

Instructions for creating floaters

A floating advertisement is displayed above the content of a website, in the center of a user's screen. This guarantees total visibility of such advertisements.

Basic instructions

- Maximum dimensions of Flash advertisements are 500×500 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 the animation ends.
- Maximum animation length is 10 seconds.

The shape of the "Close" button

The button must be clearly visible so the users are able to locate it quickly if they wish to close the advertisement. The color of the button and its text should be in contrast from the content of the advertisement. Font size should be at least 14. In addition to the "Close" text, we recommend adding an "X" symbol. It should be visible for the entire duration of animation.