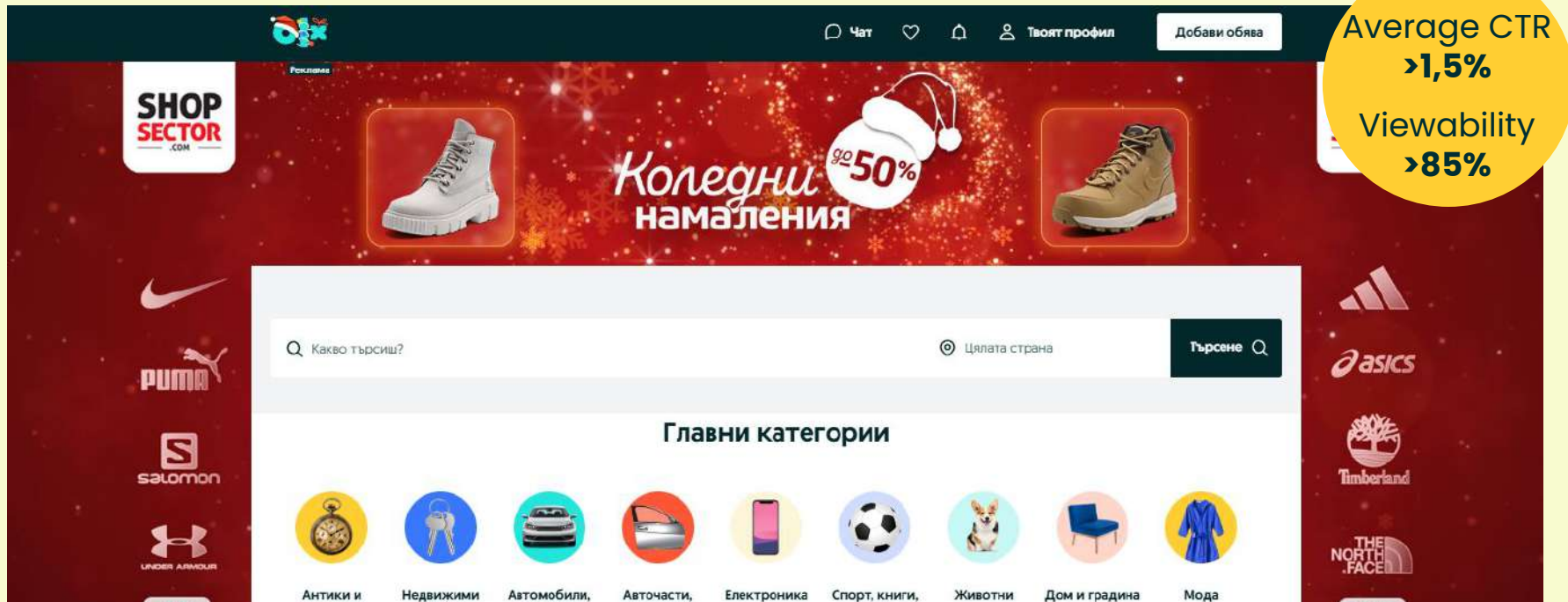


AD FORMATS & TECHNICAL REQUIREMENTS



DESKTOP / BRANDING - HOMEPAGE & INNER PAGES



File size: 1920x1000 px. We need two files to be provided for different screen resolutions - in the large one, the content container is 1286px wide, and in the small one 1077px. In the upper part there is a navigation bar, which is 70px high. In this area there should be no advertising message, only a background. The format cannot be delivered with a third party script. Preview and psd files are provided additionally.

