

Promotional materials submission rules for TVNET Media Group sites

Deadline: advertising materials must be submitted at least one (1) full working day before the display. Background banners, expand banners, video banners un non-standard solutions must be submitted at least three (3) full working days before the display. If submission deadline has been missed, TVNET is doing everything possible so the promotional materials will be placed online in the shortest time. Compensation in this case will not be granted.

All materials (banners, links, codes, advertorials etc.) must be sent on e-mail baneri@co.tvnet.lv. Confirmation e-mail will be sent no later than in one business day. If the confirmation e-mail during the day is not received, please contact the project manager.

Information on the campaign should be detailed as possible. If you have access to the reservation system, then specify campaign number and customer name. One campaign ad materials should be sent in one e-mail.

Technical parameters

JPG, GIF, PNG or HTML5 file formats are acceptable. MP4 format for video ads (pre-roll /post-roll) and video banners.

	JPG, GIF, PNG	HTML5	Video MP4
Standard banners	80 kb	200 kb	
Large banners (Giga L 980x300; Giga XL 980x400; Karogs XL 680x600; Fons 1600x800; Monstrs 990x550; Auto-expand; Mobile Full Screen)	150 kb	350 kb	
Video included			10 MB
Pre-roll / Post-roll (20/30/60 seconds)			10/15/20 MB

HTML5 banners must be made precisely according to the specifications indicated below.

Video banner

This type of banners are bound by all requirements and conditions of usual banners, except for the requirements point about external data requests. These type of banners are allowed to download additional file from TVNET server. Any other external data or data from other servers are not allowed to download. Maximum weight for additional file is 1,5 Mb. Prior banner preparing additional file must be sent to TVNET. It will be placed on TVNET server and given a unique link. This link must be incorporated into the Flash banner. Flash banner weight can not exceed the maximum weight allowed in particular banner position.

Pre-roll / Post-roll ad

TVNET OnlineTV video ad resolution should be 640x360px (16:9 - recommended) or 480x360px (4:3).

Video:

- 480x360px H.264 800kb/s profile: baseline,level: 3.0
- 640x360px H.264 1000kb/s profile: baseline,level: 3.0

Audio:

- AAC 64kb/s, 32000 vai 41000 MONO (if the material really is not stereo)
- If not AAC, MP3 is also suitable

Video ad file format – MP4.

Sound

A button to turn on/off sound effects must be integrated in promotional materials. Sound effects may begin to play only when they are turned on by user using the intended button/icon. The exception is the pre-roll / post-roll ads, as well as video background with sound that is activated when you open the video in full size.

Banner codes

Third-party banner serving codes can not be used for following formats: background banner, expand banner, pre-roll/post-roll ad.

Banner serving and statistical codes should not slow down the loading site. In the case of disturbed portal load, campaign will be stopped and unrealized exposition will not be compensated.

It is prohibited to use the codes to collect data on the portal user behavior, activities and other personal information without the consent of the TVNET.

Link (URL) and Click counting

link (that opens the advertised web page) must be linked only to the advertising campaigns web page, and only Latin letters should be used in it. After Click on the banner, web page should be opened in a new window.

TVNET provides clicks counting if promotional materials have been prepared in conformity with the technical specification.

Server banner click statistics are not accounted for, if each case was not tested and solution found how to implement it.

HTML5 BANNER TECHNICAL SPECIFICATION

- There must be at least one index.html file present in the zip folder (in the root folder itself, not a subfolder) this will act as the starting point for the ad and will not be recognized if named or placed differently.
- All code and assets should be relatively referred to by the index.html file – the ad should be self-contained – no external resources are allowed, meaning that it must be possible to display even without a network connection, except for references to Google Fonts and Google-hosted jQuery. Exceptions:

https://fonts.googleapis.com/	https://ls.hit.gemius.pl/
https://p.typekit.net/	https://gdelv.hit.gemius.pl/
http://use.edgefonts.net/	https://www.gstatic.com/
https://fonts.gstatic.com/	https://s0.2mdn.net/
http://ajax.googleapis.com/	https://code.createjs.com/
http://animate.adobe.com/	

It should be noted that the external (web) fonts must be called correctly - use only the necessary characters subgroup (subset) instead of the full library.

- To count clicks in our system- a ClickTag must be integrated and link added according to instructions below.

Here's an example of a click tag inserted in an HTML document:

It is important that the **necessary link** is written as a click tag variable (var clickTag = "http://tvnet.lv");

```
<html>
  <head>
  ...
    <script type = "text/javascript">
      var clickTag = "http://tvnet.lv";
    </script>
  ...
</head>

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

RECOMMENDATIONS FOR BANNER OPTIMIZATION

- **Minify HTML, CSS and Javascript code:** Code minifiers and compilers help reduce file size by removing characters like white spaces and line breaks that make the code legible to humans but are not necessary for computers to execute.
- **Compress your assets:** Lots of creative development tools for graphics offer a range of options for balancing quality with file size. To compress assets, use PNG “crushers” and other forms of image compression, as well as scalable vector graphics (SVG) if possible. SVGs can scale indefinitely to high resolution display without increasing file size.
- **Use text whenever possible:** Logos, brand names and other visuals must be provided as images; however you should try to avoid adding any text to your images – use HTML text with web fonts instead.
- **Minimize file count:** For every file delivered, the browser must open a new socket connection, which can reduce browser performance as it waits for each new socket to be opened, which, in turn, can add to the overall load time. To reduce the file count, use sprite sheets for ads that include several small assets, as well as inline style - usually it is not recommended to use; however, as it reduces the file count, you should try to add styles to each element within your .html separately. You can use code compilers that can take all code (JS, CSS, HTML, etc.) and produce a single file.

Software you can use for HTML5 banners:

- [Google Web Designer \(freeware\)](#) -to create interactive HTML5 ads;
- [Adobe EDGE Animate CC \(commercial\)](#)-to create interactive HTML5 ads.