

Technical Specification

**of Online Advertising Formats Available
on the PB.pl Website**



Effective from: August 1, 2026
Date of the last update: July 9, 2026

Advertising Formats

Display formats (for display and mobile platforms)

Format name	Sizes (pixels)	Platform	
Website Partner Bar	3 formats are required in each case with the dimensions: 1900x100 1560x100 1260x100	desktop	
Megaboard	3 formats are required in each case with the dimensions: 1900x500 1260x500 970x500	desktop	
Gigaboard	940x400	desktop	
Wideboard	Possible sizes: 970x300 970x250 940x300 940x200	desktop	
Triple Billboard	750x300	desktop	
Double Billboard	750x200	desktop	
Billboard	750x100	desktop	
Intext	670x280	desktop	
Halfpage	300x600	desktop	mobile
Large Rectangle	336x280	desktop	mobile
Rectangle / Navibox	300x250	desktop	mobile
Newsletter banner	600x90	newsletter	

Acceptable formats: static images (**JPG**, **PNG**), animated images (**GIF with optional looping**), **HTML5** creatives (.zip packages) and serving codes.

Weight (Initial Load): maximum **120 kB**.

Weight (Total/Polite): maximum **2.2 MB**.

Security protocol: All calls and assets must be served via **HTTPS**.

Visual requirement: Creatives with a light or white background must have a distinct 1 px border in a contrasting color (e.g., gray).

Video formats

Pre-roll and mid-roll

An advertising video clip broadcasted before editorial content (for pre-roll) or during editorial content (for mid-roll). The maximum length of an ad block is 30 seconds. Recommended material weight is up to 30 MB (absolute weight up to 100 MB). The player used by Bonnier Business Polska allows the user to skip the advertisement.

File Requirements:

- .mp4 with audio
- aspect ratio: 16:9 FHA (Full-Height Anamorphic)
- codec: H264
- 25 frames per second (fps)
- image resolution: 1024(H) by 576(V) pixels or 1920(H) by 1080(V) pixels
- interlace ((lower field first)
- audio saved in the first two audio channels (stereo)
- audio level – 23 LUFS
- audio sampling rate: 48 kHz,
- audio sampling resolution: 16 bits

Video Ad

An advertising commercial/video clip lasting up to 30 seconds, placed inside a selected graphic ad format. The file is prepared and served as HTML5 for the base format (e.g., wideboard 970x250) with an implemented call to the MP4 file. The format should include control buttons (play, stop, mute). Sound in the video must be muted at the start and turned on only upon user action. The video can be launched at startup and play in a loop. Recommended encoding: H.264 for video, AAC for audio.

Maximum permissible weight of the video file by duration:

- 15 seconds – 1.5 MB;
- 30 seconds – 2.5 MB.

Sponsored Article

An advertising material displayed in the layout of the website's article page. A sponsored article is published and promoted within a specified timeframe. Unlike editorial content, it requires clear labeling as commercial content, indicating the name of the sponsor or brand. The promotion of the article via a promotional link is an integral part of the product.

Boundary Requirements:

- title length: from 40 to 90 characters including spaces
- content: up to 10,000 characters including spaces, including a lead length of 200 to 350 characters including spaces
- up to 5 graphics; minimum photo width of 1280 pixels, 3:2 aspect ratio, horizontal layout preferred
- 1 video material, providing a title and a description up to 500 characters including spaces
- maximum of 3 links with the no-follow attribute

Requirements for Ad Preparation

Material Delivery Method and Naming

Materials must be delivered to the e-mail address: **traffic@pb.pl**. Please include the company name and ad format in the subject line.

A complete set of materials should be delivered no later than 2 business days before the campaign launch (banner campaigns) or 5 business days in the case of screening creatives. Otherwise, a timely campaign launch cannot be guaranteed.

Acceptance Process for Advertising Materials

Creatives must have the exact specified dimensions, a weight not exceeding 120 kB, and be prepared in accordance with Google Ad Manager requirements.

Adserver clicktag mechanism ([see detailed specifications below](#)).

The entire process of preparing technically and visually correct creatives rests with the Advertiser.

The Publisher reserves the right to refuse delivery of any submitted advertisement if it is deemed disruptive or harmful to its users.

Unacceptable Practices:

- It is unacceptable to create creatives that pull in additional elements or reference external files. An exception is made for creatives whose very purpose is to do so, following prior agreement with the Publisher.

