

**TECHNICAL SPECIFICATIONS  
FOR ADVERTISING  
FORMATS ON  
GREMI MEDIA S.A. WEBSITES**

# 1 GENERAL REQUIREMENTS

## 1.1 COMPLIANCE AND REVIEW

All ads sent by clients for publication on Gremi Media websites should meet the conditions of these technical specifications and comply with the IAB Poland advertising standards. Gremi Media may review the ad and prevent it from being published, or remove it from publication, in case of non-compliance with the technical specifications. The publication of an ad on the pages of the portal does not automatically mean that the ad was compliant with the advertising specifications. Gremi Media reserves the right to refuse to publish or cease publication of any ad which it considers to be annoying or harmful to the users of the portal.

## 1.2 DEADLINES FOR PROVIDING MATERIALS

All advertising materials must be delivered no later than 2 business days prior to publication. In the case of HTML5 and Rich Media ads, this period is increased to 5 business days.

## 1.3 DIMENSIONS OF MATERIALS PROVIDED

Creatives must have the correct specified dimensions and file size which do not exceed those provided in the tables for specific forms of ad.

## 1.4 EXTERNAL ELEMENTS

The Advertiser must not implement mechanisms which track user interaction or pull additional content from external websites without obtaining consent from Gremi Media.

The creatives sent may not change or read cookies from the user's computer.

## 1.5 SOUND IN ADS

The sound in the creatives may be turned on only upon an action performed by the user (click, hover, hover and hold).

## 1.6 EFFICIENCY OF THE ADS

The ad must not interfere with the operation of the website.

The ad must not cause errors on the page.

The ad, irrespective of its type, must not overload the processor to an extent which significantly impedes work on the computer with other applications.

## 1.7 FALSE ADVERTISING

The ad may not mislead the user with its content and the message resulting from it. It also must not resemble basic system buttons or contain buttons that operate differently than what would be expected from their typical function. Ads are not allowed to be displayed in the form of warnings or system messages. Buttons placed on ads must operate in accordance with the message displayed on them.

## 1.8 ALLOWED FORMATS

Advertising materials in the following formats are allowed to be used:

- jpeg/gif/png image
- HTML5
- asynchronous ad code
- asynchronous counter code

## 1.9 3RD PARTY AD CODES

Ad codes must be prepared for asynchronous embedding on the page; in particular, using the `document.write()` instruction is not allowed. For this reason, they should be provided as an `iFrame`. It is acceptable to use JavaScript, but in that case, it will be placed in the `iFrame` on the Gremi Media side. The preferred method of publication is to serve the creative on the Gremi Media side with third party counts in the form of pixels. All counts and ad

codes must be pulled from the site protocol. There for, you should use the syntax `src="//mywebsite.pl/code.js"` and `src="/mywebsite.pl/pixel.gif"`

In addition, every 3rd party element used on Gremi Media websites must support SSL communication.

## 1.10 NAMING THE CREATIVES

The names of the creatives sent should not contain Polish characters or spaces. Files should be named according to the pattern:

- advertiser/campaign\_name\_ad type\_dimensions.extension  
e.g.: GremiMedia\_self-promotion\_300x250.png

or

- ad type\_dimensions\_extension np.: billboard\_750x100.png

## 1.11 CROSS-DEVICE ADVERTISING

When it comes to displaying the ad on desktop devices, tablets and smartphones, the ad can be displayed in the following ways:

- The client provides dedicated ad creatives for the respective devices
- The client provides a creative (static image or html5) that will be scaled by Gremi Media to the resolution of the screen on which it is viewed.

In the case of scaling, it is permitted to use advertising materials in the following formats:

- jpg / png / gif image
- HTML5

Autoscaling does not apply to creatives published with an ad code. When using ad codes, the creative must be scaled on the client's side.

## 1.12 TEST CREATIVES

By accepting the test creatives issued by the Gremi Media traffic team, the client confirms that they are correct in terms of appearance, operation, performance of actions and counting in external systems (if applicable).

