



Technical specifications for advertisement forms

Size, weight, advertisement format

| Advertisement form | Maximum file size | Dimensions [px] | File format | Page number |
|-------------------------------------|-------------------|-----------------|------------------------------|-------------|
| Billboard | 50kb | 750x100 | gif, jpg, swf | 5 |
| Double billboard | 50kb | 750x200 | gif, jpg, swf | 6 |
| Triple billboard | 50kb | 750x300 | gif, jpg, swf | 7 |
| Wideboard | 50kb | 970x200 | gif, jpg, swf | 8 |
| Rectangle | 50kb | 300x250 | gif, jpg, swf | 9 |
| Halfpage | 50kb | 300x600 | gif, jpg, swf | 10 |
| Box | 50kb | 300x45 (90) | gif, jpg, swf | 11 |
| Screening | 50kb | 1600x1200 | | 12 |
| Branding player | | | jpg | 13 |
| Expand formats | 50kb | | swf | 14 |
| Video Ad | | | swf + flv | 15 |
| Preroll | | | mpeg, avi, mov, qt, mp4, flv | 16 |
| Advertisements on mobile devices | | | gif, jpg | 17 |
| Sponsor board during LIVE emissions | | | | 18 |
| Hybrid application | | | | 19 |

Campaign material should be provided 2 working days before the campaign starts.

General provisions

All forms of advertising intended for display on TVP.pl sites should comply with the terms and conditions of the technical specifications for advertisement forms.

TVP.pl verifies advertising material in terms of their compliance with the technical specifications and in the event of any discrepancies with the aforementioned specifications, may forbid or interrupt their display. If any discrepancies of the material with the specifications are determined, the advertiser is obliged to provide material consistent with the specifications of TVP.pl.

Ad impressions on websites is not tantamount to TVP.pl stating compliance of the advertisement with technical specifications.

TVP.pl reserves the right to refuse to display or stop the display of any advertisement, if it decides that the ad is bothersome or harmful to website users.

All advertising material needed to initiate a campaign must be delivered not later than 2 working days before the launch of the campaign.

TVP.pl is not liable for delays in campaign displays caused by the advertiser providing materials inconsistent with the specifications before the deadline.

In the event of flash format or rich media materials, it is necessary to also provide a replacement version in simple graphic form (jpg, gif, animated gif), which will be displayed if the browser does not allow the display of advanced format materials.

General requirements for advertisement form

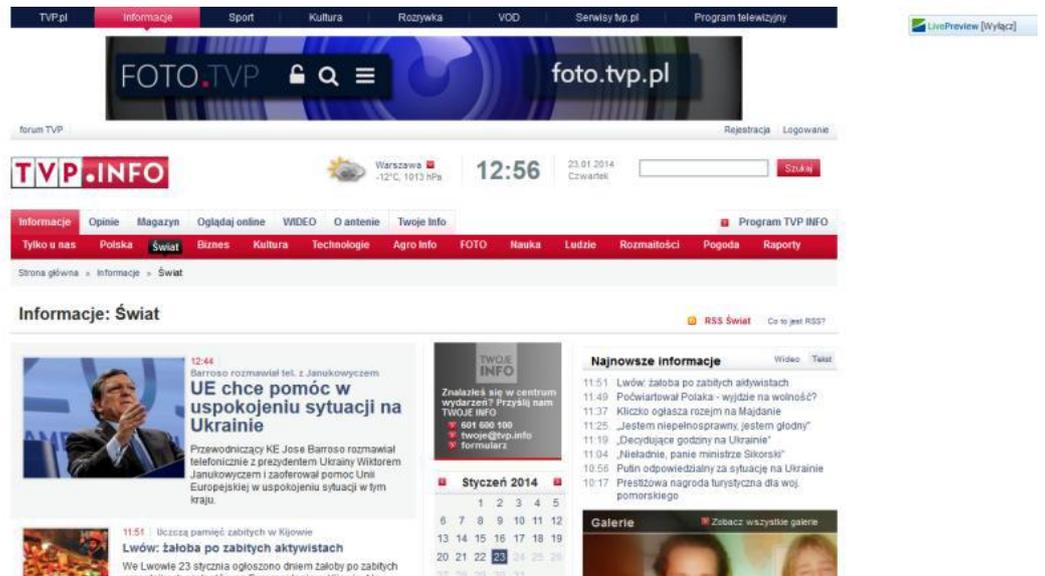
The below regulations refer to all advertisement forms displayed by TVP.pl. Additionally, the terms of the technical specifications should be met by every advertisement forms available in these specifications.

