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### 1. Display conditions

All advertisements to be displayed on Allegro's pages have to meet the conditions specified in the ad display regulations, available at <http://reklama.allegro.pl>, and in the technical specification for advertisements featured on Allegro. Allegro may verify the advertisements for compliance with the above-mentioned specifications and prevent their display or halt their display if the above conditions are not met.

Displaying the advertisement on the website does not automatically mean that Allegro has confirmed the advertisement's compliance with the advertising specification.

Allegro cares about the functionality of individual pages and in their design takes into account how they are perceived by users (user experience) and reserves the right to refuse to display or to stop displaying any advertisement if it considers the ad to be bothersome or harmful to the website's users.

### 2. Available advertising formats

NAME	FORMAT	DIMENSIONS	RWD up to 544px	545-1248px	From 1248 px	MAX SIZE
Showcase	JPG, GIF, PNG	960x252	600x200 (up to 600px)		960x252 Safe area: 630x252	150 KB
Category Showcase	JPG, GIF, PNG, HTML5	1200x400	600x200 (up to 600px)	1200x400 (from 601px)	1200x400	150 KB
Mobile Showcase	JPG, GIF, PNG	1600x572	-	-	-	150 KB
Top-Listing Banner	JPG, PNG, GIF, HTML5	1020x125 932x125	320x100	-	-	50 KB
Skyscraper	GIF, JPEG, HTML	160x600	-	160x600	-	40 KB
Double Billboard	GIF, JPEG, HTML	750x200	300x250	-	750x200	40 KB
Rectangle	JPG, GIF	300x250	-	-	-	40KB
Login Box	JPG, PNG, GIF, HTML5	500x380	-	-	-	50 KB
Half-Page	JPG, PNG, GIF, HTML5	300x600	-	-	-	100KB
Logo Suggest	JPG, GIF, PNG	75x30	-	-	-	5 KB
Thank You Page	JPG, PNG, GIF, HTML5	300x600	-	-	-	40KB
Parallax Board	GIF, JPEG	1920x640	-	-	-	200 KB
Video Parallax Board	GIF, JPEG, Video	1920x640	-	-	-	200 KB
Sponsored Link	JPG, GIF, PNG	75x30	-	-	-	40 KB
Video in display	MPEG AVI MP4	300x600, 750x200	300x250			1.5MB
Card Board	JPG, GIF, PNG	1248x70	400x100	400x100	1248x70	50kb
Top Header	JPG, GIF, PNG	1600x72	-	-	1248x70	50kb

### **3. General requirements**

#### **a) Naming convention**

It is recommended to follow the file naming convention below:

[brand/customer]\_[campaign-name]\_[size: length x width]\_[version]

(e.g. allegro\_autumn-campaign\_750x200\_v2.jpg)

- Use lowercase letters, underscores and numbers in filenames; it is recommended not to include spaces in filenames.
- In web addresses (URL, URL redirection for click measurement, etc.) it is recommended not to use special characters: , |, \, :, (, ), &, ;, # and spaces.
- However, a / (slash) is allowed. If the Customer sends materials that include restricted characters, the Allegro Group shall not be responsible for their faulty behaviour while displayed.

#### **b) Delivery deadlines**

The set of materials needed to launch the campaign must be delivered at the latest:

- 24 hours before the start of the campaign in the case of graphic display campaigns
- 3 working days in case of rich media, HTML5 creatives, mailings. Otherwise, we can not guarantee a timely start of the campaign.

