

## Standard specifications:

**DIMENSIONS:** 300 x 300 px

**DATA SIZE (max.):**

Static creative: 50 kB

Animated creative: 100 kB

URL must be provided.

More banners of the same type may be placed on the website at one time, in which case the exact position (order) of the banner relative to other banners is not guaranteed, these banners rotate evenly in their positions - the banner order is randomly determined by the advertising system for each impression.

The above applies unless otherwise agreed for the campaign. An exclusive display of the banner can be arranged individually.

## Static creative:

**Format:** JPG, PNG

## HTML creative (animation or video):

**See special HTML specification**

[https://burda.cz/sites/default/files/attachments/htmlformats\\_0.pdf](https://burda.cz/sites/default/files/attachments/htmlformats_0.pdf)

HTML creative must be responsive.

Preview:

