



Grupa Bonnier

ONLINE

Ad specifications and guidelines 2025

Puls Biznesu

Bankier.pl

mambiznes
TU ZACZYNA SIĘ BIZNES

PIT.pl

Technical specifications

Banners

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

HTML5

Requires Smart AdServer clicktag:

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

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

GIGABOARD

Dimensions:
940px x 400px

MEGABOARD

Three formats required
1900px x 500px
1260px x 500px
960px x 500px

NAVIBOX MOBILE

Dimensions:
300px x 250px

SCREENING

Available on Bankier.pl only

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



Materials should be
sent to:

traffic@pb.pl

The deadline for the digital ad
creatives delivery is 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 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 or 30s

Video codec

Recommended: H.264

Audio codec

Recommended: AAC

Accepted: mp4a, mp3, AC3

Video bitrate

Recommended: 3000 kbps

Accepted: 8000, 12000, 50000

kbps

Bitrate audio

Recommended: 128 kbps

Accepted:

224, 256, 320, 384 kbps

Audio channels

Recommended: 2

Format: mp4

File size: 6 MB



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—— 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