# 2 CREATIVE SPECIFICATIONS

## 2.1 HTML5 CREATIVES

### 2.1.1 General information

- The HTML5 serving code, after being provided by the Advertiser, must always be tested and approved by the Publisher due to the wide variation in codes.
- The rp.pl website uses Smart adserver; parkiet.com and industry websites such as moto.rp.pl, cyfrowa.rp.pl, pieniądze.rp.pl, turystyka.rp.pl, firma.rp.pl, energia.rp.pl, logistyka.rp.pl, radar.rp.pl, serwisemerytalny.rp.pl, and sukces.rp.pl use Google AD MANAGER adserver. This means that HTML5 creatives must be prepared according to various specifications.
- The overall operation of the creative must comply with the requirements described in the technical specifications for the given format. None of its elements may interfere with the operation of the publisher's pages or other ads.

- The publisher does not provide data related to user interaction with the HTML5 creative. This functionality should be provided by the ad code.
- The moment when the first ad element loads is the universal measuring point for publication of the ad.
- For expanded, video or non-standard creations, the Publisher reserves the right to formulate additional requirements that must be met before publication.
- Creatives must be prepared for responsive display (function correctly when the container size changes).
- Creatives must not use jQuery libraries.
- The code must be compatible with Friendly iFrame.
- The total size of files included in the HTML5 creative must not exceed 1mb.
- All calls to the files that make up the HTML5 creative should be contained in only one HTML file
- Images used in the HTML5 creative should be encoded using Base64.  


For example:

```

```

- If there are no properly prepared SMART libraries in the HTML creations – the Publisher does not count the clicks!

### 2.1.2 Compatibility

HTML5 creatives are not compatible with Internet Explorer 8 and earlier browsers. Providing a back-up creative is recommended. Creatives should be prepared so that they load correctly in the frames. If the format specifications require that the creative be scaled, the html5 creative should be prepared as scalable. The element's margin <body> should be set to 0 so that the creative starts in the upper left corner without moving. Clickable elements should have the style set to "cursor: pointer;", done in Google Swiffy: buttonMode = true;

### 2.1.3 Sending materials

All elements must be sent in zipped form. The main file named "index.html" must be present in the zip archive. Creatives must be prepared for responsive display (function correctly when the container size changes). The code must be compatible with Friendly iFrame.

### 2.1.4 Click handling in HTML5 creatives

#### a) SMART ADSERVER (rp.pl)

Up-to-date requirements for HTML5 creatives:

<https://help.smartadserver.com/s/article/HTML5-creative-specifications>

Instructions on how to correctly implement clickTag:

<https://support.smartadserver.com/s/article/Click-counting-in-HTML5-creatives>

#### b) GOOGLE AD MANAGER ADSERVER (parkiet.com and industry websites)

Instructions on how to correctly implement clickTag:

<https://support.google.com/admanager/answer/7046902?hl=en>

[https://support.google.com/admanager/answer/7046799?hl=en&ref\\_topic=7041998](https://support.google.com/admanager/answer/7046799?hl=en&ref_topic=7041998)

[https://support.google.com/admanager/answer/7042363?hl=en&ref\\_topic=7041998](https://support.google.com/admanager/answer/7042363?hl=en&ref_topic=7041998)

### 2.1.5 Allowed elements

An HTML5 ad may contain:

- HTML
- Cascading Style Sheets (CSS)
- JavaScript
- Images (jpg, png, gif)
- video (mp4, webm)

HTML5 ads must not contain min.js libraries

### 2.1.6 Closing creatives

Closing full-screen creatives should be done by calling the global function `window.closeFn ()`; the function should be called only after clicking on the "Close" button.

### 2.1.7 Expand and collapse

Closing expand creatives consisting of one image should be done by calling the global `labelAction()` function: `window.labelAction ("expand")`; expansion should be performed using the same function with the "collapse" parameter: `window.labelAction ("collapse")`;

### 2.1.8 SSL support

The creative should function properly for the encrypted protocol (https). This applies to all elements loaded by the creative – scripts, images, and videos.

### 2.1.9 Back-Up Creatives

HTML5 creatives should be provided together with simplified static creatives in JPG/PNG/GIF format, which will be displayed when the user's browser is unable to display materials in more advanced formats. If the required back-ups are not provided, there are no grounds for complaint or compensation due to an undelivered number of publications.