DESKTOP / PREMIUM BRANDING - LISTING PAGES

The screenshot shows a desktop view of an Electrolux website. At the top, there's a navigation bar with 'Wiadomości', 'Twoje konto', and 'Dodaj ogłoszenie'. The main banner features the text: 'Kup wybrany sprzęt dużego AGD, a my zapłacimy Twoje rachunki'. A large red badge says 'ZYSKAJ NAJWIĘT 2500 zł PROMOCJA'. Below the banner is a search bar with 'Ciepła Pielika' and a 'Szukaj' button. There are also checkboxes for 'tylko ze zdjęciami' and 'Tylko z Piszemką OLX', and a button for 'Obserwuj wyszukiwanie'. The 'Filtry' section includes 'Kategoria: Sprzęt AGD', 'Podkategorie: Wszystkie', 'Cena: Od: Do: Wszystkie', and 'Stan: Wszystkie'. Below the filters, there are tabs for 'Wszystkie', 'Firmowe', and 'Prywatne'. The main content area shows a list of products under the heading 'Dla Ciebie wyszliśmy - sprawdź kategorię Sprzęt AGD'. The first product is a washing machine with a 'ZYSKAJ NAJWIĘT 2500 zł PROMOCJA' badge. The second is a dryer, the third is an oven, and the fourth is a water-saving device. Each product has a small image and a brief description.

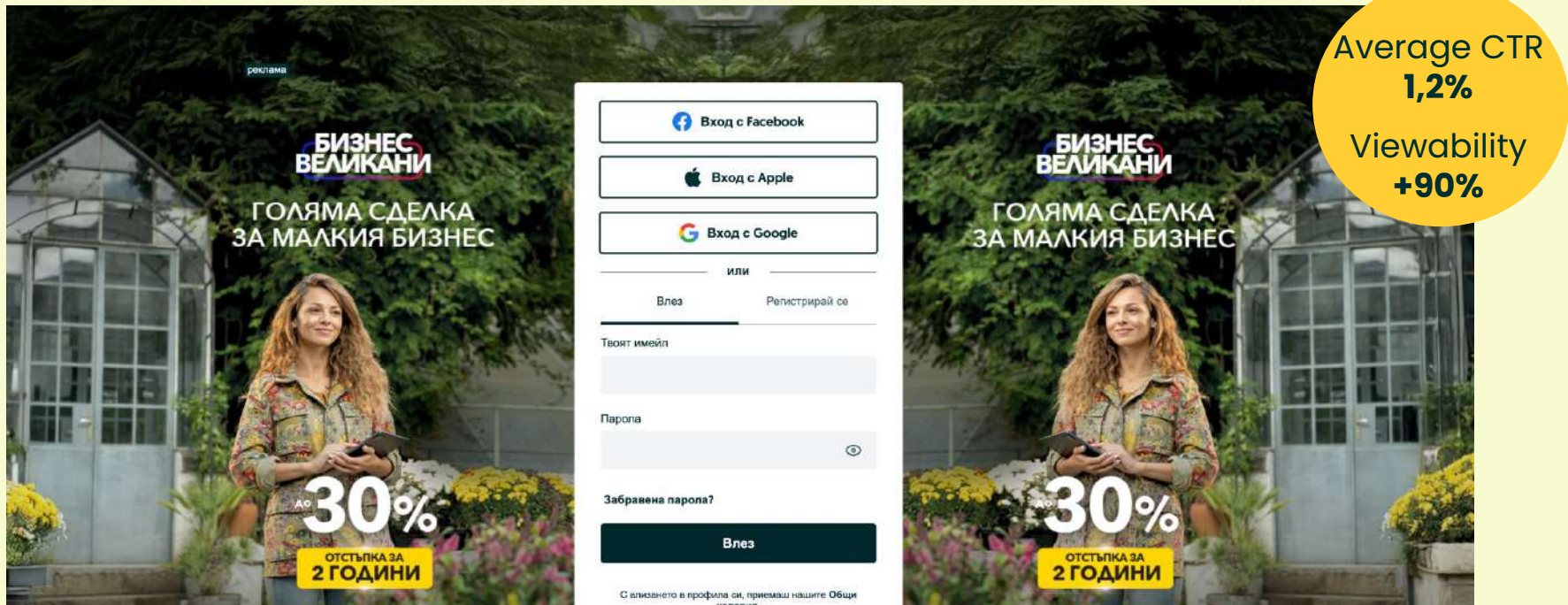
Average CTR
>1,8%

Viewability
>85%

File size for
branding:
1920x1000 px.
Same as on
previous
page.

Additional 4
pictures,
texts, URL
(one or four
different).

