

---

**TECHNICAL TERMS AND CONDITIONS FOR TAKEOVER AND PUBLICATION  
OF INTERNET ADVERTISING**

---

October 17, 2017

**PREAMBLE**

These Technical Terms and Conditions for Takeover and Publication of Internet Advertising provide for the general technical terms and conditions for taking over and publishing Internet Advertisement on the Servers and apply to all Advertisers ordering or placing Internet Advertisement on the Servers.

Unless stipulated otherwise, the capitalized terms used herein have the same meaning as ascribed to them in the General and Pricing Terms and Conditions of Internet Advertising.

These Technical Terms and Conditions for Takeover and Publication of Internet Advertising came into effect on October 17, 2017 and replaced all previous technical terms for Internet Advertising governing the conditions for taking over and publishing Internet Advertising on the Servers.

**Advertising formats and their previews**

**1.1 Leaderboard**

- large format placed above the content of the Server page;
- JPEG, PNG, GIF, HTML5;
- size: 745 x 100 px to 970 x 210 px;
- data capacity: max. 60 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

**1.2 Board**

- large format placed within the content of the Server page;
- JPEG, PNG, GIF, HTML5;
- size: from 480 x 300 px to 970 x 300 px;
- data capacity: max. 60 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

**1.3 Rectangle**

- medium-size format placed within the content of the Server page;
- JPEG, PNG, GIF, HTML5;
- size: from 300 x 250 px to 300 x 600 px;
- data capacity: maximum 60 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

**1.4 Commercial Notice**

- text message accompanied by an image, placed within the content of the Server page;
- size: text of 70 characters (including spaces), logo (image) 100 x 60 px;
- image size: max. 5 kB, the image is static – in JPEG, GIF and PNG24/8 formats.

**1.5 Video Advertising**

- placement of the advertisement – pre-, mid- and post- roll = before, during or after viewing of the requested content;
- advertisement spot duration: 10-30 seconds (depending on the time ordered);  
recommended video format: MPEG-2 (min 10 Mbps for SD 720 x 576 (16:9), 25 Mbps for HD 1920 x 1080)  
MPEG-4 (min 5 Mbps for SD 720 x 576 (16:9), 12 Mbps for HD 1920 x 1080)  
wrapper: MPEG PS, MPEG TS, MP4, WMV, MOV, MXF, 25 fps, progressive.  
Alternatively, Betacam/SP and Digital Betacam are acceptable.  
Sound: 48 kHz – **without artificially amplified sound** (cca 17 dB)
- **external measuring scripts only in URL form.**

**1.6 PR Article**

- maximum number of characters – Title: 50 (including spaces);
- maximum number of characters – Perex: 100 (including spaces);
- maximum number of characters – Article: from 600 to 2500 (including spaces);
- maximum number of words to be clicked through: 5 (preferably placed evenly throughout the whole text, i.e. not concentrated, e.g. in the last paragraph), it is also possible to place a direct link to another web page;
- the main photo must have a horizontal orientation – size: 600 x 338 px (always 16:9), in JPEG, PNG, GIF formats;
- the main photo should be distinct with one key motive without superfluous details so as to be clearly visible even when scaled down;
- external measurement of impressions is impossible in this format; only individual URL tracking for single words can be applied;
- maximum number of photos is 5 – preferred size: 600 x 338 px (horizontal, 16:9), no watermark.
- recommended video format: MPEG2 (720 x 576 px, 16:9, 25fps) or Betacam.

**1.7 Overlay**

- format: JPEG, PNG, GIF;
- size: 704 x 94 px;
- data capacity: max. 100 kB;
- **external measuring scripts only in the URL form;**
- **delivered files must have a clipping mask on the whole file (individual elements may not extend beyond the creative work).**

**1.8 Interstitial**

- format: JPEG, GIF, PNG;
- size: 800 x 600 px;
- data capacity: max. 60 kB;
- **parameters for click function (see introductory section);**
- other: it includes a link enabling its immediate closure, the word “close” + cross symbol, display time: max. 5 seconds, links from this open in a new window.

**1.9 iLayer**

- starter format: JPEG, GIF, PNG, HTML5;
- size: according to the format determined by the Advertiser no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server; Starter types supported: Leaderboard, Rectangle, Rectangle (Board), Skyscraper;

- data capacity: max. 20 kB;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- iLayer format: JPG, HTML5;
- size: based on the agreement made between the Advertiser and the Provider no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server;
- in the default settings iLayer automatically displays 3 times per week to a single user;
- in the default settings iLayer automatically closes down after 10 seconds;
- data capacity: max. 40kB;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- other: iLayer closing button: the word “close” + cross symbol.

#### 1.10 Video iLayer

- video player is displayed in full screen after clicking on the starting banner;
- **starter** format: JPEG, GIF, PNG, HTML5;
- size: according to the format determined by the Advertiser (Leaderboard, Rectangle, Board) no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server;
- data capacity: max. 60 kB;
- **parameter for click function (see introductory section);**
- **iLayer** format: JPEG, GIF, PNG;
- size: arbitrary. The background is displayed aligned up and centred horizontally the browser window;
- data capacity: max. 80 kB;
- a blank space for placing the video player and the closing button must be visible in the image;
- **Video file:**
- advertisement spot duration: 10-30 sec. - according to the time ordered;
- recommended video format:
  - MPEG-2 (min 10 Mbps for SD 720 x 576 (16:9), 25 Mbps for HD 1920 x 1080)
  - MPEG-4 (min 5 Mbps for SD 720 x 576 (16:9), 12 Mbps for HD 1920 x 1080)
  - wrapper: MPEG PS, MPEG TS, MP4, WMV, MOV, MXF, 25 fps, progressive.
- Alternatively, Betacam/SP, Digital Betacam and Betacam HD are acceptable.

#### 1.11 Sponsorship

- any of the above promotion forms may be used;
- partnership with a particular section or sport (or social) event – e.g. Champions League, Winter Olympic Games, etc.;
- any and all sponsorship activities are negotiated on the basis of an individual agreement between the Provider and the Advertiser;
- any and all special formats are negotiated on the basis of an individual agreement between the Provider and the Advertiser.

#### 1.12 Video Banner

- composed of two files, html 5 player (up to 25 kB) and a static image, or html 5 (up to 1 MB);
- video must not be in a loop;
- banner must include PAUSE/PLAY control buttons and a mute option;
- everything is delivered through the display script;
- only the image and video-spot are to be delivered; the rest will be implemented by us.

### 2. Final Provisions

- 2.1 The Provider is authorized to unilaterally amend these Technical Terms and Conditions for Takeover and Publication of Internet Advertising; however, any relations arising from the Binding Orders and/or Specific Orders that have already been concluded remain unaffected by them.
- 2.2 All relations arising from these Technical Terms and Conditions for Takeover and Publication of Internet Advertising, including those arising from the Binding Orders and/or Specific Orders, are governed by the laws of the Czech Republic.
- 2.3 These Technical Terms and Conditions for Takeover and Publication of Internet Advertisement are issued in Czech and English versions. In the event of any discrepancy between the Czech and English versions, the Czech version prevails.