## 2.2 DISPLAY CREATIVES

### DESKTOP:

Format	Dimensions [px]	File format	File size [kB]
Billboard	750x100	jpg / png / gif / html5	60 / 150 (html5)
Double Billboard	750x200		
Triple Billboard	750x300		
Wideboard	970x200		
Mega wideboard	970x400		
Gigapanel (displayed from slot no. 2) – rp.pl Gigapanel (slot no. 2) – parkiet.com Gigapanel (displayed from slot no. 3) – parkiet.com	1260x600 1019x485 1260x600		
Gigaboard	1260x300		
Rectangle	300x250		
Halfpage	300x600		
Site header <sup>1</sup>	1920x100		

### MOBILE:

Format	Dimensions [px]	File format	File size [kB]
Site header <sup>1,2</sup>	1024x160 (scalable according to the device)	jpg / png / gif / html5	40 / 120 (html5)
Rectangle	300x250		
Halfpage	300x600		

<sup>1</sup> – In the upper left corner of the header (desktop and mobile) an ad label is displayed with dimensions of 26x10px, do not put anything there that cannot be covered up (logo/text).

<sup>2</sup> – for the mobile header, the minimum font size used in the creative is 30 px. (this is to ensure that text is still legible after scaling). The minimum size to which the creative scales is 320x50px.

## 2.3 RICH MEDIA CREATIVES

### 2.3.1 Expand/Push Creatives

Expand/Push creatives may consist of one or two images.

In the case of a creative which consists of two images, after clicking on the first creative, the creative is expanded and there is a push of the website content where applicable so that the second creative is displayed. In the case of a creative which consists of one image, after clicking, the rest of the creative is revealed (and a push of the website content where applicable).

Calling the Expand/Push action must always be intentional and take place after the user clicks on the ad creative. Each creative must contain a space on the upper right with dimensions of no less than 100x30px for Gremi Media to add the 'Expand', and 'Collapse' buttons.

Expand/push creatives also work on desktop devices.

#### Expand Creations:

Format	Dimensions [px]	File format	File size [kB]
Expand Billboard	750x100 --> 750x200	jpg / png / gif / html5	60 / 150 (html5)
Expand Double Billboard	750x200 --> 750x300		
Expand Triple Billboard	750x300 --> 750x400		
Expand Wideboard	970x200 --> 970x300		
Expand Rectangle	300x250 --> 400x400		
Expand Halfpage	300x600 --> 600x600		
Expand Site header <sup>1</sup>	1920x100 --> 1920x400	jpg / png / gif	60

#### Push Creatives:

Format	Dimensions [px]	File format	File size [kB]
Push Header <sup>1</sup>	1920x100 --> 1920x400	jpg / png / gif	60

<sup>1</sup> – In the upper left corner of the header (desktop and mobile) an ad label is displayed with dimensions of 26x10px; do not put anything there that cannot be covered up (logo/texts).

### 2.3.2 Parallax

Ad format: jpg / png / gif / html5

The dimensions and file sizes of creatives must be as specified in the "Display creatives" table.

### 2.3.3 Flip Banner

A flip banner consists of 2 static images. The time after which the banner is flipped is determined depending on the client's needs. Flipping always takes place at regular intervals without the possibility of pausing the banner.

Ad format: jpg / png / gif

Creative file size: 40kB

Dimensions:

Smartphone: width 320px, height 100px

Tablet: width 768px, height 180px

### 2.3.4 Overslide

Overslide is a banner positioned on the left or right corner of the screen.

A close button is added to the creative.

Ad format: jpg / png / gif /HTML

Dimensions:

Smartphone: width 160px, height 480px

Tablet: width 160px, height 600px

Creative file size: 40kB / 120kB (HTML5)

### 2.3.5 Adhesion banner

An adhesion banner consists of 2 creatives, the initiating header/footer and the adhesion banner

Initiating header/footer:

Ad format: jpg / png / gif /HTML

Dimensions:

Smartphone: width 320px, height 50px

Tablet: width 768px , height 90px

Creative file size: 40kB / 120kB (HTML5)

The creative should be prepared so that it can be scaled to the width of the browser window.

### 2.3.6 Mobile Slideshow

A Mobile Slideshow can consist of any number of creations. Each one should have the same dimensions.

It is possible to specify whether the ad should loop. It is possible to specify the number of seconds between automatic switching of creatives.

Ad format: jpg / png / gif / HTML / mp4

Dimensions:300x250px for static images, for video aspect ratio 6x5

Creative file size: for jpg / png / gif /HTML 40 KB, for video 1.5 MB

The video should meet all the requirements (except the aspect ratio) from the Basic video format section.

