

INSTRUCTIONS FOR PREPARING MATERIALS FOR PUBLICATION ONLINE



A PREMIUM PUBLISHER

The leading media company

PROPLUS

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Banners

Delivery deadline is at least 2 working days before going online.

DESKTOP ADVERTISING:



Banner 300x250px

Traditional format on the cover and between articles.



Banner 300x600px

Larger format with good visibility.



Banner 728x90px

Traditional format on the cover and between articles.



Banner 1440x40px

Format at the bottom of the page with 100% visibility.



Billboard 970x250px

Larger advertising format with good visibility.

Instructions for preparing animated or HTML5 advertising banners for Desktop advertising:

- Format: .ZIP.
- File size: max 200 Kb.

- The link in the banner should be written in HTML and not via Javascript code (otherwise we cannot ensure the correct operation of the banner in the mobile application on the iOS operating system).
 - o Correct:

```

<body>
  <div generated id="gwd-ad">
    <a target="_blank" href="http://www.example.com">
      <div id="gwd-pagedeck" class="gwd-page-container" id="pagedeck">
        <div id="gwd-page" id="page1" class="gwd-page-wrapper gwd-page-size gwd-lightbox" data-gwd-width="300px" data-gwd-height="250px">
          <div class="gwd-page-content gwd-page-size">
            <img id="gwd-image" source="gradient.png" id="bg" class="gwd-imp-1img">
            <img id="gwd-image" source="person.png" id="person" class="gwd-imp-149a gwd-ges-127@gwdanimation">
            <img id="gwd-image" source="logo.png" id="logo-left" class="gwd-imp-14fa">
            <img id="gwd-image" source="11.png" id="11" class="gwd-imp-170c gwd-ges-123@gwdanimation">
            <img id="gwd-image" source="12.png" id="12" class="gwd-imp-179d gwd-ges-124@gwdanimation">
            <img id="gwd-image" source="btn.png" id="btn1" class="gwd-imp-14f0 gwd-ges-100@gwdanimation">
            <div data-gwd-shape="rectangle" class="gwd-part-1e01 gwd-ges-134@gwdanimation" id="yellow"></div>
            <img id="gwd-image" source="text2.png" id="text2" class="gwd-imp-179a gwd-ges-153@gwdanimation">
            <img id="gwd-image" source="logo2.png" id="logo" class="gwd-imp-1bq2 gwd-ges-144@gwdanimation">
            <img id="gwd-image" source="btn2.png" id="btn2" class="gwd-imp-1urp gwd-ges-143@gwdanimation">
            <div class="gwd-animation-event event-1-animation" data-cyrci-name="event-1" data-event-time="5000"></div>
            <img id="gwd-imagebutton" id="gwd-imagebutton_1" up-image="" over-image="" down-image="" scaling="cover" class="gwd-imagebutton-1act"></img>
          </div>
        </div>
      </a>
    </div>
  </body>

```

- o Wrong:

```

<script type="text/javascript"> gwd.events.handlers.gwd_event_delegate({function(event){gwd.actions.timeline.gotoAndPlay("page1","Timeline");};};gwd.events_bodyClick=function(event){gwd.actions.gwdBannered.next("next","Timeline","Timeline");},false,"page1");</script>

```

- The link must open the page in a new tab (target="_blank").
- The ZIP file can only have one (and not several).html file (index.html).
- Other files (.js,.jpg...) must be added to the ZIP file in the respective format and not as files with web links.
- A HTML5 banner advertisement must be free of any PHP documents.
- Banner advertisements are displayed in an iframe.
- Additional guidelines for creating HTML5 banners can be found at the link <https://www.iab.com/wp-content/uploads/2016/04/HTML5forDigitalAdvertising2.0.pdf>.



Banner 468x468px

Full-page advertisement that covers a larger part of the smartphone screen.



Banner 300x50px

Traditional format on mobile devices.



Banner 300x250px

Traditional format on mobile devices.

Instructions for preparing animated or HTML5 advertising banners for mobile advertising:

- For mobile banners in HTML5 format, the same instructions apply as to classic banner ads, while the additional instructions below must also be followed.
- If banners for the m.24ur.com mobile site are created with Adobe Edge, then:
 - o “Center stage” should be enabled,
 - o “Responsive scaling: Both” should be enabled,
 - o “Max Width” should be set to the banner width.