1. File names may only contain alphanumeric symbols, without Polish letters.
2. The advertisement material cannot cause errors.
3. The advertisement material cannot interfere with the operation of the site.
4. Sound in advertisements:
 - a. Sound in advertisements can only be played after an action (click) is performed by the user.
 - b. If the advertisement has sound, it must have the possibility of being switched on or off.
5. Technical preparation of the production along with audio files and their accurate operation is the responsibility of the advertiser.

Flat advertisements

1. Billboards

Advertisement in the form of a rectangle measuring 750x100 pixels, displayed at the top of the page below the vignette. It may have a static or animated form.



Type: Image

1. Admissible file formats: gif, jpg
2. Dimensions: 750x100 px
3. Maximum file size: 50kb

Type: swf

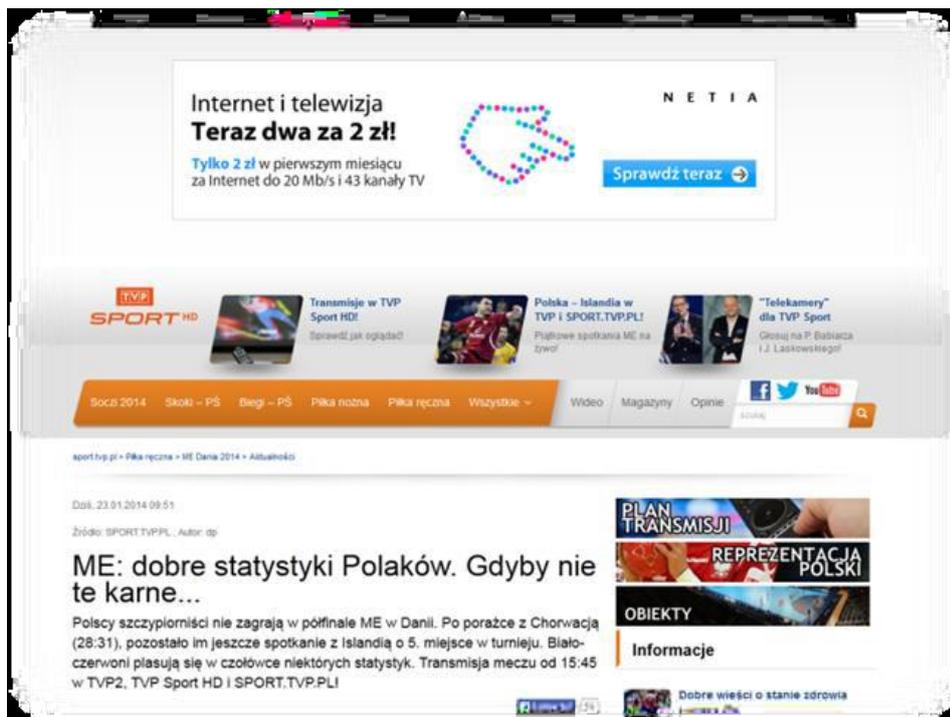
1. Admissible file formats: swf
2. Dimensions: 750x100 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 750x100 PX area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:

```
on (release)
{
    getURL (_root.clickTag,"_blank");}
```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

2. *Double billboard*

Advertisement in the form of a rectangle measuring 750x200 pixels, displayed at the top of the page under the vignette. May have a static or animated form.



Type: image

1. Admissible file formats: gif, jpg
2. Dimensions: 750x200 px
3. Maximum file size: 50kb

Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x200 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.

6. In the event of productions which do not take up the entire 750x200 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:

```

on (release)
{
  getURL (_root.clickTag,"_blank");
}

```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

3. Triple billboard

Advertisement in the form of a rectangle measuring 750x300 pixels, displayed at the top of the page under the vignette.

