

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 ...)]
- The **»Close«** [or **»X«**] button will be implemented by TSmedia, and the client does not need to add it.
 - The close button will be visible throughout the entire animation.

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:

