

Background banner technical specification (TVNET.LV/RUS)

Animated background banner consists of two files.

1. Background banner static (non-animated) part

JPG, PNG, non-animated GIF; size: 1920x1080px; weight: 300kb

2. Animated part for background banner

There are two different size options. Animated part must be made according to the ordered size:

Background banner 1920x1080 (250)

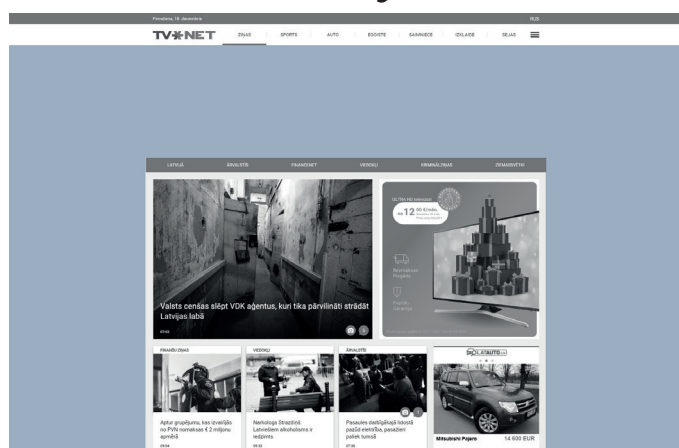
Animated part: HTML5 file; size 1100x250px; weight 300kb

Background banner XL 1920x1080 (400)

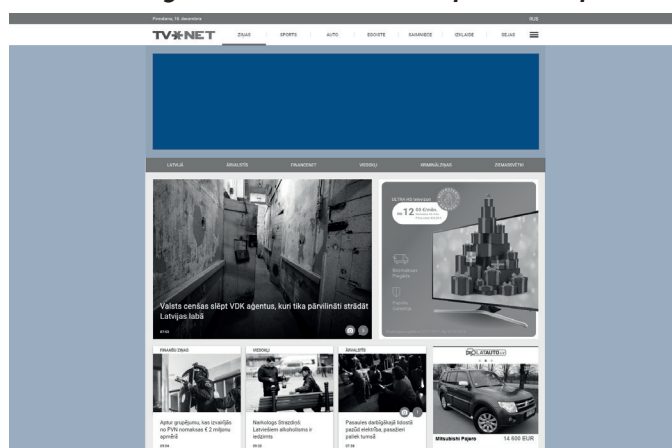
Animated part: HTML5 file; size 1100x400px; weight 300kb

Both files must be provided separately. Banners will be combined on TVNET adserver. If animation is not needed, then only one file is required with filled upper part.

Static background



Background with animated part on top



Download sample banner

Static part: http://b.itvnet.lv/2017/12/18/paraugs_fons_neanimets_jauns.jpg

Specification for HTML5 files: <http://www.tvnet.lv/ads/specs>

Contacts: baneri@co.tvnet.lv

Static part must be made as one large background picture surrounding the website.

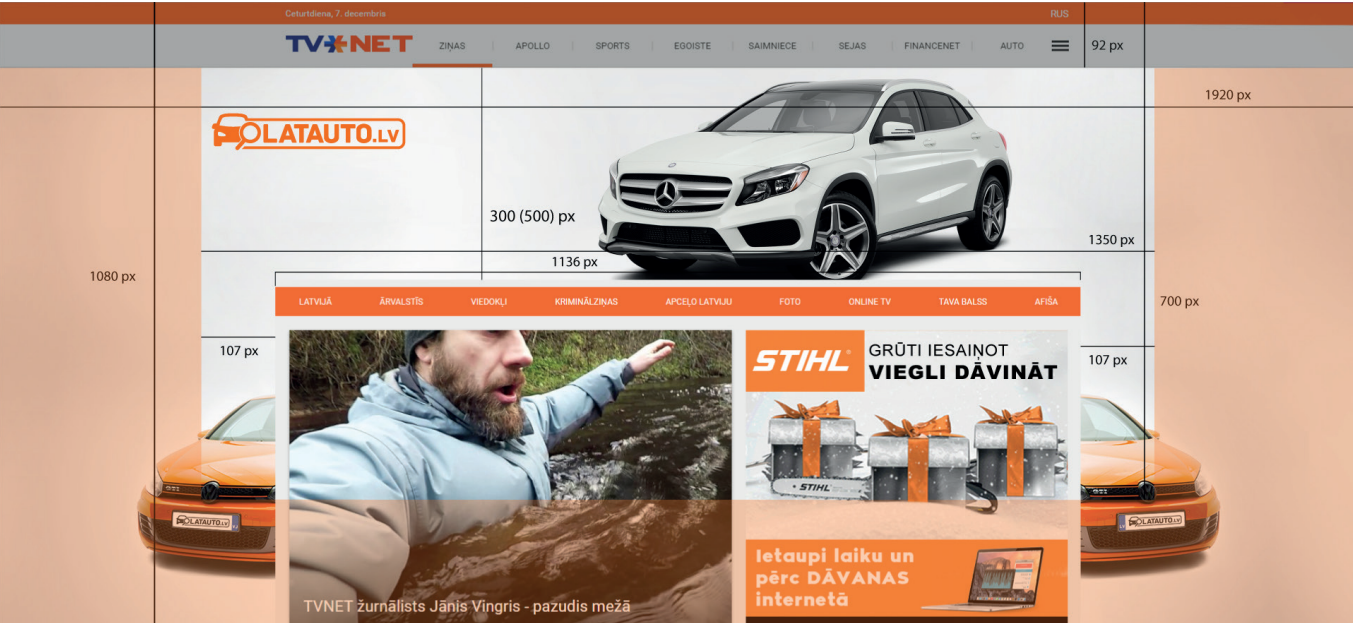
Animated part must be made similar as the standard HTML5 leaderboard (Giga) banner. It will be placed on top of the static banner part, leaving visible margin on top and bottom.

Note that the banner will be displayed on screens with different resolution. On a smaller screen (for example, a laptop), the side borders will be visible at 107px width on each side in most cases. Therefore, the most important information (text, logo, essential image details) should be included in this area (1366x700px minus 92px from the top – hidden under the website's navigation bar area). All text should be placed not closer than **3px from the inside part of the banner**.

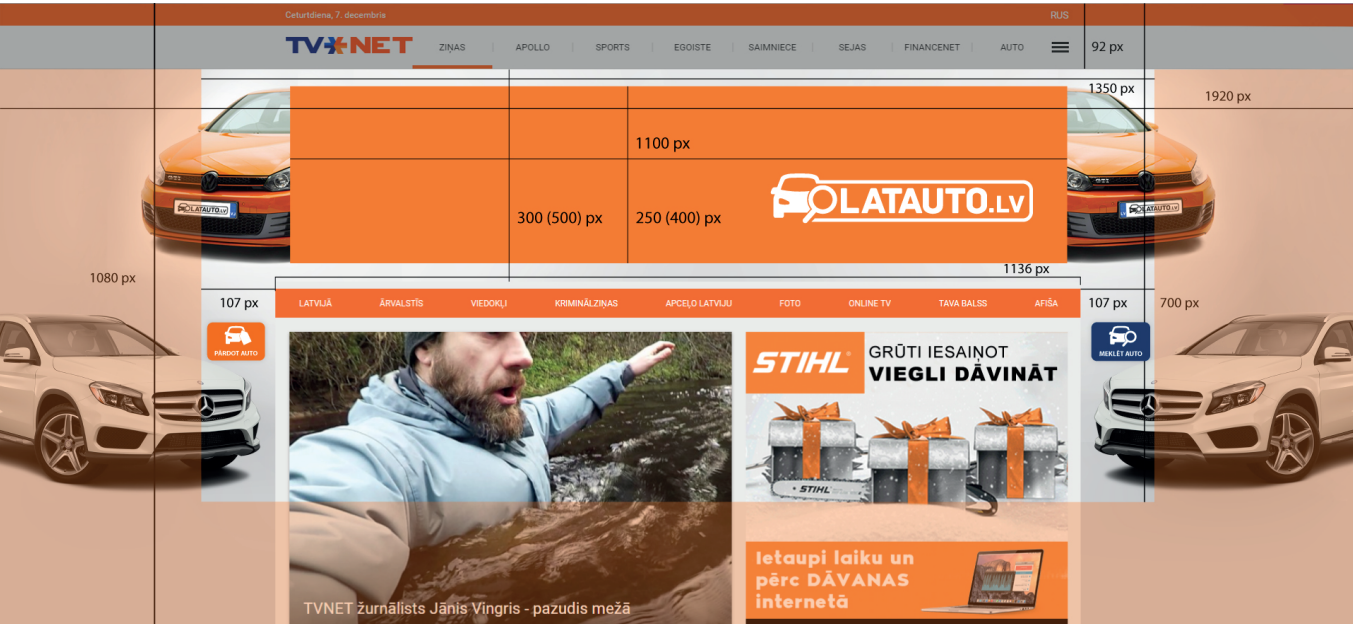
In order for the banner to look good on large screens, the rest of the background space must be filled with illustrative images or other design elements that do not contain important information.

Background banner can not be served as a display code, we need the actual banner files. When submitting banners, please specify the URL link to which the ad will lead.

Technical specification for animated background banner



Technical specification for static background banner



Example of banner view on different type of screens