- It is unacceptable to perform any type of operations that excessively consume CPU resources. Creatives that overload the CPU may be barred from delivery.
- It is unacceptable to use buttons in advertisements with text such as "Close", "OK", or window minimize and close icons that function differently from their typical purpose.
- Google Ad Manager does not support creatives that use SVG tags inside HTML files. Instead, separate .svg files can be added and referenced in the HTML code. More details can be found at: https://support.google.com/admanager/answer/7042363?hl=en&ref_topic=7041998&sjid=13503374172477536496-EU

The complete set of materials for web banner campaigns includes:

- A creative with parameters defined by the technical specification.
- Tracking codes (optional), if the Client additionally wants to measure campaign effectiveness using a web traffic analytics technology of their choice.
- A destination address (URL — Uniform Resource Locator) to which the creative should direct, not exceeding 2,000 characters. If the campaign has more than one URL, the landing pages should be submitted in a table where one column contains the names of the creatives and the second contains the corresponding URL.

External Resources, Libraries, and Network Security (CORS)

To ensure the highest performance of website loading and user safety, HTML5 creatives served via Google Ad Manager must meet the requirements for external resource references.

1. Assets Hosting

All key elements of the creative, such as image files (JPG, PNG, SVG), stylesheets (CSS), and logic scripts (JS), should be located inside the .zip package.

Permissible exceptions:

- a. fonts served by trusted libraries (e.g., Google Fonts, Adobe Fonts).
- b. JavaScript libraries hosted on official Google CDN servers (see point 2).

2. Allowed External Libraries (CDN)

Google Ad Manager allows the use of popular libraries without counting their weight toward the Initial Load limit, provided they are downloaded from official Google URLs. The most commonly used include:

- **GreenSock (GSAP):** <https://cdnjs.cloudflare.com/ajax/libs/gsap/...>
- **CreateJS:** <https://code.createjs.com/...>
- **jQuery:** <https://ajax.googleapis.com/ajax/libs/jquery/...>

3. Cross-Origin Issues (CORS)

The Publisher reserves the right to reject a creative that generates CORS (Cross-Origin Resource Sharing) errors. These errors occur when a creative tries to fetch data from a server that does not have properly configured security headers allowing access from the Google ad server domain (googlesyndication.com or doubleclick.net).

Recommendations for developers:

- Avoid downloading dynamic JSON/XML data from external servers without prior consultation with the publisher's technical department.
- Ensure that the external server sends the header: Access-Control-Allow-Origin: *.

4. SSL Protocol (HTTPS)

All references to external resources **must be called via the secure HTTPS protocol**. Creatives containing http:// references will be automatically blocked by users' browsers as Mixed Content, preventing proper delivery of the ad.

5. External Communication and Trackers

- **Tracking pixels:** The use of external counting pixels (e.g., Gemius, Nielsen) is permitted exclusively via the HTTPS protocol.
- **Geolocation and APIs:** It is forbidden to trigger queries for user location or access to the camera/microphone without the explicit consent of the publisher and the user.

Auxiliary checklist for the advertiser's IT department:

Verification	Requirement	Status
Protocol	Do all links in the code begin with https://?	Mandatory
Locality	Are images and icons inside the .zip package?	Recommended
CORS	Do external analytics scripts have cross-origin resource sharing permissions?	Mandatory
Fonts	Do fonts come from legal and trusted CDN sources?	Mandatory

HTML5 Creatives

1. File Structure

Format: A .zip package containing an index.html file and all assets (images, scripts, CSS).

Number of files: To speed up loading, the lowest possible number of files in the package is recommended.

Encoding: UTF-8.

2. Click Handling (Click Tag) – a key requirement

The advertiser **must** implement the clickTag variable to enable click tracking and redirection to the correct landing page.

Code in the <head> section:

```
<script type="text/javascript">
  var clickTag = "https://www.google.com";
</script>
```

Code in the <body> section on a clickable element:

```
<a href="javascript:window.open(window.clickTag)">
</a>
```

3. Weight and Performance Limits

Initial Load: maximum **150 kB** (files loaded immediately).

Host-Initiated Load: maximum **2.2 MB** (additional resources loaded after the window.onload event).

CPU usage: The advertisement must not load the processor above 10% on a single thread (crucial for JS animations).

4. External Resources and Libraries

The use of libraries hosted by Google (e.g., **GreenSock**, **CreateJS**, **jQuery**) is permitted. These do not count toward the Initial Load weight limit. All other scripts should be located inside the .zip package.

5. Visual and Ethical Guidelines

Border: advertisements on a white background must have a distinct border (outline) in a contrasting color (e.g., 1 px gray).

„Reklama” advertisement banner: Bonnier Business Polska provides a background with the word “reklama”.

6. Verifying Creative Correctness Before Delivery

The creative should be tested using the HTML5 Validator tool provided by Google.

