INSTRUCTIONS FOR DESIGNING BANDEROLE ADVERTISEMENTS

Banderole is a floating advertisement displayed over the content of a website, and placed in the bottom of the screen, spanning its entire width.

Basic instructions:

- Dimensions **1920 x 150 px** or **468 x 78 px / 320 x 50 px** for mobile:
  - **Static image** (jpg, png) or
  - **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.*

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: 1024, 1280, 1440, 1680 and 1920 pixels.

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The advertisement as seen on screens with the widht of 1920 px:

The advertisement as seen on screens with the widht of 1024 px: