Instructions for creating wallpaper advertisements on the najdi.si homepage

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 should not exceed 1520 pixels.
- The size of the advertisement should not exceed 200 KB.
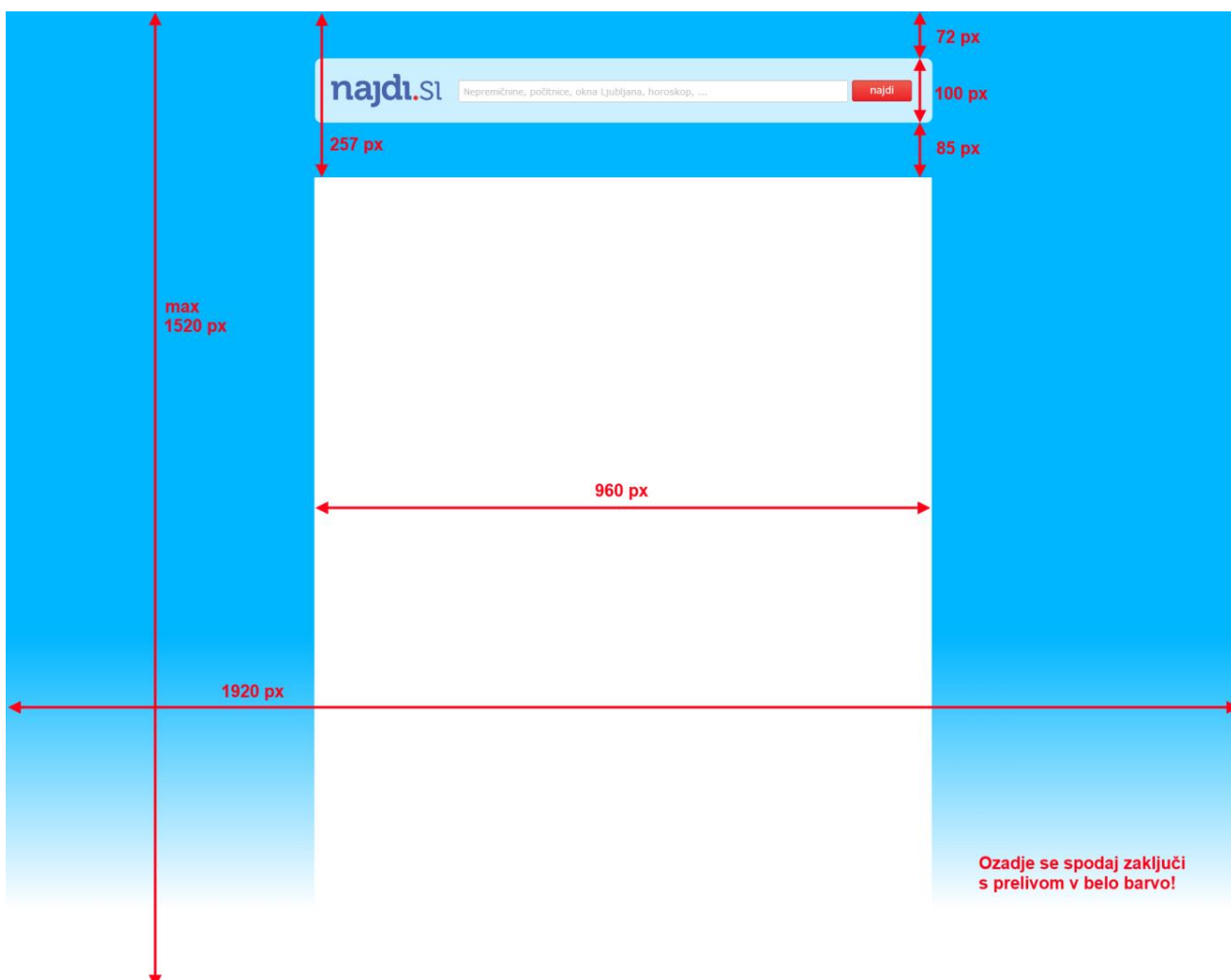- The area of the advertisement is shown in blue color in the image below.

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.

Creating the advertisement

- In its upper part, the advertisement spans the entire width of the screen. This strip is 257 pixels high.
    - The partly transparent search window of najdi.si will be displayed over this part of the advertisement. The search window is 960 pixels wide and 100 pixels high. It is therefore recommended that this part contains no relevant information since such information will be only partly visible to users. It is also recommended that you use a single color in this part of the advertisement.
- The bottom layer of your creative concept should be in white color (#FFFFFF), which is the background color of najdi.si.
- The central part of the advertisement, which is 960 pixels wide, should also be white. This is the section where the content of the website is displayed.
- The bottom edge of the advertisement should also be white. 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 480 pixels wide. Your creative concept should be focused at its right edge, next to the content of the website, inside a strip that is 160 pixels wide.
- The right side of the advertisement is 480 pixels wide. Your creative concept should be focused at its left edge, next to the content of the website, inside a strip that is 160 pixels wide.

Preview and testing

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

- Save your advertisement as "oglas.png" and replace the existing version of "oglas.png".
- 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!