

## Instructions for creating wallpaper advertisements on najdi.si News, Recipes, Events, and Games

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.

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

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



Visibility of the same advertisement on a screen with the width of 1280 pixels:



## Creating the advertisement

- The bottom layer of your creative concept should be in gray color (#EFEFED), which is the background color of najdi.si Recipes, Events, and Games.
- The central part of the advertisement, which is 1020 pixels wide, should be in the same gray color (#EFEFED). This is the section where the content of the website is displayed.
- The bottom edge of the advertisement should also be gray (#EFEFED). We recommend that the bottom section of your advertisement seamlessly fades to gray and thus merges with the website whenever users scroll down.
- The left side of the advertisement is 450 pixels wide. Your creative concept should be focused in the upper-right part, inside a strip that is 130 pixels wide.
- The right side of the advertisement is 450 pixels wide. Your creative concept should be focused in the upper-left part, inside a strip that is 130 pixels wide.



## Preview and testing

In order to test the appearance of your advertisement, please use the attached file “oglas.jpg” and the preview version of our website.

- Save your advertisement as “oglas.jpg” and replace the existing version of “oglas.jpg”.
- Open the “test.html” file in your browser.
- Revisions are not necessary if your advertisement blends well with the rest of the content.
- Please do not forget to preview your advertisement on screens of various sizes!