### 2.3.7 Spin cube

A spin cube consists of 6 creatives with the same dimensions

Ad format: jpg / png / gif /HTML / mp4

Creative file size: for jpg / png / gif /HTML 40 KB, for video 1.5 MB

Dimensions 300x300px for static images, for video aspect ratio 1x1

The video should meet all the requirements (except the aspect ratio) from the Basic video format section.

### 2.3.8 Floor ad for mobile

Ad format: jpg / png / gif / HTML5

Smartphone: height 50px, width 320px

Tablet: height 90px, width 768px

Size: 40kB / 120kB (HTML5)

The creative should be prepared so that it can be scaled to the width of the browser window.

## 2.4 WALLPAPER/SKIN AD

The Wallpaper/Skin ad format consists of two creatives: a billboard ad and a wallpaper, which is an image displayed as the background at the top of the website.

Note: Due to the responsive build of the website, content is displayed with different widths depending on the screen size, resolution and browser settings. The possible widths of the area set aside for website content are: 1360px and 1000px. The wallpaper prepared should take into account the area that will be visible only with a website content width of 1000px. This area must not contain text or important graphic symbols (e.g. logo).

**Billboard:**

- Dimensions: 750x300px
- Format: jpg/png/gif/html5/Java Script

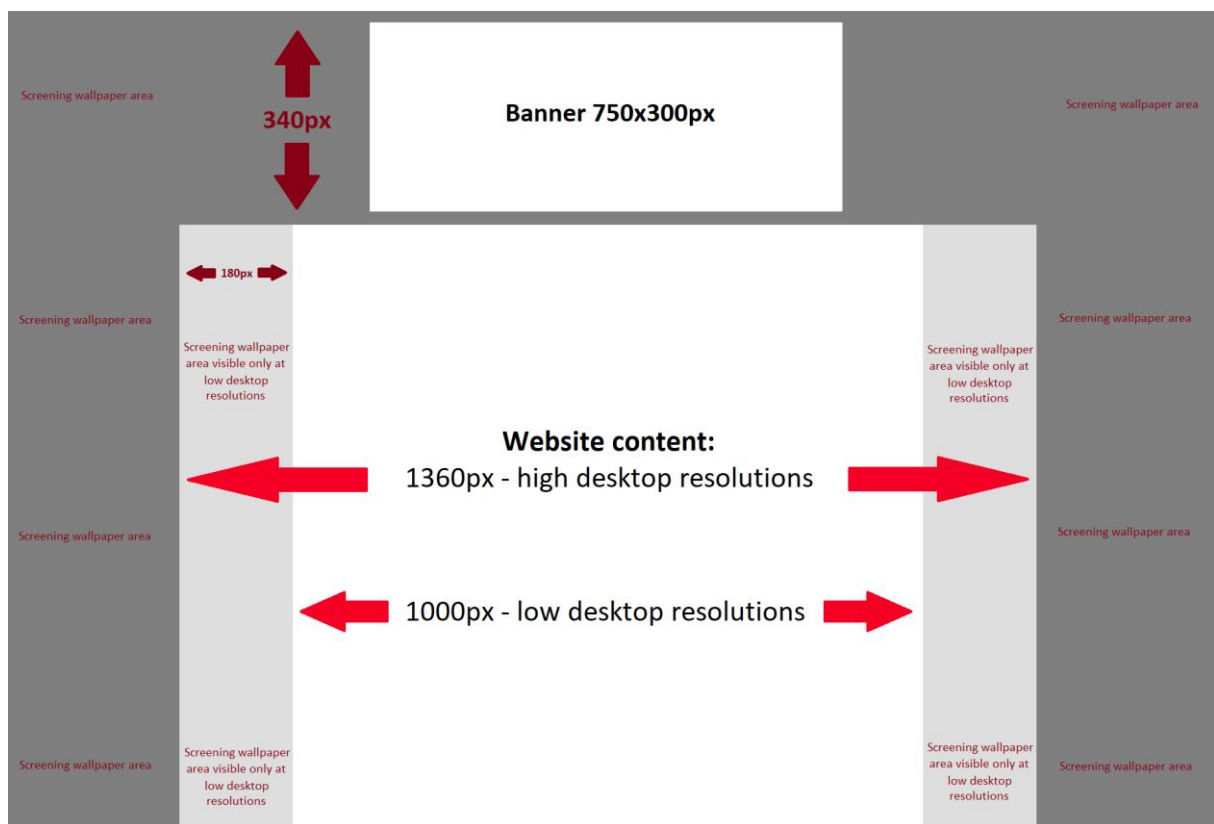
- File size: max 150kb
- If the creative is prepared in html5 format, it should be prepared in accordance with the guidelines in section 2.1