Instructions for preparing animated or HTML5 advertising banners for mobile advertising:

1 Create a new document:

- > Create new file
- > Dimensions: 468 x 468
- > Check “Responsive layout”
- > Click “OK”

2 In the left corner is the “Events” box:

- > Click on “+” (add event) -> Click on “document.body”
- > in the dropdown menu, select “Mouse”, then “Click”
- > select “Google ad” in the dropdown menu, then “exit ad (overrides URL)”
- > Click on “gdw-ad”
- > enter “Metrics ID (optional)”
- > URL: <http://www.example.com>

3 When creating and saving a HTML5 468x468 banner, adhere to the following settings:

- > Properties (for each element)
- > Position and size: 100% 100%
- > Scaling: resize img to fit
- > Alignment: top left

4 In the toolbar, check:

- > Align to container
- > Fluid layout

5 In “Code view”, in most cases it is necessary to adjust the CSS:

```
.gwd-page-size {
    width: 100%;
    height: 100%;
    max-width: 468px;
    max-height: 468px;
    overflow: hidden;
}
```

Video advertisements:

VIDEO ADVERTISING:



Preroll or Postroll

Video advertisement before the video or after the video.



Before the article

A video advertisement shown before the article opens.



After the article

Video advertisement at the end of the article.



Preroll or Postroll

Full-page advertisement that covers a larger part of the smartphone screen.

Instructions for preparing video advertisements:

- Video advertisements should be of the same/similar size, as their quality may deteriorate if they are shown dynamically (shrinking/enlarging).
- The video ad must be in 16: 9 format.
- Allowed formats: .mpeg, .mp4, .mxf.
- Maximum video length for Pre-roll position: up to 15 seconds, for other formats we recommend up to 60 seconds.
- Maximum video size: up to 30Mb.
- Ads (banners in code, VAST, VPAID) served from the client's servers must load in less than 50 milliseconds.
- Ads served via VAST or VPAID code must have an image on the last step (frame) - thumbnail or poster. This avoids the blackness at the end of the ad.

Code advertisement banners

All banner advertisements we receive through code and all append codes must be prepared via secure (https) links:

Example of an appropriate code sent via a https link:

```
<script language="javascript"
  src="https://track.adform.net/adfscrip/?bn=21060927"></script>
<noscript>
  <a href="https://track.adform.net/C/?bn=21060927;C=0" target="_blank">
    
  </a>
</noscript>
```

Example of an inappropriate code sent via a http link:

```
<script language="javascript" src="http://track.adform.net/adfscrip/?bn=21085961"></script>
<noscript>
  <a href="http://track.adform.net/C/?bn=21085961;C=0" target="_blank">
    
  </a>
</noscript>
```

Native advertising

Articles and creative text solutions:

► NATIVE ARTICLE

Text that appears and functions as part of native content. It is prepared by the advertising editorial board in cooperation with the client.



Native article + sign-up form

Article containing a sign-up form.



Native article + video

Article containing a video.



Native article + prize quiz

Prize quiz with the client's contents.



Native article + gallery

Article containing a gallery with up to 10 photos.

Instructions for preparing integrated advertisements:

- We begin drafting the integrated advertisement after receiving the brief and all materials (images, videos, links).
- A preview of the integrated advertisement is sent two working days after receiving the brief and all materials in Microsoft Word format.
- An integrated advertisement may have a maximum of three additional graphic elements (at least one must be a photo that does not contain the product and will be used for the title image of the article). For example: two photos and one video/three photos/one photo and two videos. These are sent as an attachment or via We Transfer.
 - o Allowed photo formats:
 - headline photo has to be horizontal (aspect ratio 4:3), optimal dimension: 1920x1080 px, otherwise headline photo is selected by editor,
 - the same is true for all other photos in the article,
 - formats: .jpg, .jpgx ali .png.
 - photo embeds are not possible.
 - o Allowed video formats:
 - aspect ration 16:9, .mpeg, .mp4 ali .mfx.
 - YouTube embeds are not possible.

- An integrated advertisement can have a maximum of three links.
 - o Allowed link formats:
 - classic or UTM link; codes in.txt format,
 - javascript and other similar tracking codes
 - are not possible.
- The client confirms or notifies us of any corrections.
- The integrated advertisement is published with photos on the selected website and a link is sent.
- Corrections to the content of the native article, which are the result of an incompletely completed brief or changes in the original starting points for the preparation of the integrated advertisement, will be charged according to the applicable schedule of fees.
- In the event of a prize contest or the need to collect contacts, the client shall communicate:
 - o information on the prizes,
 - o information on who pays the VAT if the value of the prize exceeds € 42,
 - o information about the client's data protection officer, if the client is seeking data, o information on the protection and transfer of personal data.