#### **c) Creative requirements**

- Please provide an alternative ALT text displayed on the home page under the graphics.
- All key elements of the creative, buttons, inscriptions, product photos should be 25px away from the edge of the creative.
- If the creative redirects outside the Allegro website, it must contain the inscription "REKLAMA" ("ADVERTISEMENT"), in line with the advertising template.
- If the creative redirects to an Allegro subpage, the creative should include one of the following buttons:
  - buy now – if the showcase redirects to a single, specific offer
  - see / view – if the showcase redirects to a listing
- The buttons must be visually consistent with those used by Allegro, you should not change the colour or font typeface.
- Use the button template found in the BUTTONY\_C2A\_ALLEGRO.psd file.
- The "Free shipping" and "Free return" offer parameters can only appear as icons on creatives and should be placed next to the "Buy now / check / see" button.
- The showcase may not have a white background, it must differ from the background of the website even minimally.
- The creative should contain:
  - An unambiguous identification of the promoted product(s);
  - When listing features / functions, the number should not exceed 3 items;
  - Product price, it is also possible to list prices before and after discount.
- The showcase should not contain more than 3 lines of text, which constitute the essential part of the creative.
- It is necessary to use different font sizes – the crossed out price should be smaller and more dimmed, horizontal strikethrough. Prices should use the Source Sans Pro font: <http://www.google.com/fonts/specimen/Source+Sans+Pro>
- If the creative redirects to a product listing, the formula "from XXXzł" should be used.

- Creatives that feature the price must use the abbreviation “zł”, we do not allow “pln”.
- If you're communicating a price reduction, you can feature the discount instead of the price.
- For offers redirecting to individual items, it is possible to place a link to item listings through the link “check out other offers”. Underlined font (having a similar colour to that of the communication's content) – Source Sans Pro regular 16 px, with the margin retained.
- In the case of forms intended for the mobile version of the websites, all text should be large enough to maintain legibility when displayed on a phone screen.
- If the manufacturer's / distributor's logo is featured in the creative, it should not exceed 80px (the shorter side).

#### **d) HTML5 code requirements**

- HTML5 serving code must be tested and accepted by the Publisher each time after delivery by the Customer.
- All components of the code must be hosted entirely by the Partner, e.g. Sizmek / Doubleclick or entirely on the Publisher's servers.
- To optimise code operation, the Publisher reserves the right to save the JavaScript libraries hosted by 3rd party Partners on its servers. Static JavaScript libraries necessary for HTML5 creatives to work properly can be requested only once (for subsequent page views they must be requested from the browser memory).
- The permitted size of the creative (including the requested code) may be twice as large as the standard one (without taking into account JavaScript libraries). In this case it is necessary to prepare a so-called preloader (not applicable to layers). A preloader is a lightweight graphics that is displayed to users before the right creative is downloaded.
- Creatives must be prepared with responsive display in mind (correct operation when changing the size of the container).
- Creatives may not use jQuery libraries.
- The code may not explicitly invoke global event handlers, e.g. window.onload.
- The code must be compatible with Friendly iFrame.
- The creative must contain an index.html file.
- The Publisher does not provide data related to user interaction within the HTML5 creative. Such functionality should be provided on the creative's code side.
- The Publisher reserves the right to formulate additional requirements to be met before display for expanding creatives containing video or non-standard ones.

#### **e) Video requirements**

- Film ratio: 9:16 to 16:9
- Video file size: max. 1.5 MB
- Allowed formats of the source file provided by the advertiser: mpeg, avi, mp4
- The base film in the source file should have the best possible quality.
- Spot duration up to 30 seconds.

#### **f) Linking requirements**

Internal linking:

- In the case of advertisements with URLs that do not redirect users outside Allegro, creatives must contain additional functional elements and meet visual requirements consistent with the visual identification of the website.
- The current and valid set of templates, in psd format, for each of the creatives containing all necessary elements is available at the following address: <http://reklama.allegro.pl>

**External linking:**

- In the case of advertisements with URLs that redirect users outside Allegro, the following conditions must be met:
  - The advertisement does not redirect to other websites of a transactional nature.
  - You may advertise products and services which are specified in the Regulations on sale and advertisement display
    - Such advertisements may be displayed on all formats except for: Brand Belka (“Brand Header”), Logo w Wyszukiwarce (“Logo in the Search Bar”).
    - Advertisements must include the label "advertisement" in their upper left corner – in line with the template available at <http://reklama.allegro.pl>.
    - In case of doubts as to the possibility of linking outside Allegro, Biuro Reklamy (“Advertisement Bureau”) must each time give its consent for displaying the advertisement.