May have a static or animated form.

1. Admissible file formats: gif, jpg
2. Dimensions: 750x300 px
3. Maximum file size: 50kb



Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x300 px
3. Maximum file size: 50kb

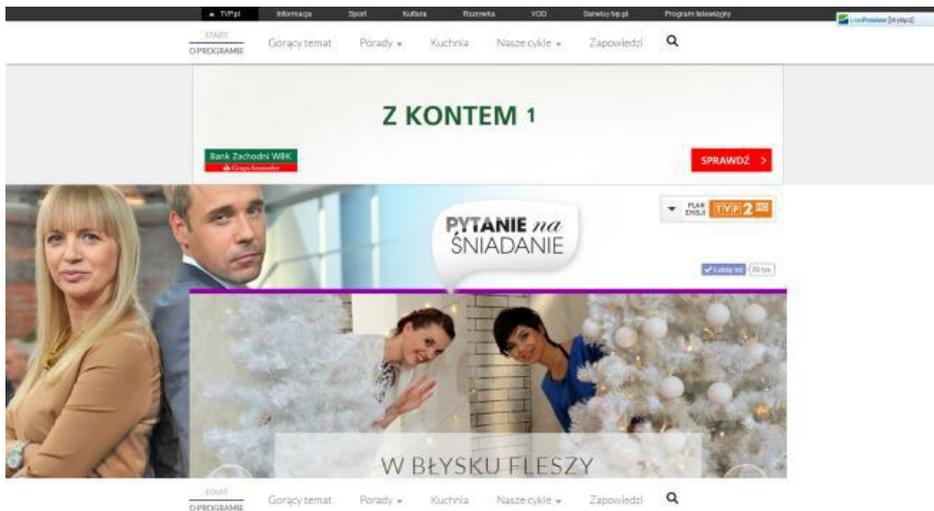
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 750x300 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:

```
on (release)
{
  getURL (_root.clickTag,"_blank");
}
```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

4. **Wideboard**

Advertisement in the form of a rectangle measuring 970x200 pixels, displayed at the top of the page under the vignette. May have a static or animated form.



Type: image

1. Admissible file formats: gif, jpg
2. Dimensions: 970x200 px
3. Maximum file size: 50kb

Type: swf

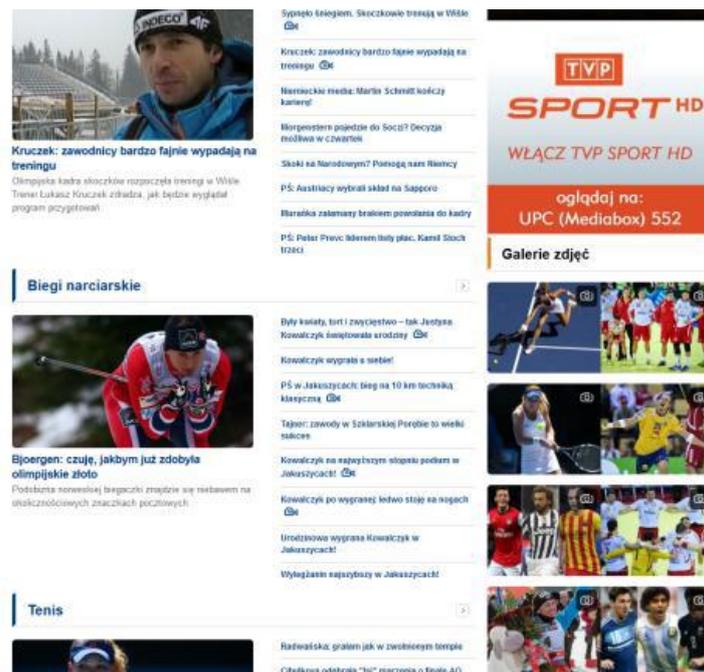
1. Admissible file formats: swf
2. Dimensions: 970x200 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 970x200 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.