Tool: HTML5 Validator

(<https://www.google.com/search?q=https://h5validator.appspot.com/admanager/asset>)

The tool checks whether:

- a. the clickTag variable is correctly defined;
- b. file weights do not exceed the limits;
- c. the creative does not attempt to access forbidden resources (e.g., geolocation without consent).

High Impact Creatives

1. Fluid Skin (Desktop)

An ad consisting of a horizontal banner supplemented by a background, built from three elements. Similar to the Screening format:

- a horizontal banner 970x250 (JPG, WEBP) or HTML5 with a 100% responsive width and a height of 250 px,
- side panels: video – 1080x1920 px (9:16) MP4 or two 800x1440 px JPG banners + (optional) overlay: up to 800x1440 px (PNG with transparency),
- autoplaying videos should not exceed 30 seconds, the total weight of all assets must be below 3.5 MB, and audio must be user-initiated.

Detailed specification: <https://www.adnami.io/specs>

2. Seamless Skin (Desktop)

An ad consisting of a horizontal banner supplemented by a background, built of a full-screen background with semi-transparent overlays. Similar to the Screening format:

- background from a 2560x1440 image (JPG, PNG, or WEBP) or 1920x1080 video (MP4),
- an 800x1440 overlay for the left and right parts of the background, PNG or WEBP with transparency,
- an overlay with a maximum size of 800x500 for the horizontal part of the skin, PNG or WEBP with transparency.

Detailed specification: <https://www.adnami.io/spec>

3. Midscroll (Desktop)

An ad displayed using a parallax effect, i.e., "sticky" to the computer screen, with paragraphs of text revealing it during scrolling:

- 1920x1080 or 2560x1440 image, file up to 100-200 kB, PNG, JPG, GIF,
- video material (MP4 optimized for web environments), resolution 1920x1080, duration no more than 30 seconds, recommended file size 1 MB, maximum 3.5 MB,

- HTML5, responsive, with a resolution of 2560x1440, total max. 3.5 MB, no more than 5 animation loops, animation no longer than 30 seconds, audio must be initiated by the user, acceptable assets are ZIP files or 3rd party ad serving codes,
- in each format, a 15% margin must be kept at the top and bottom, which is partially covered during scrolling – do not place any important elements, CTAs, logos, disclaimers, etc. there.

Detailed specification: <https://www.adnami.io/specs>

4. Midscroll (Mobile)

An ad displayed using a parallax effect, i.e., "sticky" to the mobile device screen, with paragraphs of text revealing it during scrolling:

- 1080x1920 image, file up to 100-200 kB, PNG, JPG, GIF,
- video material (MP4 optimized for web environments), resolution 1080x1920, duration no more than 30 seconds, recommended file size 1 MB, maximum 3.5 MB,
- HTML5, responsive, with a resolution of 1080x1920, recommended size 1 MB, no more than 5 animation loops, animation no longer than 30 seconds, audio must be initiated by the user, acceptable assets are ZIP files or 3rd party ad serving codes, HTML file minified and optimized for loading control (so-called polite load),
- in each format, a 15% margin must be kept at the top and bottom, which is partially covered during scrolling – do not place any important elements, CTAs, logos, disclaimers, etc. there.

Detailed specification: <https://www.adnami.io/specs>

5. TopScroll Expand (Desktop)

An ad sticky to the top edge of the page, occupying 30% upon loading, expanding on hover, and collapsing to 10% after scrolling. Can be closed by clicking the "X" in the corner:

- three background variants for the default, expanded, and collapsed states respectively: 2560x432 (30% of window height), expand 2560x1008 (70% height), and sticky: 2560x144 (10%),
- the background may be cropped on some screen sizes; it is recommended not to place any critical elements on it, and overlays should be used instead,
- overlays (PNG with transparency) with sizes of 1800x460, 820x800, and 1370x120 respectively; it is possible to use an MP4 video material with a resolution of 888x500, under 2 MB, which scales accordingly based on the topscroll size,
- PSD template available for download [here](#),
- total weight of materials under 3.5 MB.

Detailed specification: <https://www.adnami.io/specs>

6. TopScroll Expand (Desktop)

An ad sticky to the top edge of the page, occupying 30% upon loading, expanding when scrolling up, and collapsing to 10% when scrolling down. Can be closed by clicking the "X" in the corner:

- three background variants for the default, expanded, and collapsed states respectively: 1080x576 (30% of window height), expand 1080x1344 (70% height), and sticky: 1080x192 (10%),
- the background may be cropped on some screen sizes; it is recommended not to place any critical elements on it, and overlays should be used instead,
- overlays (PNG with transparency) with sizes of 540x600, 1080x500, and 550x110 respectively,
- it is possible to use an MP4 video material with a resolution of 888x500, in a horizontal 16:9 aspect ratio, under 2 MB, which scales accordingly based on the topscroll size,
- PSD template available for download [here](#),

- total weight of materials under 3.5 MB.

