

INSTRUCTIONS FOR DESIGNING MINI BANDEROLE ADVERTISEMENTS

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

Basic instructions:

- Dimensions **1440 x 40 px**:
 - **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 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.

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



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