- The advertisement must have a layer with a button, which defines the action:
on (release)
{getUrl (_root.clickTag,"_blank");}

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

5. Rectangle

Advertisement in the form of a rectangle measuring 300x250 pixels displayed in the right hand column of the page or under the third line of the article's text (depending on the display space). May have a static or animated form.



Type: image

- Admissible file format: gif, jpg
- Dimensions: 300x250 px
- Maximum file size: 50kb

Type: swf

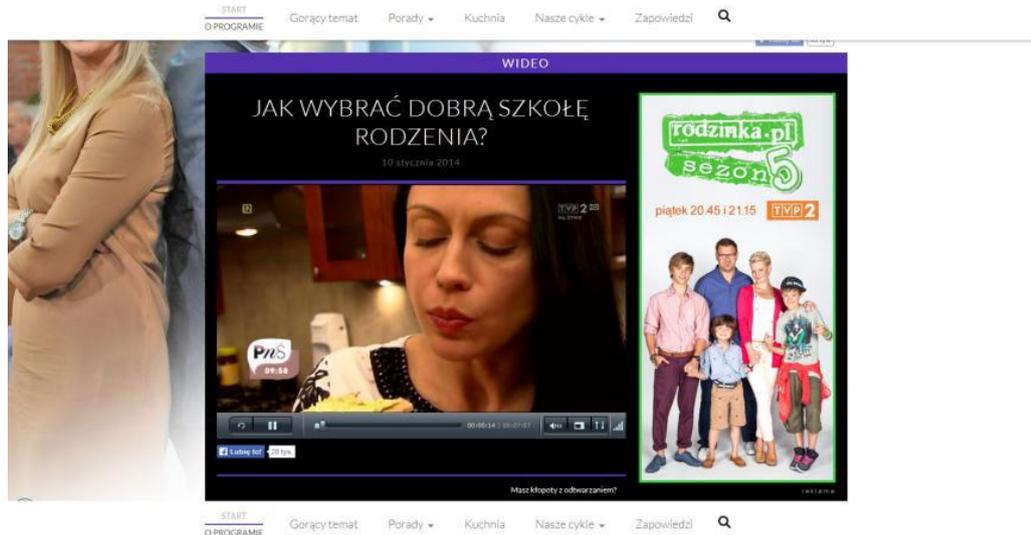
- Admissible file formats: swf
- Dimensions: 300x250 px
- Maximum file size: 50kb
- Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
- Advertisements in swf format should have replacement productions in gif formats.
- In the event of productions which do not take up the entire 300x250 px area, the lowest background layer should have an area corresponding to the entire available area.
- Animations can have a maximum speed of 25 fps.
- SWF files cannot be secured from debugging.
- The advertisement must have a layer with a button, which defines the action:
on (release)

```
{getUrl (_root.clickTag,"_blank");}
```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

6. Halfpage

Advertisement in the form of a rectangle measuring 300x600 pixels displayed in the right hand column of the page. May have a static or animated form.



Type: image

1. Admissible file format: gif, jpg
2. Dimensions: 300x600 px
3. Maximum file size: 50kb

Type: swf

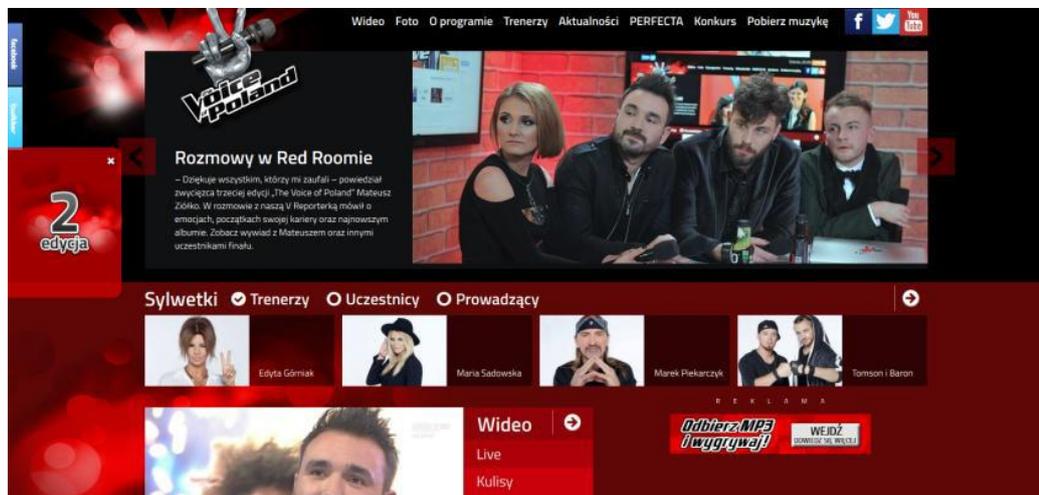
1. Admissible file formats: swf
2. Dimensions: 300x600 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 300x600 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:

```
on (release)  
{  
  getUrl (_root.clickTag,"_blank");  
}
```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

