INSTRUCTIONS TO PREPARE THE REPLACEMENT BACKGROUND ON SIOL.NET

The new background replaces the traditional website background and is visible on the left and right sides of the screen next to the website content. **It is only displayed on the screen with a resolution of 1600 px or more.**

Basic instructions

- The ad should be an image in **.jpg** or **.png** format.
- The image should be **1920 px** wide, whereas the height of the image is not clearly defined and is subject to the design. We recommend up to **1000 px**.
- The ad should not exceed **200 kB**.

The visibility of the ad

The visibility of the ad depends on the screen size (resolution) of the visitor. Hence it is important that the design is prepared in such a way that **the main message of the advertising campaign is visible to the visitors with lower screen resolutions as well**.

This means the majority of the message needs to be in the upper half of the screen next to the central section. Typical screen widths of the visitors that will see the backgrounds are 1600, 1680 and 1920 px.

Visibility examples on different screens:

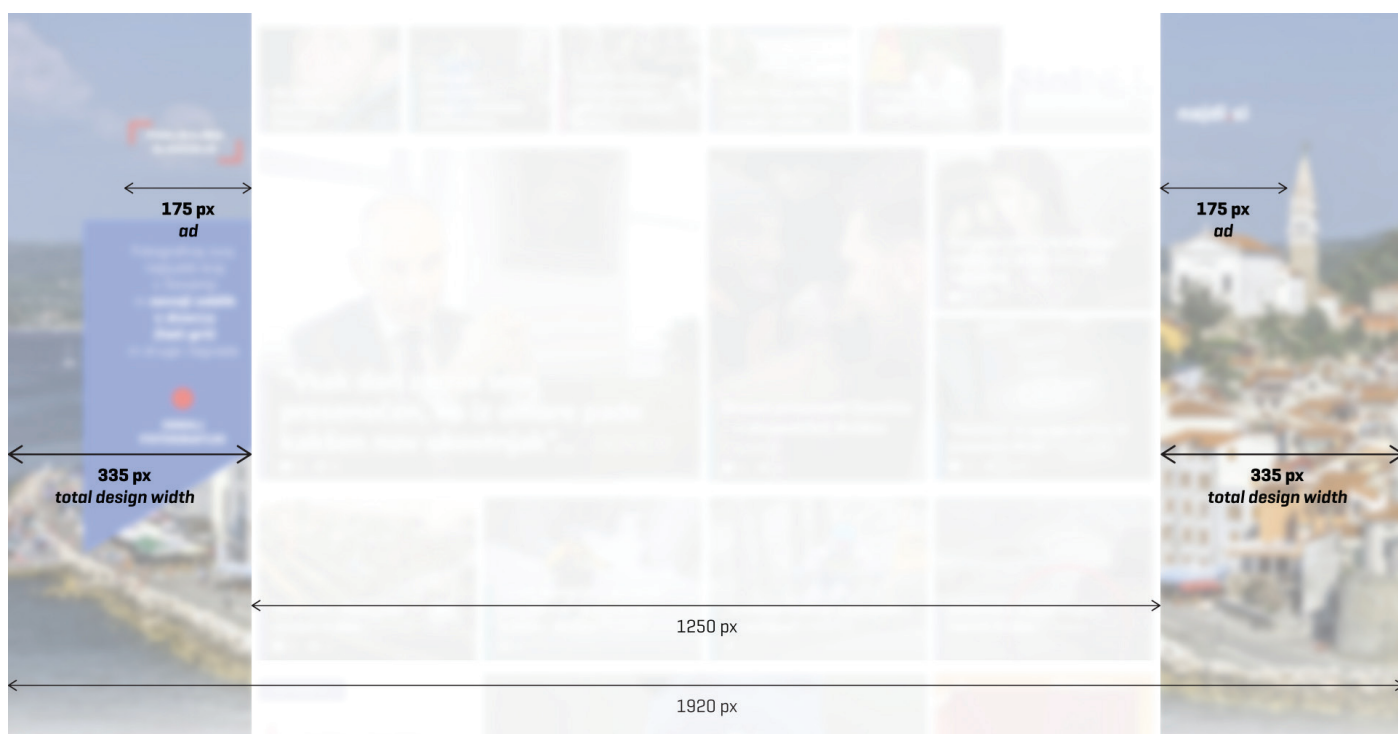*An example of ad visibility to visitors with the **1920 px** screen width:*

*An example of ad visibility to visitors with the **1600 px** screen width:*

TSmedia, medijske vsebine in storitve, d.o.o., Stegne 19, SI-1000 Ljubljana, tel.: +386 1 473 00 10, fax: +386 1 473 00 16, www.tsmedia.si

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

Preparing the ad

- Prepare the **1920 x 1000 px** ad.
- The central part of the ad is **1250 px** wide. It remains white since it presents the content of the website (#FFFFFF).

- The ad will be displayed on the left and right sides. Due to different screen dimensions (see above), we recommend that the main message of the ad is in the upper section and about **175 px** wide.
- *Reason: the entire main message is visible on all typical screen sizes (1600, 1680 and 1920 px).*
  - On the left, the design is **335 px** wide.
  - On the right, the design is **335 px** wide.
  - We recommend that that the bottom left and right sides of the ad fade into white (#FFFFFF). By doing this, the ad »integrates« with the website as the visitor scrolls down.

175 px
ad

335 px
total design width

175 px
ad

335 px
total design width

1250 px

1920 px

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An example of an ad that is too wide:

1600 px screen does not display entire ad (see left side of the design), as it is **too wide**.

An example of a **correctly prepared ad** (175 px):