



Grupa Bonnier

ONLINE

Ad specifications and guidelines 2025

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 needed

1580 x 100px
1260 x 100px

NAVIBOX MOBILE

Dimensions:
300px x 250px

GIGABOARD

Dimensions:
940px x 400px

MEGABOARD

Three formats needed

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

Technical specifications 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

Available on Bankier.pl only

Double billboard + background image

Double billboard
750px x 200px

Three background image
formats needed

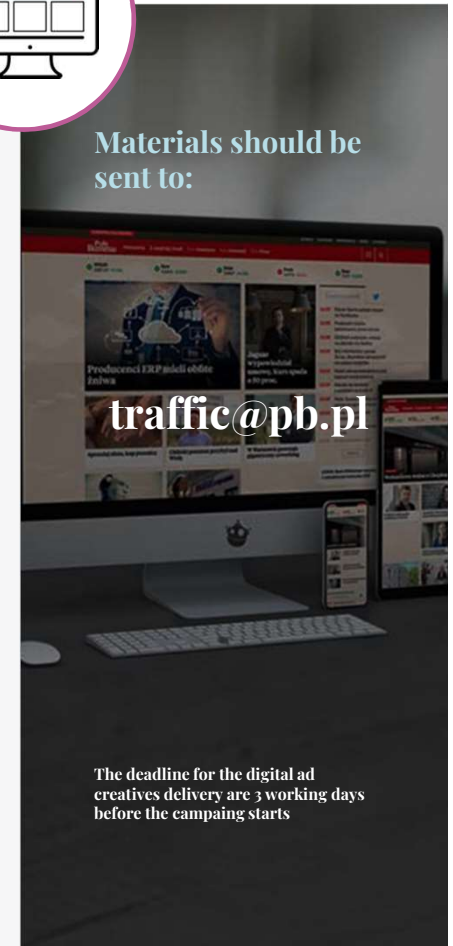
Bankier.pl

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

Materials should be sent to:

traffic@pb.pl

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



Technical specification

BIG RECTANGLE

(Available on Bankier.pl
Home Page only)

Two formats needed

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 i 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 50 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

Kanaly audio
Recommended: 2
Format: mp4
File size: 6 MB



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BONNIER
Business Polska

— We invite you to cooperate with us!

BONNIER
Business Polska

Dane rejestrowe:

Bonnier Business (Polska) sp. z o.o.
ul. Kijowska 1, 03-738 Warszawa

XIII Wydział Gospodarczy Krajowego Rejestru Sądowego, KRS 24847
NIP 113-01-55-210, kapitał zakładowy 2 000 000 PLN

Dział reklamy:

reklama@pb.pl

Dział marketingu:

promocja@pb.pl

Dział konferencji:

konferencje@pb.pl

Dział sponsoringu:

sponsoring@pb.pl

Infolinia prenumeraty:

801 801 771, 812 812 971

Prenumerata:

prenumerata@pb.pl