

## Instructions for creating interstitial advertisements

Interstitial advertisements enjoy 100% visibility. They are displayed **at most** for 15 seconds over the entire area of a screen, before the website is loaded.

### Basic instructions

The advertisement is composed of two elements:

#### Static image:

- Image format should be .jpg or .png.
- Image dimensions should be 1920×1080 pixels. This will include the majority of computer screens, even the largest ones.
  - Images can also be smaller. The remaining space is then filled with a color that most closely resembles the content. It is recommended that the image color is uniform toward the edges to ensure a seamless transition.
- Image size should not exceed 200 KB.

#### Creative concept, which can be either:

- Video  
Video dimensions: up to 700×500 pixels.
  - Video format: .mp4, .mpeg, .avi ... we will convert the video format if needed
- HTML
  - Website dimensions: between up to 700×500 pixels.
  - Embedded into the interstitial advertisement with IFRAME. Such a website must be hosted on the advertiser's own server or the advertiser sends all of the files to us (pics, JavaScript, HTML ...)
  - Click on a picture or HTML in IFRAME is implemented at TSmedia, no need for the advertiser to do it by himself.

## Image creation

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.

- Typical visitors' screen widths are: 1024, 1280, 1440, 1680 and 1920 pixels.
- Typical visitors' screen heights are between 768 and 1080 pixels. The effective screen height is somewhat smaller due to taskbars and menus of the operating system and/or browsers.
- The creative concept should gravitate toward the middle-upper part of the image, which is visible to all visitors! The rest of the image is visible only to visitors with large screens.

## Examples of advertisements



This example shows different screen widths only. **Different screen heights must also be taken into consideration!**

## Compliance of the image with the central creative (video or HTML subpage)

The central creative concept is always automatically aligned with the center of a visitor's browser window.



*The distance from the upper edge can be customized by advertiser special wishes. In such a case, please include the preferred distance in pixels when submitting your creative concepts.*

The background image envelops the central creative concept. Its content should thus be related the creative concept (video or HTML).

Please do not forget to preview your advertisement on screens of various sizes!