Detailed specification: <https://www.adnami.io/specs>

7. TopScroll Expand (Mobile)

The ad is stuck to the top edge of the page, takes up 30% of the page after loading, expands when scrolling up and collapses to 10% when scrolling down. Can be closed by pressing the "X" in the corner:

- three background variants, for the default, expanded, and collapsed states: 1080x576 (30% of the window height), expand 1080x1344 (70% of the height), and sticky: 1080x192 (10%),
- the background may be cropped on some screen sizes. It is recommended not to place any critical elements on it, and instead use overlays,
- overlays (PNG with transparency) in sizes 540x600, 1080x500, and 550x110, respectively,
- You can use video material with a resolution of 888x500, with a horizontal aspect ratio of 16:9, in MP4 format, under 2MB, which scales appropriately depending on the topscroll size,
- The PSD template is available for download [here](#),
- total weight of materials under 3.5 MB.

Detailed specification: <https://www.adnami.io/specs>

8. TopScroll (Mobile)

An ad sticky to the top edge of the page, occupying 60-80% of the height upon loading:

- 1080x1920 image,
- MP4 video, 1080x1920, up to 50 MB, recommended duration up to 20 seconds,
- HTML5, 1080x1920, up to 3.5 MB, animation up to 30 seconds, should not be looped more than five times.

Detailed specification: <https://www.adnami.io/specs>

9. TopScroll (Desktop)

An ad sticky to the top edge of the page, occupying 60-80% of the height upon loading:

- 2560x1440 image, 100-200 kB,
- MP4 video, 1920x1080, up to 50 MB, recommended duration up to 20 seconds,
- HTML5, 2560x1440, up to 3.5 MB, animation up to 30 seconds, should not be looped more than five times.

Detailed specification: <https://www.adnami.io/specs>

10. Vast Premium – Shoppable Expander

An ad in the form of an additional overlay emerging on the player with standard video ad material. Ability to display 2-5 products, each with a separate image and landing page URL. Delivered as a pre-roll on desktop and mobile devices:

- horizontal MP4 video material, up to 30 seconds, up to 50 MB,
- product images in PNG or WEBP with a transparent background, resolution 380x500 or similar, up to 250 kB each,
- square logo, 200x200 px with a solid background color, which will be cropped into a circular shape on the creative,
- audio played in accordance with the player settings.

Detailed specification: <https://www.adnami.io/specs>

11. StoryAd

An ad utilizing several image assets, switched in a similar way to Instastories:

- square logo (profile image) with a resolution of at least 100x100 px,
- 1-5 images (slides) with vertical 9:16, square, or horizontal 16:9 aspect ratios, depending on the size of the banner from which it will be served.

Detailed specification: <https://www.adnami.io/specs>

12. SideBar (Desktop)

An ad delivered on one side of the screen, in the empty space between the website and the edge of the screen:

- 1080x1920 image, up to 3.5 MB (1 MB recommended),
- 1080x1920 video, MP4, up to 50 MB,
- HTML5, 1080x1920, up to 3.5 MB, animation up to 30 seconds, should not be looped more than five times.

Detailed specification: <https://www.adnami.io/specs>

13. Real Expander (Mobile)

An ad consisting of several images or videos arranged in a mosaic, expanding to full screen after clicking a button:

- 2 to 5 images (up to 200 kB) or clips (up to 50 MB) with a resolution of 1080x1920,
- square logo, 400x400 px.

Detailed specification: <https://www.adnami.io/specs>

Mailing Specifications

The ZIP file size cannot exceed 150 KB.

UTF-8 encoding is recommended.

We do not use HTML 5 or CSS 3 commands for encoding. They are not supported by most email clients.

We recommend preparing mailings in the form of a table with a width no greater than 700 px (DIV tags are not supported).

We do not allow the inclusion of elements such as JavaScript, frames, Active X objects, or dynamic HTML elements in the HTML code.

Style sheets (CSS) are not supported, either as external files or as defined in the head section. Global styles should not be set for the following tags: body, table, tbody, tr, td, img, and a—all main HTML tags.

Only style definitions for individual subordinate mailing elements are supported. Using the position property is also prohibited.

We use basic system fonts, such as Arial, Verdana, Tahoma, Georgia, or Times New Roman, with their sizes defined. To define the font's appearance, we most often assign the style attribute to the p>, a>, and span> tags.

Padding will not work. Any spacing is achieved only by encoding empty table cells with specific widths.

Background graphics (table>td> or tr>) may not display correctly in some email clients.

The following information should be included with each email:

- sender,
- subject,
- addresses for testing.