

## Instructions for creating wallpaper advertisements on Siol.net

The wallpaper advertisement is a change of website's background, and is displayed on the left and right side of the screen, next to the content of a website. **Wallpaper advertisements are shown only on displays with a minimum resolution of 1600 px.**

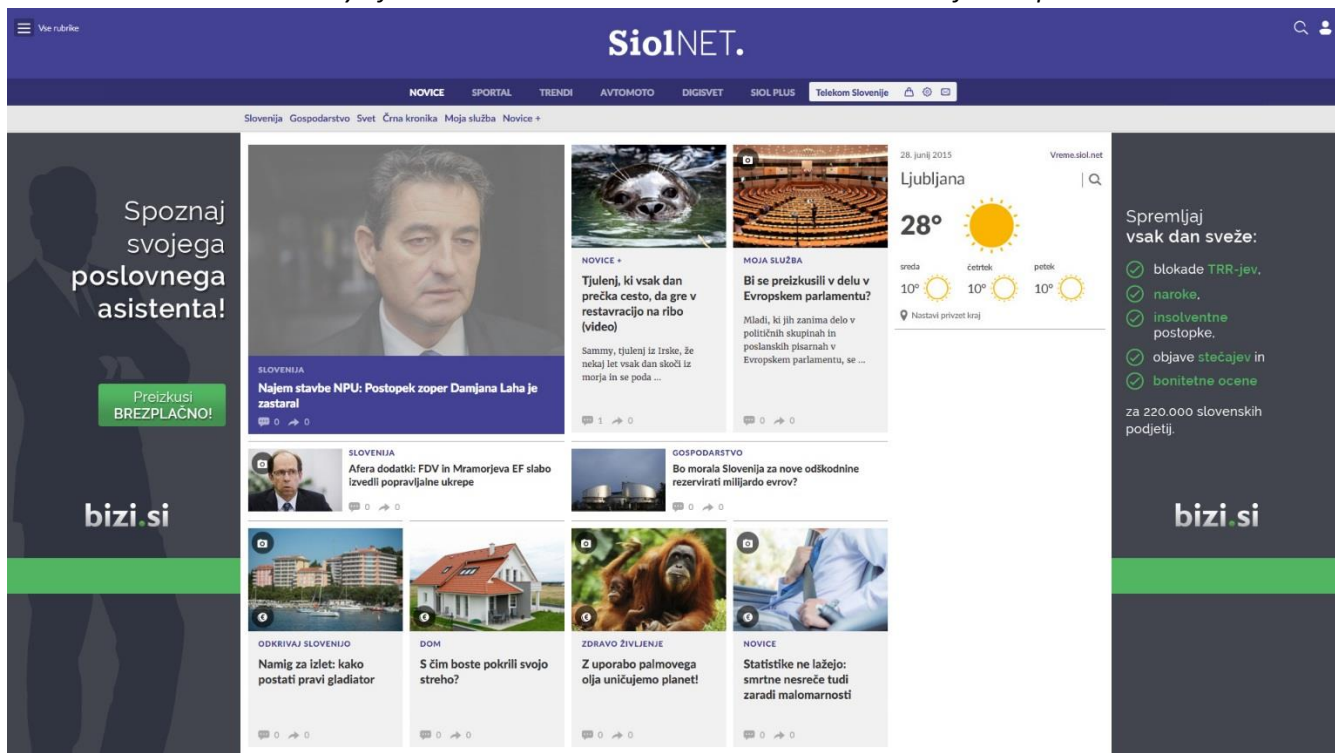
### Basic instructions

- The advertisement should be a static image in the .jpg or .png format.
- The width should be 1920 pixels, while the height is not fixed since it depends on creative concept. Nevertheless, we recommend that it should be 1000 pixels.
- The size of the advertisement should not exceed 200 KB.