#### Wallpaper:

- Dimensions: 1921x1300px
- Format: jpg/png
- File size: max 200kb

#### Notes:

- It is not recommended to use logos and text on the wallpaper because, depending on the screen size, resolution and browser settings, this content may not be visible to the user or may be partially cut off;
- It is recommended that the wallpaper transitions into a uniform white background on all the outer edges, so as to obtain the effect of a smooth integration with the rest of the website;
- The space for site content must not be marked on the wallpaper. A background consistent with the rest of the wallpaper should be used here;



## 2.5 MULTISCREEN CAROUSEL

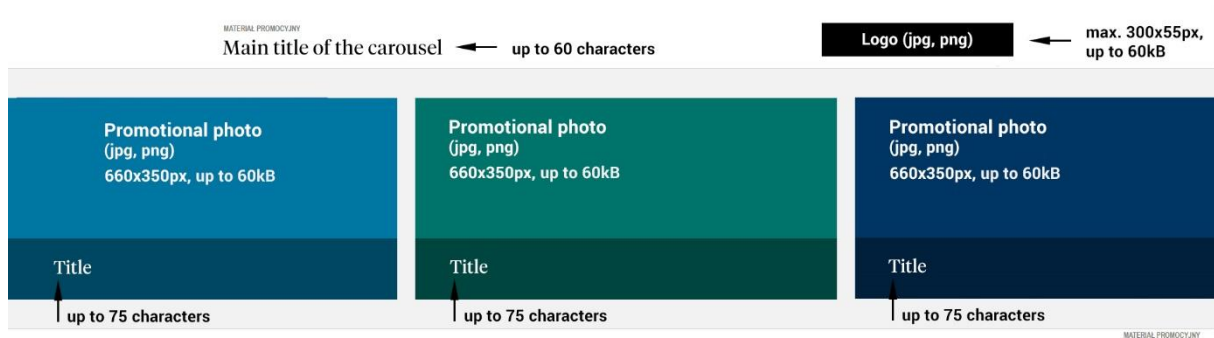
#### General guidelines:

- The carousel displays ad teasers in the form of a slider. It consists of: the main title of the carousel, logo, promotional photos, and titles displayed on them if applicable. The entire thing takes the form of a slider with an automatic scrolling function;
- The component is labelled "PROMOTIONAL MATERIAL" above the title and in the lower right corner under the component;
- The carousel can contain from 3 to 6 teasers, and each of them, apart from the promotional photo, can also display a dedicated title positioned on the lower part of the photo. Each of the teasers can direct the user to a different landing page.
- The component is displayed from the CMS, meaning that it is not blocked by ad blocking plugins;



- The component scales automatically, i.e. the size adapts to the resolution of the device on which it is displayed;
- The landing page must be clear and legible on mobile devices;
- It is guaranteed that the ad message will be displayed simultaneously on the home page of the rp.pl website and on its mobile version.

### Technical specifications:



**Main title of the carousel:** text of up to 60 characters including spaces. All caps should not be used.

**Logo:** the maximum logo dimensions are 300x55px (width x height). If a larger logo is received, the component scales the image to a height of 55px, while reducing the width proportionally. Maximum file size 60kB, accepted formats: JPG, PNG.

**Promotional photo:** image with dimensions 660x350px (width x height). Maximum file size 60kB, accepted formats: JPG, PNG.

**Title (not required):** text of up to 75 characters including spaces (maximum 2 lines of text). All caps should not be used. The title appears at the bottom of your promotional photo in a translucent layer.

**Video material:** it is permitted to place one video instead of one of the promotional photos. The video is embedded from YouTube and is launched intentionally by the user. No title is placed on the video.

### Video requirements:

Video codec: H.264

Audio codec: AAC

Video bitrate: min. 1500 kbps, recommended 3000 kbps

Audio bitrate: 192 kbps

Audio channels: 2 recommended

Aspect ratio: 16 : 9

FPS: min. 25

## 2.6 IN-FEED

Advertising is offered on a Flat-fee pricing model for a specified 7-day period (in a cycle of full weeks from Monday to Sunday).

