

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 and more.**

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 around 1100 pixels (for creative look at visibility and instructions below).
- The weight of the advertisement file 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 screen resolutions**. This means that the **majority of the message must be positioned as close to the edges of the website as possible (up to 175 px) and in the top part of the creative (up to 700 px)**. Typical screen widths, where wallpaper ads will be shown, are 1920 x 1200 px, 1920 x 1080 px, 1680 x 1050, but also on 1600 x 1200 px and 1600 x 900 px. We also need to be aware of, that the height is additionally lowered with top part of the browser (url, tabs ...) and at the bottom mostly with taskbar.

Cases on next pages:

Visibility of the advertisement on a screen with the width of 1920 x 1200 px:

The screenshot shows the Siol.NET homepage with a dark header bar containing the logo "SiolNET." and navigation links for NOVICE, SPORTEL, TRENDI, AVTOMOTO, DIGISVET, SIOL PLUS, and Telekom Slovenije. Below the header is a sub-header with links to Slovenia, Gospodarstvo, Svet, Črna kronika, Moja služba, Novice, and a search bar. The main content area features a large banner on the left for "bizi.si" with the text "Spoznej svojega poslovnega asistenta!" and a "Preizkusji BREZPLACNO!" button. To the right of the banner are several news cards. One card for "SLOVENIJA" shows a photo of Damjan Lah with the headline "Najem stavbe NPU: Postopek zoper Damjana Lah je zastarl". Another card for "MOJA SLUŽBA" shows a photo of a seal with the headline "Bi se preizkusili v delu v Evropskem parlamentu?". A weather forecast for Ljubljana is shown with a sun icon and temperatures of 28° for today and 10° for the next three days. On the far right, there is a sidebar for "bizi.si" with a list of services offered.

Visibility of the advertisement on a screen with the width of 1600 x 900 px:

This screenshot shows the same Siol.NET homepage layout as the previous one, but with a reduced screen width of 1600x900px. The overall structure is similar, featuring the "SiolNET." header, sub-navigation, and news cards. The "bizi.si" banner and sidebar are also present. The news cards are slightly smaller and fewer in number compared to the 1920x1200px view.

Technical instructions on next page:

Instructions

The bottom layer of your creative concept should be white (#FFFFFF), which is the background color of 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 from 175 to 335 pixels wide. Your creative concept should be focused in the upper-right part, inside **a strip that is up to 175 pixels wide and up to 700 px from the top**.

The right side of the advertisement is from 175 to 335 pixels wide. Your creative concept should be focused in the upper-left part, inside **a strip that is up to 175 pixels wide and up to 700 px from the top**.

