Technikai specifikáció

Az oldalak hirdetési kiszolgálása két rendszerrel, **Google AdManager-rel**, vagy **iBillboard-dal** történik. A felosztás az alábbiak szerint alakul, kérem ezt vegyék figyelembe:

Google AdManager:
- Blikk (kivéve Erotika rovat)
- Blikkrúzs
- Sportal

iBillboard:
- Blikk Erotika rovat
- Kiskegyed
- Glamour
- Noizz
- Egészségkalauz
- Recepttár

Google AdManager kreatív leadási specifikáció

Formátum: JPG / PNG / HTML / adszerver kód
Méret: IAB standard méretek

Kreatív leadási információk:
• **Kép** formátumú kreatívok esetén JPG / PNG típusú kreatívot várunk
  -   méret: max. 100 kB / kép
• **HTML5**
  -   méret: max 200 kB / kreatív
  -   a méréshez kattintási kód (click tag) elhelyezése szükséges a kreatívban. Ehhez szükséges információk itt: https://support.google.com

HTML 5 advertising formats specifications for iBillboard Ad server

Data size of HTML 5 banners

It depends on the banner format. According to SPIR regulations, each format has recommended data size.

List:

Official name	Dimensions in px	Complete data size
Leaderboard	728x90, 970x90	200 KB
Billboard	970x250	200 KB
Roadblock	640x360	200 KB
Square	250x250	200 KB
Skyscraper	120x600, 160x600	200 KB
Rectangle	300x250, 468x120	200 KB
Half page ad	300x600	200 KB
Interstitial, overlay	800x600	200 KB

Banner data consist all served bytes for its display, so it includes fonts, libraries, external pictures etc. Check folder size for sure, with included all files and external pictures.

SOURCE : http://www.spir.cz/sites/default/files/reklamni_standardy_spir_2009_update_11.2011.pdf

In general, banners size should not exceed 300 KB.

Few hints on how to reducing the data size:

Use suitable image formats (jpg, png, gif), check it (or modify), if the image is used in final dimension 1:1 (source is not bigger than visible area or banner dimensions) and optimize number of colors (gif, png) or use bigger compression (jpg)

Choose format of images by final result and its properties. Use JPG for photos, with a lot of colors. Use PNG for icons, illustrations and images with transparent background. Similarly use GIF for illustrations which haven't got many colors. Try to use images, for all other things there is CSS.

Do double check of script, html and css codes. If you write html banner manually (without any convertors) there should not be problem, but if you use some CSS generator or similar, big files

are generated because automatically generated code include useless parts of the code. So delete comments and useless parts of code.

Try not to use external libraries and fonts. Use them only if it is really necessary and if you are sure, that will not affect publishers webpage (we do not know what kind of page it is). If necessary use only fonts and letters used in banner (with exception of fillable form kind of banners), and only use parts of external libraries, which are important for banner properties.

Online plug-in for Photoshop for PNG compression - https://tinypng.com/

Banner clicks (clicks from banner to target URL):

Define clicks in body part of HTML banner by <a> with href and target attribute. Href URL could be arbitrary – it will be changed to dynamic variable when banner will be implemented to Ad server.

If you use attribute **target**, which could be changed too, implement _top value (it will open target URL in original browser window even if will be banner is implemented through iFrame).

For click counting in Ad server, following code must be implemented in HTML, it must be implemented between <script> and </script> tags in head of HTML. This code will replace href value with requested REDIRECT.

```
function getQueryParam(paramName) {

var qs=location.search;

qs=qs.substr(qs.indexOf("?")+1);

allParams=qs.split("&");

for (var i=0;i<allParams.length;i++) {

keyVal=allParams[i].split("=");

if (keyVal[0]==paramName){

return unescape(keyVal[1]);

}

}

return null;

}

document.addEventListener("DOMContentLoaded", function(event) {

var aredir = document.getElementsByTagName('a');

for (var i=0; i<aredir.length; i++){

  aredir[i].href= getQueryParam('redir');

  aredir[i].target= getQueryParam('bbtarget');

}

});
```

Other banner elements

Each source of pictures, CSS files and JS libraries should be defined without subfolders, for example:
<img src ="logo.jpg"> NOT <img crc="img/logo.jpg">

So put all source files and index files to one same folder.

TIP : Pictures can be defined as data src in Base64 encode, so the pictures are not as external file (there is not another browser calling) but they are directly as data written in <img> sign.

Example of converter : http://dataurl.net

Test of HTML banner in standard and mobile browsers should be total responsibility of the banner producer/creator