### 2.6.1 In-feed with photo

Native ad displayed on the home page of the websites.

Image dimensions: 300x165px

Format: jpg / png

File size: up to 40kb

Text: up to 60 characters

## 2.6.2 In-feed without photo

Native ad displayed on the home page of the websites.

Text: up to 60 characters

## 2.7 VIDEO

### 2.7.1 Basic video format

Video codec: H.264

Audio codec: AAC

Video bitrate: min. 1500 kbps, recommended 3000 kbps

Audio bitrate: 192 kbps

Audio channels: 2 recommended

Resolution: 640x360px

Maximum file size for the material: 4mb

Aspect ratio: 16 : 9

FPS: min. 25

### 2.7.2 Video in-stream (pre-roll)

Maximum spot length: 30 seconds

Maximum file size for the material: 4mb

Resolution: 640x360px

Other requirements are in accordance with section 2.7.1

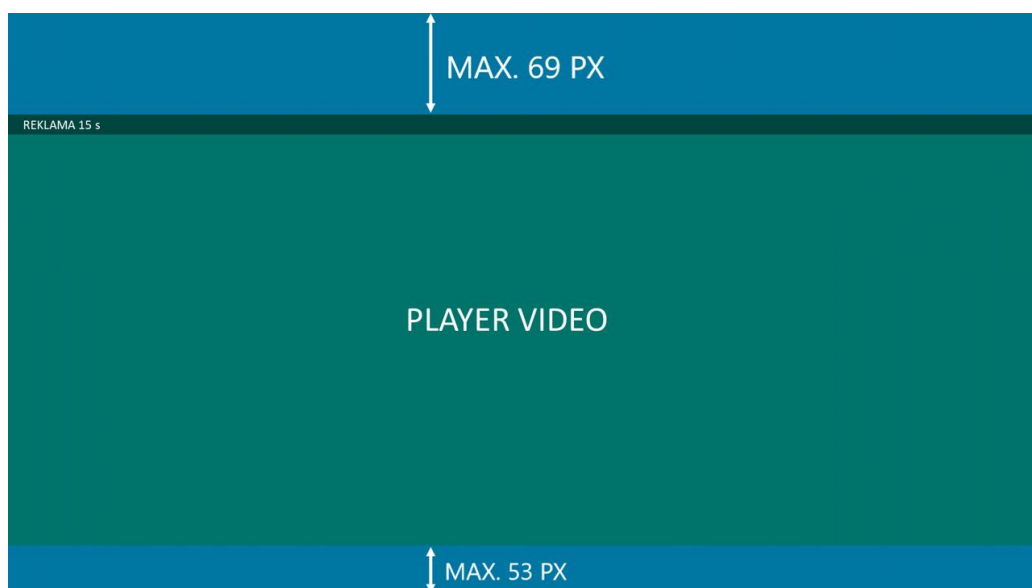
### 2.7.3 Player branding

Player branding consists in displaying a wallpaper behind the video player. The wallpaper can be displayed either each time the video player is called or only for specific in-stream material (pre-roll). The wallpaper is bigger

than the player and its maximum visible area is 69px above the player and 53px below the video player. The visible area of the wallpaper varies depending on the user's screen size, browser settings and resolution. When a smaller player is displayed, the wallpaper is automatically scaled proportionally to 16:9

#### Wallpaper:

- Dimensions: 800x608px
- Format: jpg/png
- File size: max 150kb



#### 2.7.4 Video Banner

Video Banner is a video ad published within the space of a standard display ad (Billboard, Double Billboard, Wideboard, Rectangle, Halfpage).

Video can start automatically but only on mute; the sound will be turned on upon user interaction.

Videos that start after the user clicks on them can start with sound turned on.

The video should meet all the requirements from the Basic video format section.

#### 2.7.5 Video Read

Video Read is a video ad in the body of an article.

The ad starts collapsed and expands automatically when the ad space appears on the active screen.

The video should meet all the requirements from the Basic video format section.

#### 2.7.6 Video Floor Ad

2 creatives are needed for publication: a static creative and a video file.

The video can be displayed in 3 positions: positioned to the left, centre, or the right. The rest of the screen area will be taken up by the static creative provided.

