

## 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

- Dimensions **500 x 500 px**:
  - **Static image** (.jpg or .png)
  - **HTML** (embedded into the interstitial advertisement with IFRAME. Such a website must be hosted on the advertiser's own server or the advertiser sends all of the files to us (pics, JavaScript, HTML ...)
  - Advertisements must have a **"Close" button**.  
The button should be clearly visible so the visitors can quickly locate it if they want to hide the advertisement. Therefore, the color of the button and text should be in contrast to your creative concept. Text size should be at least **14 px**. In addition to the "Close" caption we also recommend adding the "X" symbol. It should remain visible for the entire duration of animation.
- *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**.