#### **g) Creative requirements**

- If the creative redirects outside the Allegro website, it must contain the inscription "REKLAMA", in line with the advertising template.
- If the creative redirects to an Allegro subpage, the creative should include one of the following buttons:
  - buy now – if the showcase redirects to a single, specific offer
  - see / view – if the showcase redirects to a listing
- The buttons must be visually consistent with those used by Allegro, you should not change the colour or font typeface.
- The "Free shipping" and "Free return" offer parameters can only appear as icons on creatives and should be placed next to the “Buy now / check / see” button.
- The showcase may not have a white background, it must differ from the background of the website even minimally.
- The main message of the advertisement (content + e.g. customer's logo) should be located in the safe area, since it will be visible on most resolutions. Graphics must also be outside this area but without meaningful content.
- The creative should contain:
  - An unambiguous identification of the promoted product(s);
  - When listing features / functions, the number should not exceed 3 items;
  - Product price, it is also possible to list prices before and after discount,
  - It is necessary to use different font sizes – the crossed out price should be smaller and more dimmed, horizontal strikethrough. Prices should use the Source Sans Pro font: <http://www.google.com/fonts/specimen/Source+Sans+Pro>
  - If the creative redirects to a product listing, the formula “from XXXzł” should be used.
  - Creatives that feature the price must use the abbreviation “zł”, we do not allow “pln”. ○ If you're communicating a price reduction, you can feature the discount instead of the price.
  - For offers redirecting to individual items, it is possible to place a link to item listings through the link “check out other offers”. Underlined font (having a similar colour to that of the communication's content) – Source Sans Pro regular 16 px, with the margin retained.
  - In the case of forms intended for the mobile version of the websites, all text should be large enough to maintain legibility when displayed on a phone screen.

#### **h) Tests**

It is possible to conduct tests before the actual display:

- Direct link to the creative
- Live Preview link

Creatives that cannot be tested: Logo Suggest, Mobile Showcase, Sponsored Link, Login Box (no Live Preview), Thank you Page (no Live Preview)

#### i) Targeting

Possibilities for targeting creatives:

- By category
- Geotargeting (country, province, city)
- By keywords
- By profiles
- By search filters
- By device (type, manufacturer, operating system)
- By Internet Service Provider
- By cellular network

#### 4. Format breakdown

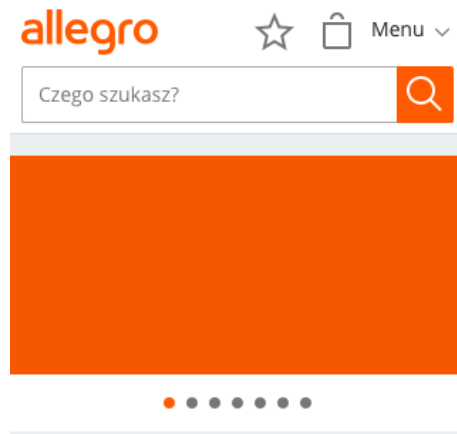
##### a) Showcase

Desktop



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Showcase mainpage	JPG, PNG, GIF,	Showcase size: 960x252 px Safe area: 630x252 px	150 KB