Static creative.

Ad format: jpg / png

Dimensions: height 300px, width 1920px

Size: 150 KB

The video starts on mute, the sound is turned on only when you hover over the creative.

The video should meet all the requirements from the Basic video format section.

#### 2.7.7 Video Inline

Video Inline is a video ad published within the space of a standard display ad (Billboard, Double Billboard, Wideboard, Rectangle, Halfpage)

The video expands to the designated size when you hover over it.

The video starts on mute, the sound is turned on only when you hover over the creative.

The video should meet all the requirements from the Basic video format section.

#### 2.7.8 The video material is published on the Home Page in the TV player

Video codec: H.264

Audio codec: AAC

Bitrate video: min. 8000 kbps, max. 16000 kbps

Audio bitrate: 192 kbps

Resolution: 1920-1080

Audio channels: 2 recommended

Aspect ratio: 16:9

FPS: min. 25

Minimum video file size e.g. for 30s = 30MB

## 2.8 SPONSORED ARTICLE

### 2.8.1 Sponsored article

Advertising text with graphics published on the selected Gremi Media website. The form in which a sponsored article is promoted depends on the website on which it is displayed. The article is described on the promotional teaser and on the article itself using one of the terms: PROMOTIONAL MATERIAL or SPONSORED MATERIAL (applies to industry websites).

The forms in which a sponsored article can be promoted include:

- a graphic teaser with text on the website's home page or website section's home page
- a text teaser on the website's home page or website section's home page

Advertising is offered on a Flat-fee pricing model for a specified 7-day period (in a cycle of full weeks from

Monday 12:00 to Monday 11:59) with no guarantee of reaching a specified number of views. Therefore, all data showing the traffic on individual Gremi Media websites is indicative only and serves as general guidelines for the advertiser.

### **2.8.2 Technical specifications: Promotional Articles on [www.rp.pl](http://www.rp.pl) and [www.parkiet.com](http://www.parkiet.com)**

Quality requirements for articles

High-quality articles, may be of an expert or advertising nature

The article must have a main photo, and the body of the text can have a maximum of 5 photos, although this is not required

The article can have a maximum of 10,000 characters (article title up to 80 characters, introduction up to 450 characters maximum, title of teaser promoting the article with a photo up to 60 characters, without a photo up to 45 characters)

#### **Photos**

Main photo (required) dimensions 1000x572px

Photos for the gallery (up to 9 pcs) dimensions 1000x572px

Photos in the article (up to 5 pcs) maximum dimensions 800x1200px

Photo file size up to 150kB max.

\*the editorial team reserves the right to refuse to publish very poor-quality photos

#### **Links**

Maximum 3 other trust links (to other sources, preferably from the publishing group)

Please insert the link in HTML format (anchor)

#### **Video**

It is possible to publish the client's video in the article:

File specifications : MP4, codecs: H.264, AAC Bitrate min. 2000 kbps

Time:

- a) ready-made video file sent by the client – 1 business day (tests)
- b) file prepared/produced by GREMI MEDIA – (after being agreed on an individual basis)

### **2.8.3 Technical specifications: Sponsored Articles on [moto.rp.pl](http://moto.rp.pl), [energia.rp.pl](http://energia.rp.pl), [cyfrowa.rp.pl](http://cyfrowa.rp.pl), and [pieniądze.rp.pl](http://pieniądze.rp.pl)**

Quality requirements for articles

High-quality articles, may be of an expert or advertising nature

The article must contain a minimum of 2 photos; if the article is presenting a product, the minimum number of photos is 4

The article can have a maximum of 7,000 characters (article title up to 80 characters, introduction up to 450 characters maximum, title of teaser promoting the article with a photo up to 60 characters, without a photo up to 45 characters)

**Photos** - [moto.rp.pl](http://moto.rp.pl), [energia.rp.pl](http://energia.rp.pl), [cyfrowa.rp.pl](http://cyfrowa.rp.pl),

Main photo - 1900x900px

Area for essential elements - centered 800x500px

Photos for the gallery, dimensions 1900x900 px

Other photos in the article: maximum dimensions 790x600px

Photo file size up to 150kB max

\*the editorial team reserves the right to refuse to publish very poor-quality photos

