xHTML creative

1. A full set of materials for the campaign is expected to be delivered as a single package.
2. The overall size of creative should not exceed 150kB (does not apply to streaming).
3. This ad can be a set of standard available forms (Billboard, Skyscrapers, Banner, Box, Toplayer) and non-standard forms consulted with Interactive Advertising Department.
4. All standard forms must comply with the general specification for each of used form. For specification of non-standards please contact Interactive Advertising Department.
5. A full set of materials including correct forms must be delivered **at least 7 working days** before planned emission.
6. The set must contain:
 - a. All the required correct creatives,
 - b. Advertisement script (a description of interaction of creative(s) with web-site),
 - c. Preview (visualization of the form).

Complete specifications can be found at : http://reklama.o2.pl/xhtml_eng

INTERSTITIAL creative

1. Creative must comply with general rules.
2. Creative should be prepared in 4:3 ratio.
3. The first frame of the material should contain exclusively function:

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

4. In the last empty frame of the material the following function should be included:

```
stop();
getURL(„javascript>window.close();”, „_self”);
```

5. Creative should have a **visible cross (14x14px)** with a following function attached to it:

```
on (release) {
    getURL(„javascript>window.close();”, „_self”);
}
```

6. Creative should be defined on the time scale, _root on at least 5 frames. One should take into account that the code makes a preload with the use of functions: play(), stopplay() from the javascript level.
7. If the advertisement plays sound, it should also contain function stopAllSound().

LINKS AFTER VIDEO CONTENT (Wrzuta.pl, Smog.pl)

1. The form must be delivered **at least 3 working days** before planned emission. The form consists of **3 sets** including:
 - a. Title (30 chars maximum)
 - b. Lead (70 chars maximum)
 - c. URL / redirect counting clicks.
2. Impressions cannot be counted with the use of outside counting scripts (data available in Adserver o2.pl).

HTML mailing

1. Mailing must be a full HTML code.
2. Mailing **must be fully functional**.
3. Mailing cannot contain any JavaScript code.
4. All components of mail (graphics files, text, HTML files) must be sent to Grupa o2 as ready to use advertising material (which will be sent from o2.pl servers)
5. All attached graphics should be placed in the same directory as html file.
6. Characters set **ISO-8859-2** is required.
7. Default "Characters set" inside mailing file must be **ISO-8859-2 compliant**.
8. The weight of the whole package (including all the attachments) **must not exceed** sizes defined by Grupa o2.
9. All attributes' values must be put in inverted commas (ex. width="100").
10. Placing graphics using CSS 'background-image: url(...)' rule is **not allowed**.
11. Every opened HTML tag inside document **must be closed** according with HTML standards.
12. CSS
 - a. all attributes applicable to <BODY> tag should be placed inside CSS
 - b. positioning elements using CSS '<position: ...>' is **not allowed**
 - c. the whole CSS code must be placed inside document header (between <HEAD>...</HEAD>)
 - d. it is advisable to quote any CSS dimensions in pixels
13. It is not recommended to use background attribute to the tag <body>. We suggest use of marker <table> for the whole of creation, for example:

```
<body marginwidth="0" marginheight="0" style="margin-top:0; margin-right:0; margin-bottom:0; margin-left:0;">

<table style="background-color: *****; width:100%; color: rgb(0, 0, 0);" alink="#000099" link="#990000" vlink="#990099">

<td>

...

the content of mail

...

</td>

</table>

</body>*
```

*(concern only the background color; the problem associated with images is described below)

14. We suggest not to use images as a background in mailing code because this may cause the mail to display incorrectly in various e-mail agents.

15. **It is not allowed** to insert background images into tags **<table>**, **<div>**, **<tr>** and **<td>** because this causes incorrect display in Thunderbird mail client.

In case of any doubts we suggest using:

- HTML validator: <http://validator.w3.org/>
- CSS validator: <http://jigsaw.w3.org/css-validator/>

Materials which do not follow above rules may not be emitted or may be emitted with a delay required for corrections.

Complete specifications can be found at : http://reklama.o2.pl/mailing_eng