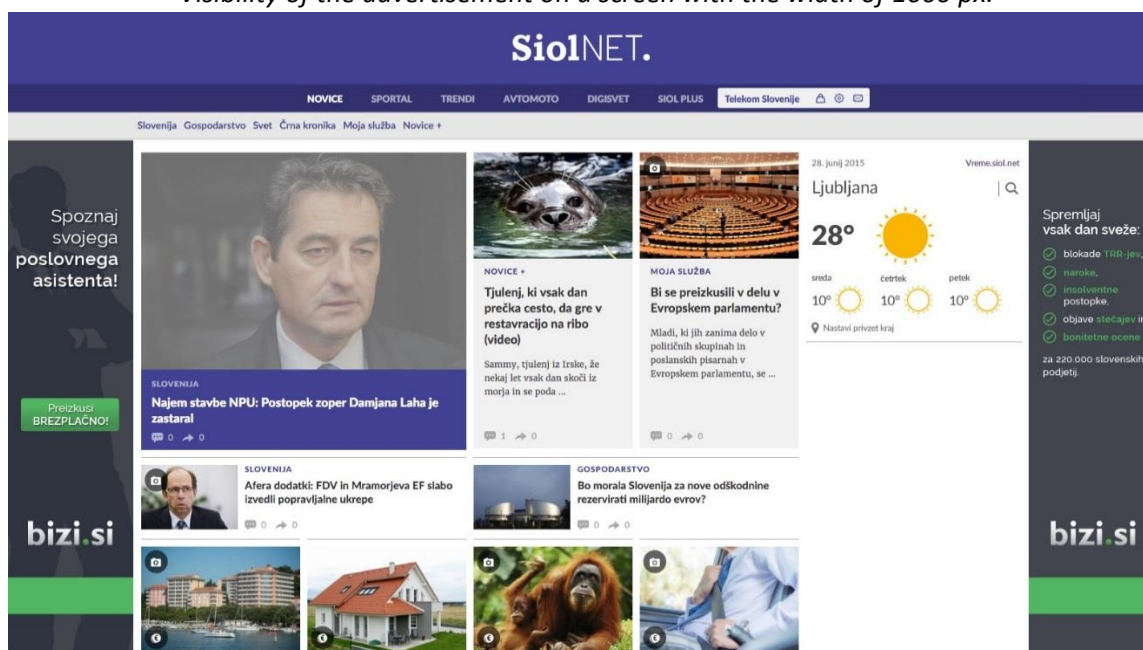
### Visibility of the advertisement

The visibility of advertisements depends on the screen size (resolution) of individual visitors. When designing your creative concept, you should therefore bear in mind that the gist of the message of your advertisement should also be visible to visitors with smaller screens. This means that the majority of the message must be positioned as close to the edges of the website as possible. Typical screen widths, where wallpaper ads will be shown, are 1600, 1680 and 1920 pixels.

Visibility of the advertisement on a screen with the width of 1920 px:



Visibility of the advertisement on a screen with the width of 1600 px:



## Priprava oglasa

The bottom layer of your creative concept should be white (#FFFFFF), which is the background color of Planet Siol.net.

The central part of the advertisement, which is 1250 pixels wide, should be white (#FFFFFF). This is the section where the content of the website is displayed.

The bottom edge of the advertisement should also be white (#FFFFFF). We recommend that the bottom section of your advertisement seamlessly fades to white and thus merges with the website whenever users scroll down.

The left side of the advertisement is 335 pixels wide. Your creative concept should be focused in the upper-right part, inside a strip that is 175 pixels wide.

The right side of the advertisement is 335 pixels wide. Your creative concept should be focused in the upper-left part, inside a strip that is 175 pixels wide.

The image shows a screenshot of the SiolNET website with a diagram overlaid on it. The diagram consists of several horizontal and vertical double-headed arrows indicating dimensions in pixels. The total width of the advertisement is 1920 pixels. The central content area, which is white, is 1250 pixels wide. Below the main content area, there are three more horizontal arrows indicating widths of 1600, 1680, and 1920 pixels. On the right side, there are vertical arrows indicating heights of 1600, 1680, and 1920 pixels. The website header includes navigation links like 'NOVICE', 'SPORTAL', 'TRENDI', 'AVTOMOTO', 'DIGISVET', and 'SIOL PLUS'. The main content area features various news articles, a weather forecast for Ljubljana, and a sidebar with a 'bizi.si' logo and a list of business-related items.