PR articles

Advertising text prepared by the client.

- The text is published exactly as sent by the client, so please follow the instructions below carefully and proofread the text before publication. Corrections of the article after publication are charged according to the valid price list.
- All claims and research in the article should be supported by relevant sources, which should be clearly stated. The persons mentioned in the article must be real and listed with their full name and surname.
- The editorial board reserves the right to invite the client to make appropriate adjustments if the content is controversial or misleading, but may also reject or adapt the article in accordance with the editorial policy.
- The deadline for delivery of a PR article is at least 1 day before publication by 12:00 for publication the next day, and the date of publication must be agreed in advance with the marketer.
- Read some tips for preparing a good PR article.

Instructions for preparing PR article:

- TITLE: up to 80 characters, black, bold.
- PR articles consist of a title, an introductory text and a central part of the text. The title and introduction should not contain links. The central part of the text can be separated by subtitles, but they must not contain links.
- SUMMARY: The abstract is a concise description of the content of the article (up to 150 characters), which must not contain links. Quote: up to 350 characters
- SIGN-OFF: The bottom of the article must state: "XYZ d.o.o. has paid for this advertisement."
- LINKS:
 - o Words that indicate the link should appear red in the text, and the full URL should be written next to the red word in parentheses.
EXAMPLE: You can buy the product in our **online store** (www.spletna-trgovina.si).
 - o Maximum number of links: 10.
 - o Tracking code embeds (such as .txt) are not possible. Only UTM tags are possible, which must be sent together with the links in the article.
- IMAGES:
 - o Format: .jpg.
 - o Max image size 5 MB.
 - o • The title image must be landscape (4: 3 aspect ratio). It must be at least 800x600 px for the 24ur.com portal and at least 1920x1080 px for other portals.
 - o The same is recommended for all other images in the article.
 - o Image description (text below the picture): up to 150 characters.
 - o Images must be provided as an e-mail attachment rather than as images entered in the document.
 - o The number of images depends on the length of the text (not including its title and summary):

> 1900 characters	1900 - 3800 characters	< 3800 characters
1 to 2 images	3 to 4 images	5 images

- o If the client sends a greater number of images than permitted and does not define a shortlist, the images used will be selected by the editorial board.
- o Possible image layouts: to the left with the text to the right, or across the entire width of the article.
- o Photos can be clickable (link are part of a sum of all allowed links – max 10 per article). Link on a photo can not contain more than 250 characters. If the link is too long, short version of it should be sent (e.g. Bitly).
- o After the article is published, the images cannot be changed.
- o An ad can also contain image gallery with up to 9 images. All images have to be the same size (at least 800x600 px).

- VIDEO:
 - Format: .mp4.
 - Length: at least 10 seconds.
 - Youtube embed is not possible

POSITION AND DURATION OF ADVERTISEMENTS/PR PUBLICATIONS:

- Positioning of PR articles on 24ur.com: The article is published on the landing page in designated area for PR publications, and in all articles in the sidebar. There are 6 areas for 6 publications. If there are more than 6 PR publications, then they are shown according to a rotation system.
- Positioning of PR articles on our thematic portals: The article is positioned on the landing page, where it remains published for the agreed period of time.
- The time and duration of the publication is agreed with the client. After the time of publication expires, the PR message is NOT archived (i.e. it is no longer available), except in the case of additional payment according to the applicable fee schedule.

E-BOOK ON THE CLIENT'S BEHALF



E-book

E-book with the client's contents

- We begin drafting the e-book after receiving the brief and all materials (images, videos, links, texts).
- The e-book must be co-branded —> the portal + client present to you...
- A preview of the e-book is sent five to seven (depending on the scope) business days after receiving the brief and all materials.
- The client confirms or notifies us of any corrections.
- We publish the e-book, prepare the application form, publish the article and send the link.
- Corrections to the content of an e-book as part of an integrated article, which are the result of an incompletely completed brief or changes in the original starting points for the preparation of the integrated article, will be charged according to the applicable fee schedule.