RWD

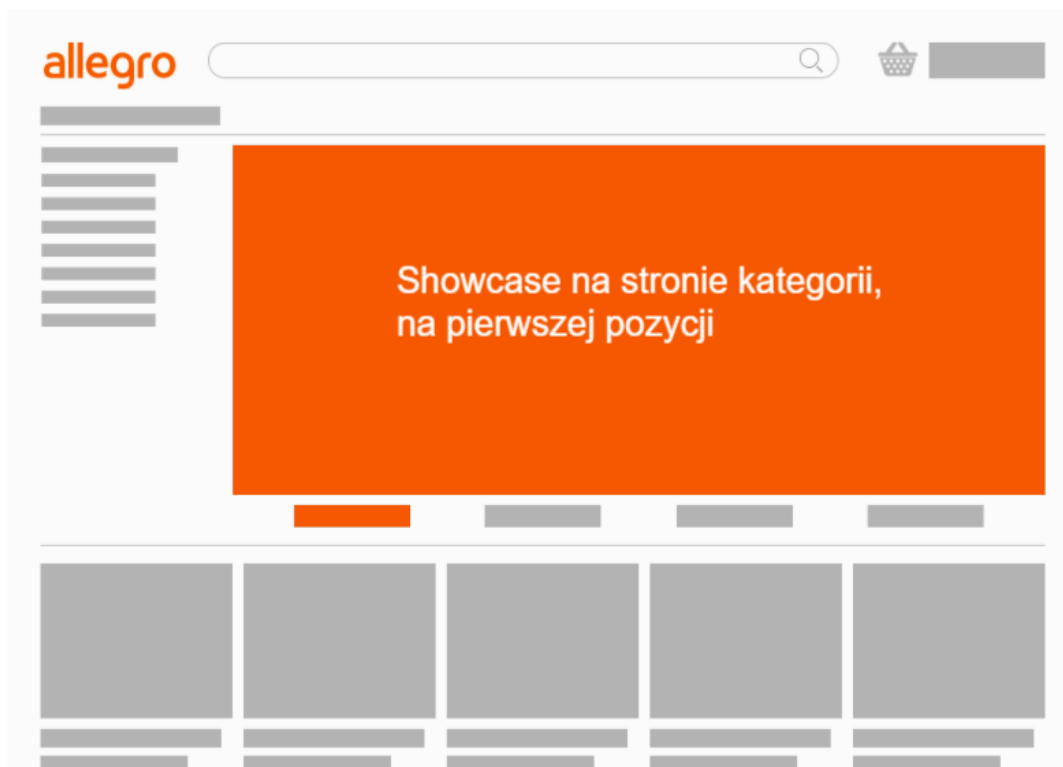


NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Showcase mainpage	JPG, PNG, GIF,	600x200 px	75 KB

**Complete package**

- ✓ – JPG or GIF or PNG creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Optional code measuring impressions in the <img> format, click measurement code
- ✓ The main message of the advertisement (content + e.g. customer's logo) should be located in the **safe area**, since it will be visible on most resolutions. Graphics must also be outside this area but without meaningful content.

b) **Category Showcase**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Showcase/Category	JPG, PNG, GIF, HTML5	Desktop: 1200x400 px	Desktop: 150 kb

**Complete package**

- ✓ – JPG or GIF or PNG creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – ALT text
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

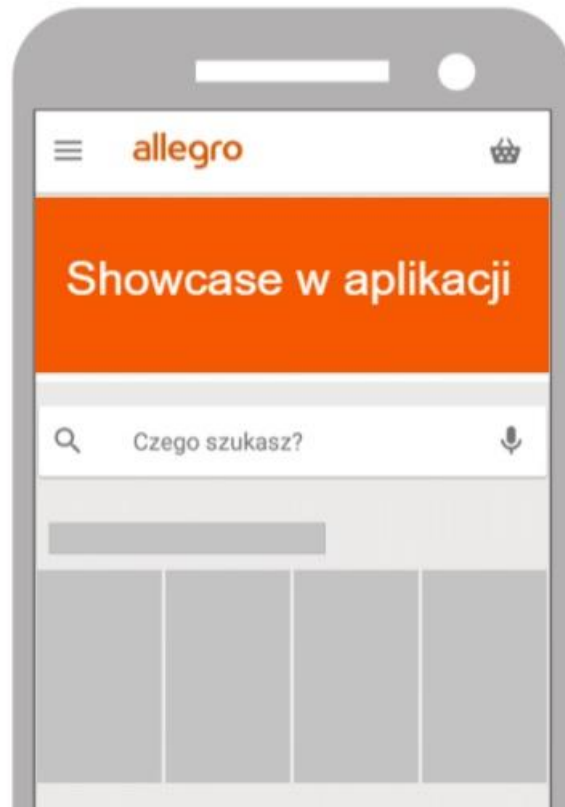
**Additional comments:**

HTML creative should contain a Click Tag

[https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl)



c) **Showcase Mobile**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Showcase/Mobile	JPG, PNG, GIF	1600x572 px	150 kb