7. Box

Advertisement in the form of a rectangle measuring 300x45 (90) pixels, displayed in the right hand column of the page. May have a static or animated form.



Type: image

1. Admissible file format: gif, jpg
2. Dimensions: 300x45 (90) px
3. Maximum file size: 50kb

Type: swf

1. Admissible file formats: swf
2. Dimensions: 300x90 px or 300x45 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisements in swf format should have replacement productions in gif formats.
6. In the event of productions which do not take up the entire 300x90 px or 300x45 px area, the lowest background layer should have an area corresponding to the entire available area.
7. Animations can have a maximum speed of 25 fps.
8. SWF files cannot be secured from debugging.
9. The advertisement must have a layer with a button, which defines the action:

```
on (release)
{
  getURL (_root.clickTag,"_blank");
}
```

We recommend that all SWF productions have alternative JPG/GIF versions attached, as websites can be browsed on mobile devices that do not operate Flash format.

8. Screening

Advertisement form consisting of a billboard, double billboard, wideboard and wallpaper measuring 1600x1200 px. Both the wallpaper and billboard along with "mutations" are clickable.

The image shows a screenshot of the TVP Sport website with a large advertisement for the Lexus GS 300h overlaid on the top left. The advertisement features a close-up of the car's front end and the text: "NOWY GS 300h TYLKO W PRZEDSPRZEDAŻY od 184 900 PLN SZCZEGÓLNY OFERTY". Below this, it says "PODWÓJNA MOĆ HYBRYDY" and the Lexus logo.

The website content includes a navigation bar with categories like "Sport", "Kultura", "Rozrywka", and "VOG". The main section is titled "Sport: Tenis" and features several news items:

- Walcenja: Przynięty zagra w turnieju głównym** (20.10.2013 18:05) - Michał Przysiężny wystąpi w turnieju tenisowym ATP w Walencji (grała nagród 1,5 mln euro). W drugiej rundzie tenisie kwalifikacji przegrał w meczu z Włochem Lorenzo Gualtiero 6:2, 6:7 (6-8), 6:1.
- Masters: Radwańska poznała rywalki!** (20.10.2013 18:00) - W turnieju w Stambule zagra osiem najlepszych tenisistek rankingu WTA.
- Sztokholm: niespodzianka w finale** (20.10.2013 17:48) - Turniej wygrał Bułgar Grigor Dimitrow.
- Pierwszy triumf Wozniacki w sezonie** (20.10.2013 17:22) - Duńska polskiego pochodzenia wygrała turniej WTA w Lubekku.
- Wiedeń: 15. triumf Haasa w karierze** (20.10.2013 16:58) - W finale turnieju ATP pokonał Robin Haasego.
- Gasquet zwyciężył w turnieju ATP w Moskwie** (20.10.2013 16:15) - Francuz był niepokonany z numerem pierwszemu.
- Do trzech razy sztuka? Radwańska powalczy o mistrzostwo WTA** (20.10.2013 13:54) - Transmisje ze Stambulu od wtorku w TVP Sport i SPORT.TVP.PL.
- Moskwa: triumf Halep. Złamała Stosur** (20.10.2013 12:53) - Po zwycięstwie pierwszą w drugiej parze Rumunka nie dała rywalce szansy.

Other sections include "Najpopularniejsze wideo", "Galeria", and "Znajdź nas na Facebooku". The footer contains contact information and a copyright notice for Telewizja Polska S.A.