Materials to be provided by the client:

- **The client's logo**
 - Vector format permitted.
- **Cover photo and closing photo**
 - Allowed photo formats: size 1920x1080, .jpg, .jpgx or .png. format, embedded format is not permissible.
- **Graphic elements: photos, infographics (as many photos as the e-book has pages)**
 - Allowed photo formats: size 1920x1080, .jpg, .jpgx or .png. format, embedded format is not permissible.
- **Links**
 - Allowed link formats: classic or UTM link; codes in .txt format, javascript and other similar tracking codes are not possible.
- **GDPR**
 - If the e-book has a form for submitting the user's e-mail address, the client must send and harmonise information regarding the protection and transfer of personal data.
- **The instructions for preparing an integrated article shall apply to the preparation of the article accompanying the e-book.**

▶ PROAD NATIVE



ProAd native

Format that looks like an article and therefore in average brings more clicks.

Instruction for the client:

- Photo 450 x 252 px (.jpg, .png) – we recommend using generic, lifestyle photo (photo of a product on a white background is not allowed).
- Video can be used instead of the cover photo (see instructions for creating video ads on page 5).
- Length of title cannot exceed 90 characters (with spacing included).
- Company name.
- Link to article / webpage.

▶ E-MAILING ON THE CLIENT'S BEHALF



Special e-Mailing opportunities

An e-mailing dedicated entirely to the client

The client shall provide:

- Text for the subject line.
- Text for the contents.
- Graphic elements in .jpg or .png format.
- All CTA texts.

PRO PLUS needs 5 working days to prepare the e-mailing.

Branded solutions:

ENTRY BOX



Entry box

Possibility to buy entry box, which leads to the client's native article. Upper banner in the box may contain the client's logo.

Instructions for submission of materials:

- logo,
- desired colors or CGP of the client.

SURVEY



Survey

The survey is about placing the client's question in the editorial survey.

Instructions for submission of materials:

- survey question and possible answers (1 question, several answers).

CONTEXTUAL - PURCHASING KEY WORDS



Contextual

Purchasing key words

Instructions for submission of materials:

- Image (.jpg, .png, .psd) in the recommended size of 300 x 250px.
- A list of keywords that must contain at least 4 letters (roots of words containing 3 letters or less are not suitable for such advertising).
- Maximum number of words purchased: 20.

BRANDED ARTICLE / SECTION



Branded sections

Article branding includes branded desktop wallpaper and all mobile banners (300x50 px, 300x250 px and 468x468 px).

The branding of the section means that the ad background and mobile banners are displayed on all articles within the selected

See page 15 for instructions on how to create an ad background.

Premium advertisements:

▶ PORTRAIT



Portrait (Desktop)



Portrait (Mobile)

Most interactive format which with combination of photos and video grabs visitors' attention.

Instructions for submission of materials:

- Format contains:
 - 1) **HEADER** (300x49 px);
 - 2) **BACKGROUND** (232x464 px);
 - 3) **PHOTOS** (268x268 px);
 - 4) **VIDEO**.

Explanation:

- Link can be added on a header, big photo or video. Link can be the same or various.
- Client provides all links.
- Video should be sent in physical form, VAST/VPAID videos are not allowed.
- Client provides min 4 and max 8 photos.
- We add white border to all photos and video that is why client is not recommended to use white background.

TAKEOVER



Takeover

Takeover consists of the following advertising formats on the medium at a specific time:

- ADVERTISING BACKGROUND,
- BANNER 300 x 600 px,
- BANNER 1440 x 40 px,
- BANNER 728 x 90 px, PASICA 300 x 250 px (mobile in desktop),
- BANNER 468 x 468 px (mobile),
- BANNER 300 x 50 px (mobile).

Instructions for preparing advertising background:

- The webpage alignment is centred.
- We recommend clients prepare their creative solutions at a width of 1600 px (optimal).
- Since users with a higher resolution will have a larger field of view, elements can also be outside the “average” field of view.
- We recommend that the edges of the takeover are in a uniform colour, so that it “flows” into a uniform background colour, which we define (css - background-colour:).
- The maximum size of the advertisement is 450 kB.
- If the creative solution exceeds the recommended dimensions, we cannot ensure optimal visibility at lower screen resolutions.
- Possibility to include different creatives solutions: including videos.
- The entire area of the advertisement can be clicked on.
- The background of the advertisement is static. Other creative solutions can be arranged (video slider, extended video, fixed takeover, etc.).
- Background materials are to be sent in the native format (.ai, .png or .psd format).
- Submission of materials: at least 5 working days before the campaign is to commence.
- If we do not receive all the materials by the mentioned deadline, penalties will be charged, which means that all booked and confirmed advertising dates during the delay are considered delivered and are therefore charged at full price. The booked and confirmed dates must be given in writing.
- The choice of dates must be coordinated with PRO PLUS, d.o.o.
- The advertisement must be confirmed by the PRO PLUS website.