**Photos** - [pieniądze.rp.pl](http://pieniądze.rp.pl)

Main photo - 1400x900px

Area for essential elements - centered 600x500px  
Photos for the gallery, dimensions 1400x900px  
Other photos in the article: maximum dimensions 790x600px  
Photo file size up to 150kB max  
\*the editorial team reserves the right to refuse to publish very poor-quality photos

## Links

Maximum 3 other trust links (to other sources, preferably from the publishing group)  
Please insert the link in HTML format (anchor)

## Video

It is possible to publish the client's video in the article:

File specifications : MP4, codecs: H.264, AAC Bitrate min. 2000 kbps

Time:

- a) ready-to-use video file sent by the client – 1 business day (tests)
- b) file prepared/produced by GREMI MEDIA – (after being agreed on an individual basis)

## 2.9 MAILING:

### Mailing requirements

Cut and linked html mailing packed into a zip file no larger than 60 kb,  
Mailing subject line,  
Email address and name of the mailing sender,  
Client's details: name, address, tax identification number [NIP], National Business Registry number [REGON],  
National Court Register number [KRS], share capital,  
Email addresses to which the mailing test can be sent for approval,  
Sending date and volume of the database,  
Ideal dimensions - 600x400 px

### Guidance regarding HTML templates:

We recommend creating a template in HTML. Below you will find some tips for creating the template code:

- Ideally, the template should be as simple as possible, without CSS,
- The content should be contained in tables, not divs,
- style="display: block; border: 0px" should be added to the cut images,
- The width of the tables should not exceed 680px,
- Each image should have a specified width, it is recommended to add images with the dimensions the way they should be in the email,
- Test should not be added on the images – with most email programs this will cause a display error,
- Video should not be added; you can replace it with an image with a play icon that will link to the content,
- Scripts, frames or flash animations should not be added, - Forms or surveys should not be added,
- The code MUST comply with the W3C standard for html 4.01. If there are errors in the code, the template will not display correctly,
- Polish characters should be coded in the standard charset=utf-8",
- It is worthwhile using ALTs in images. The description with ALT will appear before downloading images in the email program and after hovering the cursor over the image. They will be visible in the event that the image is not displayed,
- Consider adding a preview link to the template – a hyperlink that will allow the recipient to open the email in the browser window if the message does not display correctly in the inbox.
- Add style in the HTML code linearly,
- We recommend using safe fonts e.g. Arial, Tahoma, Georgia, Verdana,
- As a rule, we do not use float in emails, it can be omitted by using align="left",
- Responsive emails are characterised by simplicity and a simplified structure ensuring that they will be displayed correctly on most devices – similarly to non-responsive emails, their structure consists of tables using the attributes align, width and media queries,

- We build the entire structure of the email using <table> and its elements <tr> <td>, if there is use of the tag <div> many problems with the layout of columns and lines of the email may occur,
- style="display: block; border: 0px" should be added to the images,
- We do not recommend the use of drop shadows, gradients, border-radius, border, or background: url, as some email programs do not support these styles.

## 2.10 NEWSLETTER:

### Static billboard

- Dimensions: 650x150px
- Format: jpg/png
- File size: max 150kb

## 2.11 PODCAST:

### Sponsor jingle

Audio format : WAV 24bit 48000Hz

Audio length (intro/end): ~ 10 - 15 seconds

Master output: -1dBTP / -14 LUFS

It is recommended to automate the instrumental track relative to the voiceover track (when the voiceover starts, the instrumental track is reduced by 4-6 dB depending on the dynamics of the instrumental track).

The voiceover should be recorded in an acoustically adapted room and at appropriate volume levels so as to achieve a warm and clear tone.

The voiceover audio file should undergo the processes of compression, correction and de-essing.

The mix between the instrumental and vocal tracks should be balanced and clear.

The entire recording undergoes the process of being limited to the previously indicated recommended volume levels.

It is also recommended to use fade in/out at the beginning and end of the jingle.

## 2.12 COMMERCIAL BREAK:

A Commercial Break is an ad that appears between page views on the website. After clicking the button or after 14 seconds, the user is redirected to the appropriate page of the Gremi Media group website.

### Desktop:

- Dimensions: 1260x600px
- Format: jpg/png/HTML5
- File size: max 150kb

### Mobile:

- Dimensions: 320x370px
- Format: jpg/png/HTML5
- File size: max 150kb