9. Branding Player

Advertisement form consisting of 4 parts:

Top bar – 1245x60 px.

Bottom bar – 1245x60 px.

Right bar – 150x403 px.

Left bar – 150x403 px.



The file size of each element should not exceed 50kb.

Branding elements should be provided in .jpg format*

All branding elements are clickable.

10. Expand formats

Type: swf

1. Admissible file formats: swf
2. Dimensions: 750x100/200/300 px or 300x250/600 px
3. Maximum file size: 50kb
4. Along with the advertisement a target address (landing page) must be provided, to which the advertisement will redirect users after clicking.
5. Advertisement in swf format.
6. Animations can have a maximum speed of 25 fps.
7. SWF files cannot be secured from debugging.
8. The advertisement must have a layer with a button, which defines the action:
on (release)
{getURL (_root.clickTag,"_blank");}

The production should have an active area on its entire surface (in rolled out and unrolled form) with the following links:

```

on (rollOver)
{
getURL("javascript:doexpand();","_self");
}
on (rollOut)
{
getURL("javascript:dolittle();","_self");
}

```

The size of the visible area in rolled out and unrolled form is regulated by numerical parameters in the functions "dolittle()" and "doexpand()" in the serving code. After moving the mouse onto the advertisement, it should roll out, however after the mouse is taken off the advertisement area, the layer should roll back to its initial state.

NOTE: in the case of expand rectangle it should be noted whether the production being prepared should roll out to the right or left of the given website and material prepared consistently.

Video Advertisements

1. VideoAd

A 30-second long video advertisement displayed in any advertisement form (billboard, double billboard, triple billboard, wideboard, rectangle, halfpage etc.).

1. Preparation of material for display is the responsibility of the customer.
2. The production consists of a video advertisement and a frame player, equipped with start/pause, stop, on/off sound buttons as well as a loading and video progress indicator.
3. There are two options for activating the production:
 - a. The video is activated automatically in the production whereas sound is activated after the user's action (click or moving the mouse onto the sound icon),
 - b. Both the video and sound are activated after the user's action (click or moving the mouse onto the player or sound icon).



Size: any standard form (rectangle, billboard, halfpage etc.)

Format: swf

1. The production should have a separated area prepared for video display.
2. The video file attached to the production should have a format adapted to the size of the flash window intended for its display.
3. Referral from the .swf production* to an external video file should take place with the use of the variable: **video_url**

.SWF PRODUCTIONS

- The production must have a size and weight consistent with its description
- All .swf productions independently of their form must have a linked variable **_root.clickTag** enabling the count of clicks by the ad server:
 1. We create a new layer above the prepared animation. **We set it as the highest.**
 2. We draw a rectangular area on it, which we transform into a symbol – button.
 3. We enter the symbol and we assign its content a transparency parameter.
 4. We link the following function to the symbol: getURL and we set the parameters:

```
on (release)
{ getURL(_root.clickTag,"_blank"); }
```

NOTE: THE SIZE OF LETTERS IN THE VARIABLE **_root.clickTag**

Preroll, Midroll, Postroll

1. Admissible source file formats provided by the advertiser: mpeg, avi, mov, qt, mp4, flv.
2. Base video in the file should be of the highest quality. Maximum file size of source material is 0.2 GB.
3. Duration of the video: it is possible to display a spot which is a minimum 5 seconds long.
4. Width/height ratio of the video area: 16 to 9.

TVP.pl VOD kategorie przeglądaj szukaj

Seriale / Obyczajowe / Czas honoru / sezon 2 (14 - 26) / Czas honoru, odc. 15

Na serial **Czas honoru** zaprasza **Bank Zachodni WBK**



Czas honoru
II seria – odc. 15

leżanka 12

Lubię to! 17

NA SERBII
Aresztowana Wanda trafiła do siedziby gestapo w alei Ślachy. Czy Rappke rozpoczyna ją podczas przesłuchania? Na Karla zapada wyrok śmierci – kto wykona egzekucję? Niemcy poszukują Władka. Trafiają do klasztoru, w którym się ukrywa. Czy zakonnicom uda się odwrócić uwagę Niemców? Tymczasem Michał pomaga Celinę, dawną żoną Hani. Czy między młodymi do czegoś dojdzie?