CROSS-PROMOTIONAL TAKEOVER



Cross-promo takeover

Advertising takeover consists of the following advertising formats on the medium in connection with one of the PRO PLUS brands:

- ADVERTISING BACKGROUND (Instructions on page 14 under “Instructions for creating advertising background”).
- BANNER 300 x 600 px,
- BANNER 1440 x 40 px,
- BANNER 728 x 90 px,
- BANNER 300 x 250 px (mobile in desktop),
- BANNER 468 x 468 px (mobile),

MOBILE TAKEOVER

All advertising formats of the medium at a given time:



Banner 468x468px

Full-page advertisement that covers a larger part of the smartphone screen.



Banner 300x50px

Traditional format on mobile devices.



Banner 300x250px

Traditional format on mobile devices.

BACKGROUND - SLIDER



The SLIDER consists of a video that covers the entire page and is clickable, as well as the ad formats listed below:

- ADVERTISING BACKGROUND (Instructions on page 14 under “Instructions for creating advertising background”).
- BANNER 300 x 600 px,
- BANNER 1440 x 40 px,
- BANNER 728 x 90 px,
- BANNER 300 x 250 px (mobile in desktop),
- BANNER 468 x 468 px (mobile),
- BANNER 300 x 50 px (mobile).

Instructions for preparing an BACKGROUND - SLIDER:

- The webpage alignment is centred.
- We recommend clients prepare their creative solutions at a width of 1600 px (optimal).
- Since users with a higher resolution will have a larger field of view, elements can also be outside the “average” field of view.
- We recommend that the edges of the takeover are in a uniform colour, so that it “flows” into a uniform background colour, which we define (css - background-colour).
- The maximum size of the advertisement is 450 kB.
- If the creative solution exceeds the recommended dimensions, we cannot ensure optimal visibility at lower screen resolutions.
- Possibility to include different creatives solutions: including videos.
- The entire area of the advertisement can be clicked on.
- The background of the advertisement is static. Other creative solutions can be arranged (video slider, extended video, fixed takeover, etc.).
- Background materials are to be sent in the native format (.ai, .png or .psd format).
- Submission of materials: at least 5 working days before the campaign is to commence.
- If we do not receive all the materials by the mentioned deadline, penalties will be charged, which means that all booked and confirmed advertising dates during the delay are considered delivered and are therefore charged at full price. The booked and confirmed dates must be given in writing.
- The choice of dates must be coordinated with PRO PLUS, d.o.o.
- The advertisement must be confirmed by the PRO PLUS website.

The client also sends a video:

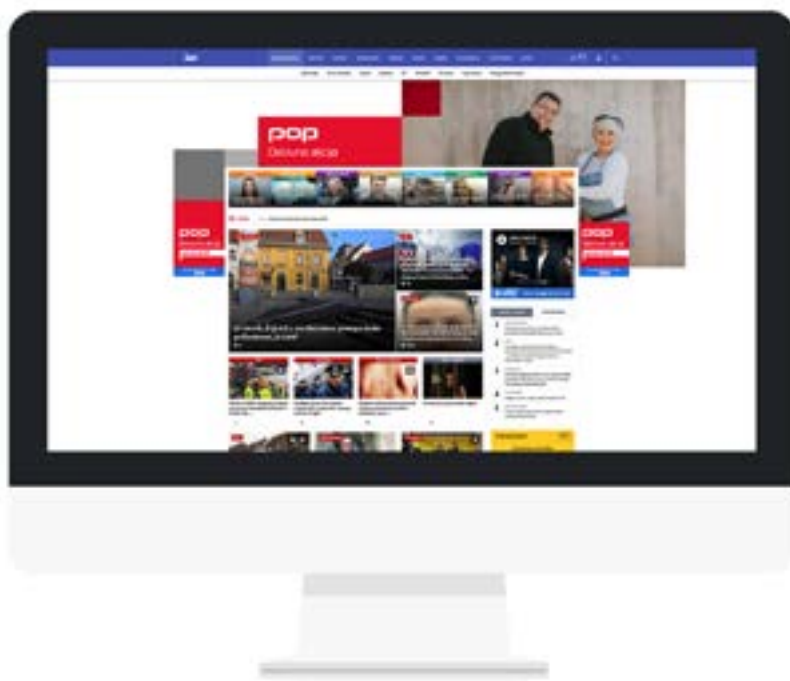
- format: 16: 9,
- allowed formats: .mpeg, .mp4, .mxf (others allowed),
- duration: up to 15 seconds
- size: up to 10 Mb.