DESKTOP / BRANDING LOGIN PAGE



Размер: 1920x1102 px. Основното рекламно съобщение е 400x750 px от лявата страна и 400x750 px от дясната страна. Ширината на съдържанието е ширината на полето за вход: 400px. Височина на навигация (горна лента) 72px и тази част трябва да е фон. Форматът не може да се излъчва чрез сервиращ код. Превю и psd файл се изпраща допълнително.

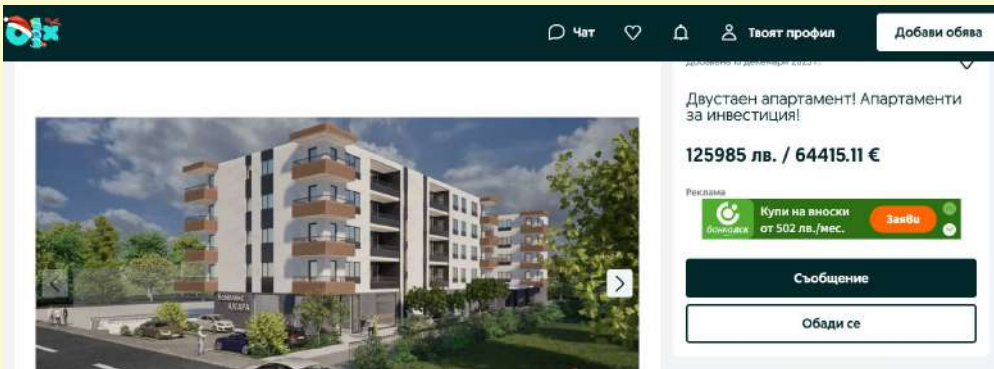


FINANCE CALCULATOR / DESKTOP, MOBILE

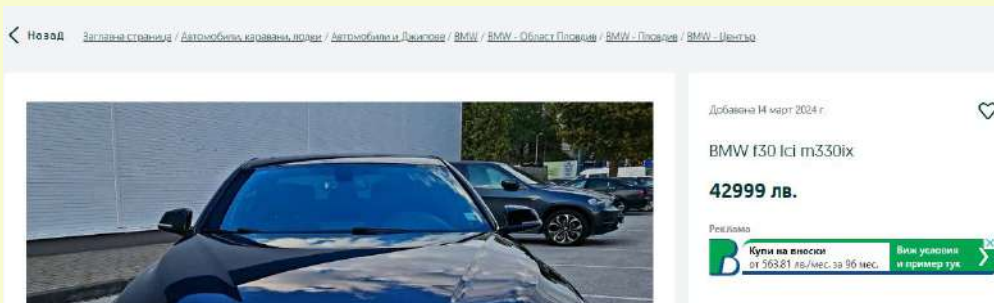
CONSUMER LOANS / AUTO CREDITS / REAL ESTATE LOANS

Average CTR
0,20-0,45%

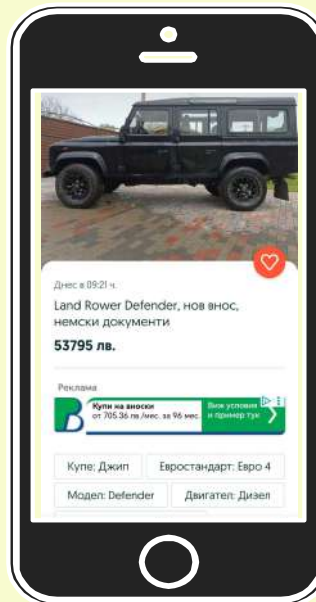
Viewability
75% - 85%



Desktop view of a real estate listing. The header includes navigation icons (chat, heart, bell, profile) and a 'Добави обява' button. The main image shows a modern apartment building. Text: 'Двустаен апартамент! Апартаменти за инвестиция!', '125985 лв. / 64415.11 €'. A green 'Купи на вноски от 502 лв./мес.' button with a 'Заяви' sub-button is present. Below are 'Съобщение' and 'Обади се' buttons.



Desktop view of a car listing. The breadcrumb trail reads: 'Новад > Заглавна страница > Автомобили, каравани, полци > Автомобили и Джипове > BMW / BMW - Област Пловдив > BMW - Пловдив > BMW - Центъра'. The main image shows a dark BMW car. Text: 'Добавена 14 март 2024 г.', 'BMW i30 iCi m330iX', '42999 лв.'. A green 'Купи на вноски от 56321 лв/мес за 96 мес.' button with a 'Виж условия и пример тук.' link is present.