Pozostałe materiały



II seria – odc. 26

II seria – odc. 25

II seria – odc. 24

II seria – odc. 23

II seria – odc. 22

II seria – odc. 21

II seria – odc. 20

II seria – odc. 19

II seria – odc. 18

II seria – odc. 17

II seria – odc. 16

II seria – odc. 14

Zobacz też:

- Abonament TVP
- Rada Programowa
- Zgłosz problem (ROPAI)
- Zamówienia publiczne
- Zgłosz nadzycie w sieci
- Centrum prasowe
- Program dla prasy
- Serwis fotograficzny
- Sklep TVP
- Emisja w TVP
- Reklama w TVP
- Oferia handlowa
- Telegazeta ogłoszenia
- Biuro Reklamy
- Nadzwonna Telewizja Cyfrowa
- Merchandising (znaki)

TVP Regionalne:

- Białystok
- Białogostz
- Gdańsk
- Gorzów Wilk.
- Katowice
- Kielce
- Kraków
- Lublin
- Łódz
- Olsztyn
- Opole
- Poznań
- Rzeszów
- Szczecin
- Warszawa
- Wrocław

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Advertisements on mobile devices

We recommend that all SWF productions have alternative JPG/GIF versions attached for browsing on mobile devices, which do not operate the Flash format.

Maximum dimensions and file size depend on the resolution of the device, on which the given form is displayed:

Billboard:

| DIMENSIONS | FILE SIZE |
|------------|-------------|
| 216X36 px | Up to 6 kB |
| 300x50 px | Up to 10 kB |

| | |
|------------|-------------|
| 480x60 px | Up to 30 kB |
| 728x90 px | Up to 30 kB |
| 750x100 px | Up to 40 kB |

Double billboard:

| DIMENSIONS | FILE SIZE |
|------------|-------------|
| 216X36 px | Up to 6 kB |
| 300x75 px | Up to 10 kB |
| 320x75 px | Up to 10 kB |
| 80x75 px | Up to 30 kB |
| 750x200 px | Up to 40 kB |

Rectangle:

| DIMENSIONS | FILE SIZE |
|------------|-------------|
| 220X250 px | Up to 40 kB |

Sponsor platform in LIVE transmissions

Static image:

Format: *.png

Resolution: 1920x1080 Full HD

Video:

1920x1080 Full HD

H264 ~20 Mbit

aac sound ~256 kbit

NOTE preparation of various “vignettes” is required for the advertisement board according to the below guidelines:

Form: bar at the bottom or top of the screen.

Specifications:

Background: white;

Subtitles: orange (colour R230,G87,B29 or C0 M80 Y100 K0),

Font: ARIAL

Board variants which should be prepared:

- TRANSMISSION WILL START SHORTLY
- PAUSE IN TRANSMISSION
- END OF TRANSMISSION

Hybrid application

The customer should provide:

- a. A logotype in a vector version
- b. Brand book, which simplifies the design of the application in compliance with the company’s visual identification
- c. Font indicated in the brand book – if it is to be used in the HbbTV advertisement application (optionally)
- d. Advertising slogan
- e. Advertising spot. Initially only for the purpose of insight to design the application. Ultimately an advertising spot in HD resolution (1280x720) for emission in an HbbTV hybrid advertisement.

Teaser:



Examples of the application:

SATURN RADZI 

MYŚL **TECHNOLOGICZNIE**



 zamknij  powiększ  HUB TVP

500 FORDÓW MUSTANG.
JEDNO ZAMÓWIENIE.
TWOJA SZANSA NA FORDA
MUSTANG JUŻ ZA:

03234934
DN. GODZ. MIN SEK.

#FORDMUSTANG

MUSTANG.FORD.EU







 WYBÓR ZDJĘCIA  GALERIA ZDJĘĆ / WIDEO  POWIĘKSZ / POMNIEJSZ  ZAMKNIJ  HUB TVP