TWO FORMS OF BACKGROUNDS



Fixed background

- The background always remains fixed, even when the user scrolls down the web page.
- With this type of background, it should be noted that users have different screen resolutions, so important graphic elements are added to the top or top of the left and right sides of the background.



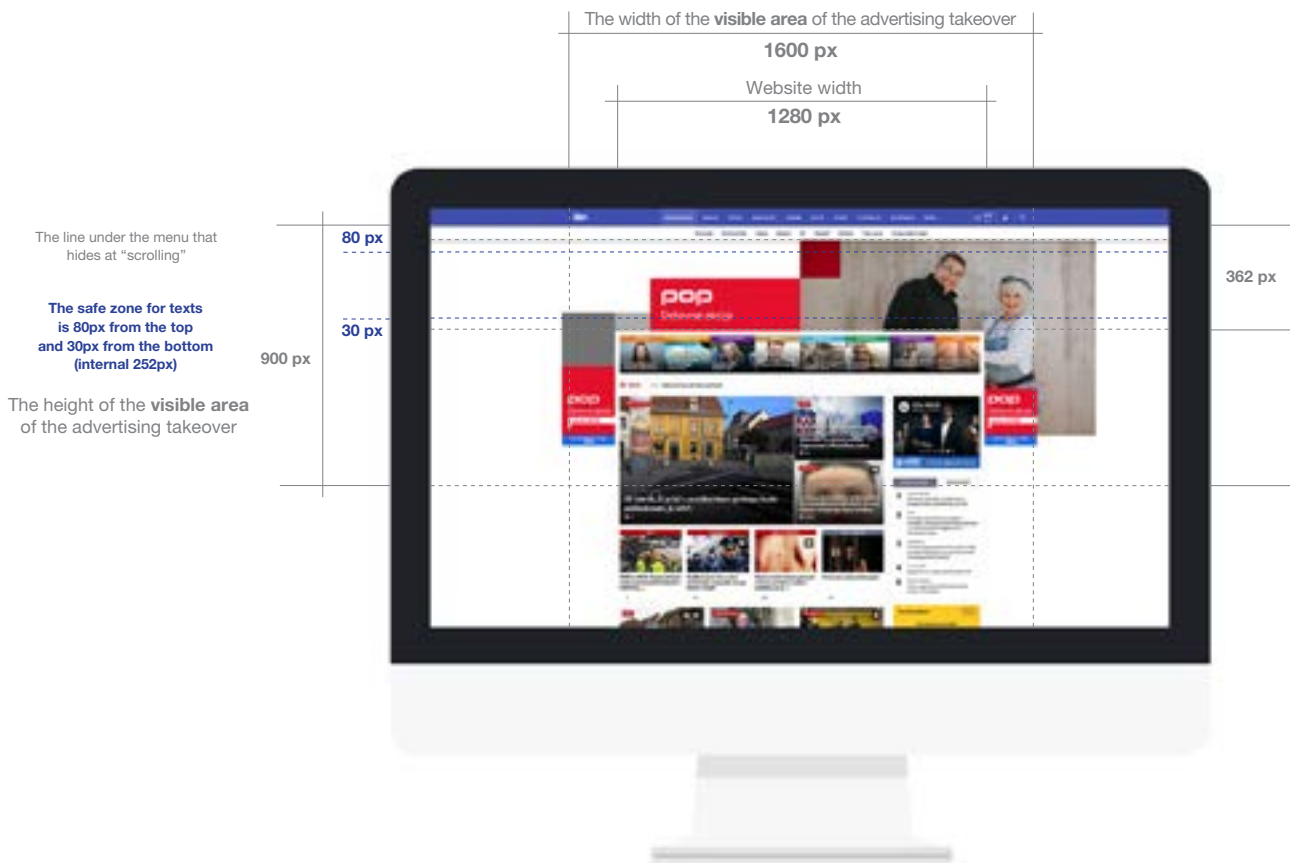


Moving background

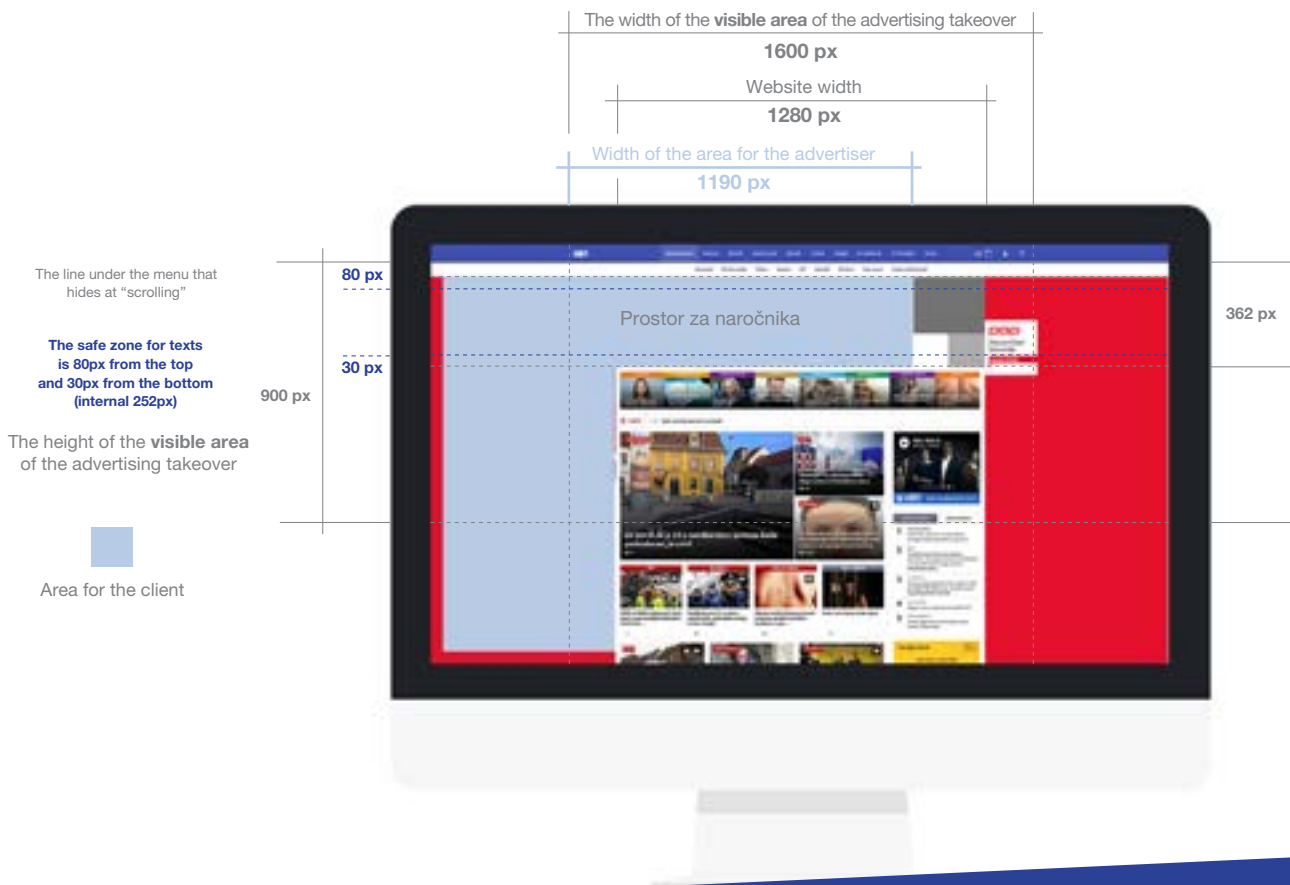
- as the page moves down, the background also moves (background-attachment:scroll).



EXAMPLE OF A BACKGROUND



EXAMPLE OF A CROSS-PROMOTIONAL BACKGROUND



The leading media company

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WE DELIVER EFFICIENCY