Instructions for designing banderole advertisements

Banderole is a floating advertisement displayed over the content of a website, and placed in the bottom of the screen, spanning its entire width.

Basic instructions

- Dimensions of Flash advertisements are 1920×150 pixels.
- Maximum initial size is 50 KB.
- Advertisements must have a "Close" button.
- Advertisements are displayed above the content of a website. It is therefore important that a rectangle in a desired background color is created over the entire area of your advertisement on its bottom layer, in order to prevent the possibility of the underlying website being visible through the advertisement.
- Advertisements hide after their animation ends.
- Maximum animation length is 15 seconds.

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. Typical visitors' screen widths are: 1024, 1280, 1440, 1680 and 1920 pixels.

Alignment of the advertisement

The advertisement can be aligned in two ways:
- left
- centered

Alignment depends on the animation of the advertisement. The advertisement should be aligned centrally when animation runs in the vertical direction. Left alignment is preferable for animations that run in the horizontal direction.

An example of left alignment

In this case, the visibility of advertisements depends on the screen size of a user. Advertisements are more prominent on large screens than on small ones. Therefore, left alignment should be used in conjunction with animation in the horizontal direction, so that the entire creative concept is visible regardless of the screen size.

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Vložna številka: 1/43385/00, Osnovni kapital: 526.203,78 EUR, TRR številka: SI56 0510 0801 2117 523, račun odprt pri Abanki Vipa d.d., Matična številka: 2169576000, Identifikacijska številka za DDV: SI11466057

The advertisement as seen on screens with the width of 1920 pixels

The advertisement as seen on screens with the width of 1024 pixel