



Grupa Bonnier

ONLINE

Ad specifications and guidelines 2023

Puls Biznesu

Bankier.pl

mambiznes
TU ZACZYNA SIĘ BIZNES

PIT.pl



— Technical specification

BASIC AD FORMATS

Dimensions:

Billboard	750px x 100px
Double billboard	750px x 200px
Triple billboard	750px x 300px
Wideboard	940px x 300px
Rectangle/Navibox	300px x 250px
Halfpage	300px x 600px

SERVICES PARTNERSHIP AD

Two formats required

1580 x 100px
1260 x 100px

NAVIBOX MOBILE

Dimensions:
300px x 250px

GIGABOARD

Dimensions:
940px x 400px

MEGABOARD

Three formats required

1900px x 500px
1260px x 500px
960px x 500px

Technical specification for all ads

Max file size: 120 kb
Formats: JPG, PNG, HTML5, GIF

HTML5
Required Smart AdServer clicktag

<https://help.smartadserver.com/s/article/Click-counting-in-HTML5-creatives>

SCREENING

(Double billboard + background image)

Double billboard
750px x 200px

Three background image formats required

Bankier.pl

Website content width (px)	Background image dimensions (px)
995	1920 x 1080
995	1280 x 580
1320	1920 x 1080

Pb.pl (Home Page excluded)

Website content width (px)	Background image dimensions (px)
982	1500 x 1660
1322	1900 x 1415
1680	1900 x 1415

Materials should be sent to:

traffic@pb.pl

The deadline for the digital ad creations delivery are 3 working days before the campaign starts



Technical specification

BIG RECTANGLE

(Available on Bankier.pl
Home Page only)

Two formats required

624 x 250px
948 x 350px

Max file size: 120 kb

Formats: JPG, PNG, HTML5, GIF

NEWSLETTER BANNER

Dimensions:

600 x 90px

Max file size: 120 kb

Formats: JPG, GIF

NEWSLETTER TEXT LINK

bankier.pl and pb.pl

Up to 120 characters incl. spaces

PB POLECA (native ad format)

Text

Up to 60 characters incl. spaces

Image

300 x 193px

File size no limit

Format: JPG, PNG

QUOTE OF THE DAY

Image file size

no limit

Format: JPG, PNG

Text

Up to 320 characters incl. spaces

HOME PAGE TEXT LINK (native ad format)

bankier.pl

Up to 120 characters incl. spaces

VIDEO

Preroll, outstream

Length : 15s lub 30s

Video codec

Recommended: H.264

Audio codec

Recommended: AAC

Accepted: mp4a, mp3, AC3

Bitrate video

Recommended: 3000 kbps

Accepted: 8000, 12000, 50000

kbps

Bitrate audio

Recommended: 128 kbps

Accepted:

224, 256, 320, 384 kbps

Audio

Recommended: 2 channels

Format: mp4

File size: 6 MB



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— We invite you to cooperate with us!

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Conferences Department:
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Marketing Department:
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Sponsoring Department:
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Subscription
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System Partnerski:
(Affiliate Program)
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