

STANDARD SPECIFICATIONS:

COVER VIDEO LOCATIONS:

Only the **ELLE.cz** and **Marianne.cz** website (desktop and mobile versions of the website) - video banner on the homepage, subpage, and in the detail of the article (outside the gallery).

VIDEO FORMAT:

Mp4 (according to the previous agreement it is also possible in mov, mpg, mpeg, avi formats)

RESOLUTION, DIMENSIONS AND DATA SIZE OF THE VIDEO:

Desktop video cover – 16:9, 1920x1080 px, 15 MB max.

Mobile video cover – 16:9, 960x540 px, 4 MB max.

VIDEO LENGTH:

Desktop video cover – (max. 30 seconds)

Mobile video cover – (max. 10 seconds)

COVER VIDEO is a completely exclusive advertising format, which is why the company Burda International CZ s.r.o. reserves the right to approve the final video material. Only one cover video can be placed on the site at a time.

The mobile or desktop version of the cover video must not contain text - except the logo. Claim is only allowed in the final part of the video. *

* *this does not apply to legal product messages (for example - food supplements)*

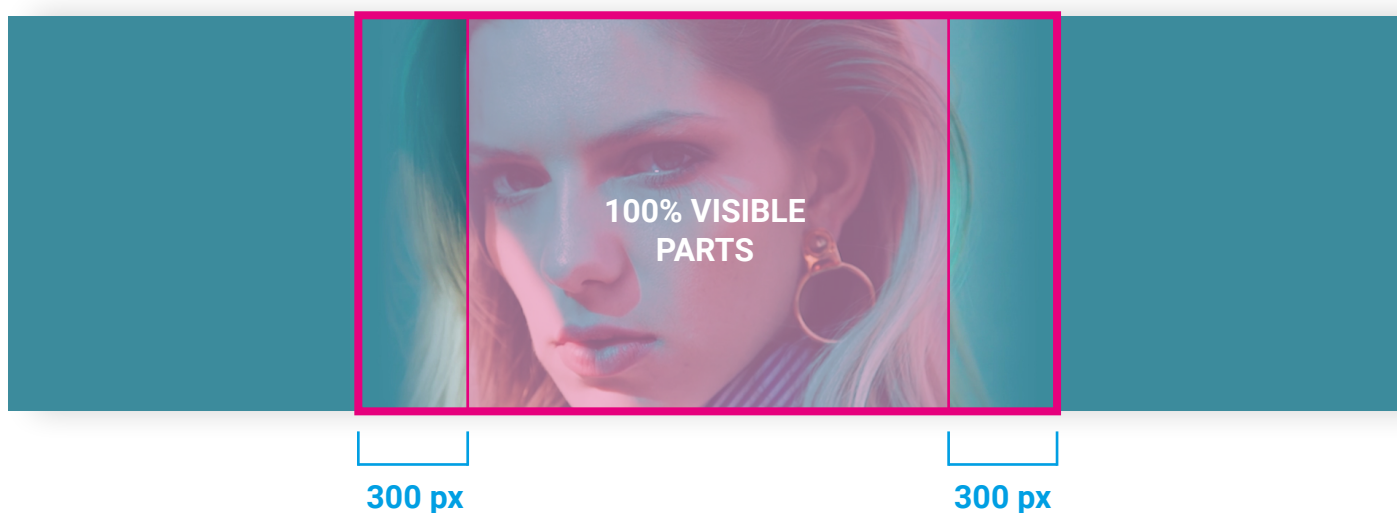
URL shall be provided.

Technical specifications

COVER VIDEO

PREVIEW

VIDEO SIZE: 1920x1080 px



VISIBLE PARTS (PROTECTION ZONE) DESKTOP COVER VIDEO:

This dimension determines the clean area without background transition elements. If you use the display of products outside the specified part, we are not able to guarantee 100% visibility.