INSTRUCTIONS FOR CREATING INTERSTITIAL ADVERTISEMENTS

Interstitial advertisements enjoy **100% visibility**. They are displayed at most for 15 seconds over the entire area of a screen, before the website is loaded.

Basic instructions for image:

· Image format should be **.jpg** or **.png**.
· The image size should be **1920 x 1080 px** for desktops (this covers the majority of larger computer screens) or **320 x 480 px** for mobile phones.
· Images can also be smaller. The remaining space is then filled with a color that most closely resembles the content. It is recommended that the image color is uniform toward the edges to ensure a seamless transition.
· Image size should not exceed **200 KB**.

Image creation

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.

1080 px

1920 px

Basic instructions for central creative (which can be either):

Video:

· Video dimensions: up to **700 x 500 px**.
· Video format: .mp4, .mpeg, .avi... we will convert the video format if needed.

HTML:

· Website dimensions: between up to **700 x 500 px**.
· Embedded into the interstitial advertisement with IFRAME. Such a website must be hosted on the adverti-ser's own server or the advertiser sends all of the files to us (pics, JavaScript, HTML ...)
· Click on a picture or HTML in IFRAME is implemented at TSmedia, no need for the advertiser to do it by him-self.

Compliance of the image with the central creative (video or HTML subpage)

The **central creative** concept is always automatically aligned with the **center** of a visitor's browser window.
· The background image envelops the central creative concept. Its content should thus be related the creati-ve concept (video or HTML).
· *The distance from the upper edge can be customized by advertiser special wishes. In such a case, please include the preferred distance in pixels when submitting your creative concepts.*

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