Mobile view of a car listing. The main image shows a black Land Rover Defender. Text: 'Днес в 09:21 ч.', 'Land Rover Defender, нов внос, НЕМСКИ ДОКУМЕНТИ', '53795 лв.'. A green 'Купи на вноски от 705.36 лв/мес за 96 мес.' button with a 'Виж условия и пример тук.' link is present. Below are 'Купе: Джип', 'Евростандарт: Евро 4', 'Модел: Defender', and 'Двигател: Дизел' buttons.



Mobile view of a real estate listing. The main image shows a dining table. Text: '08 декември 2025 г.', 'Луксозно бунгало на къмпинг Созопол Еко', '108000 лв. / 55219.52 €'. A green 'Купи на вноски от 430 лв./мес.' button with a 'Заяви' sub-button is present. Below are 'Цена на кв.м: 2160', 'Брой етажи на сградата: 1', 'Квadrатура: 50 кв.м', and 'Квadrатура на двора: 50 кв.м' buttons.

STANDARD FORMATS / DESKTOP, MOBILE, APP

970x250 px

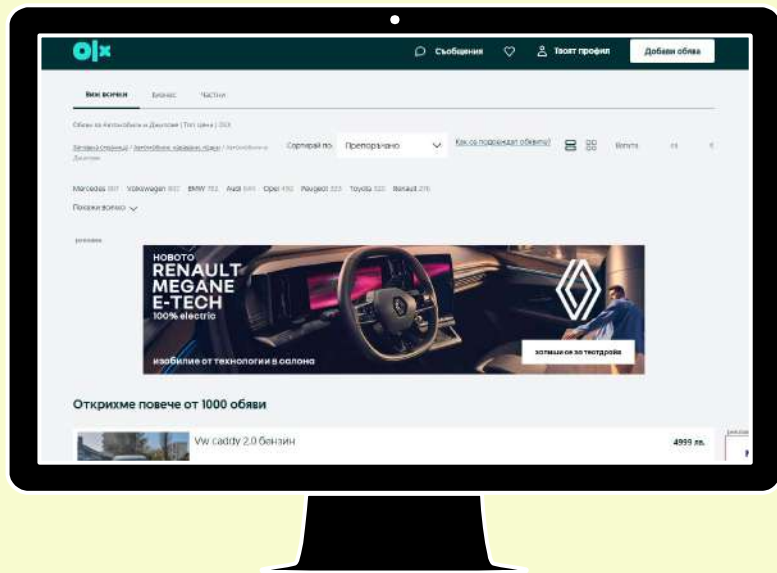
image file – jpg, png, gif
up to 200 kb or HTML up to 1.5 M

300x600 px

image file – jpg, png, gif
up to 100 kb or HTML up to 1.5 MB

300x250 px

image file – jpg, png, gif
up to 100 kb or HTML up to 1.5 MB

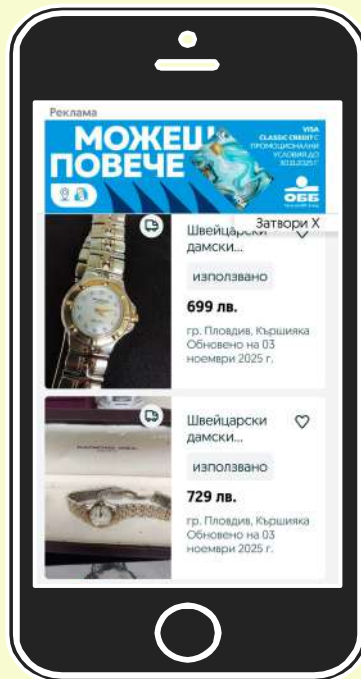


MOBILE / TOP STICKY BANNER

Screen 1



Screen 2



600x200 px
image (jpg, png, gif),
max 60 KB
HTML is not supported

CTR
0,15-0,20%

Viewability
>70%

MOBILE / INTERSTITIAL / Inner pages



320x480 px
image (jpg, png, gif),
max 60 KB
HTML is not supported

CTR
1%
Viewability
80%