**Complete package**

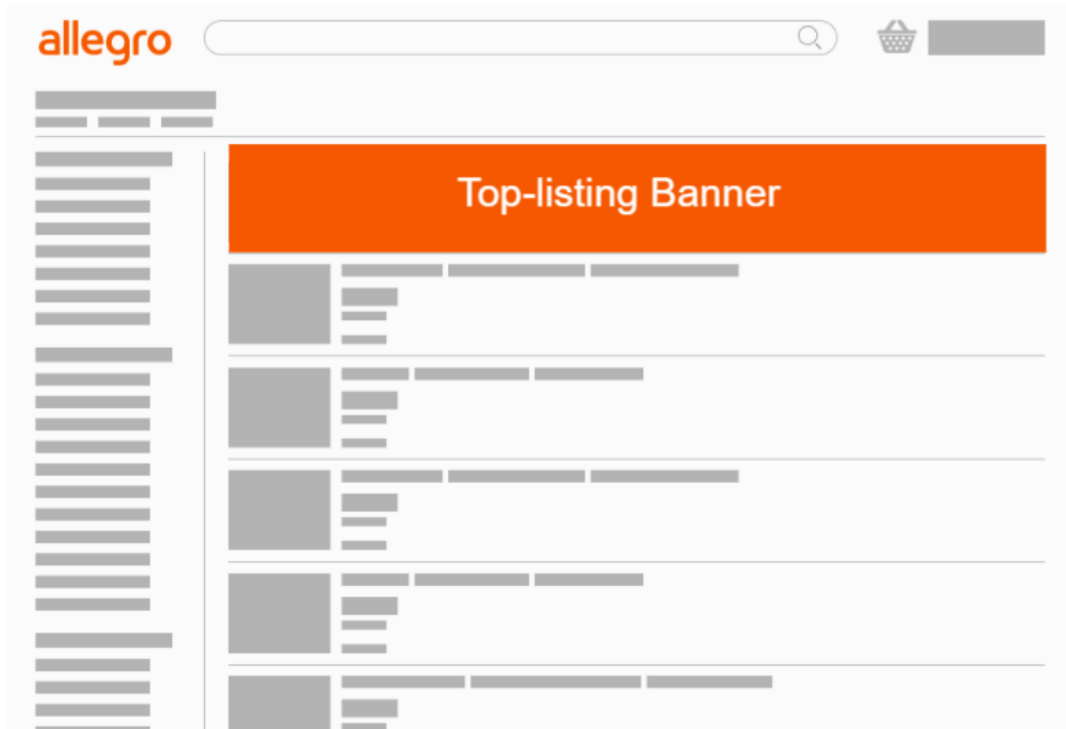
- ✓ – JPG or PNG or GIF creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Click measurement code

**Additional comments:**

A minimum of 25px for buttons, text, logos Minimum font size: 28 px Tests are not possible with this format.

It isn't possible to add an impression tracking pixel.

d) **Top-Listing Banner**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Top-Listing Banner/Listing	JPG, PNG, GIF, HTML5	Desktop: 1020x125/932x125 px RWD: 320x100 px	Desktop: 50 kb RWD: 50 kb

**Complete package**

- ✓ – JPG or PNG or GIF creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Targeting
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

A 10 px margin for buttons, text, logos

HTML creative should contain a Click Tag

([https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl))

e) **Skyscraper**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Skyscraper/Listing	JPG, PNG, GIF, HTML5	160x600 px	40 kb

**Complete package**

- ✓ – JPG or PNG or GIF creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Targeting
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

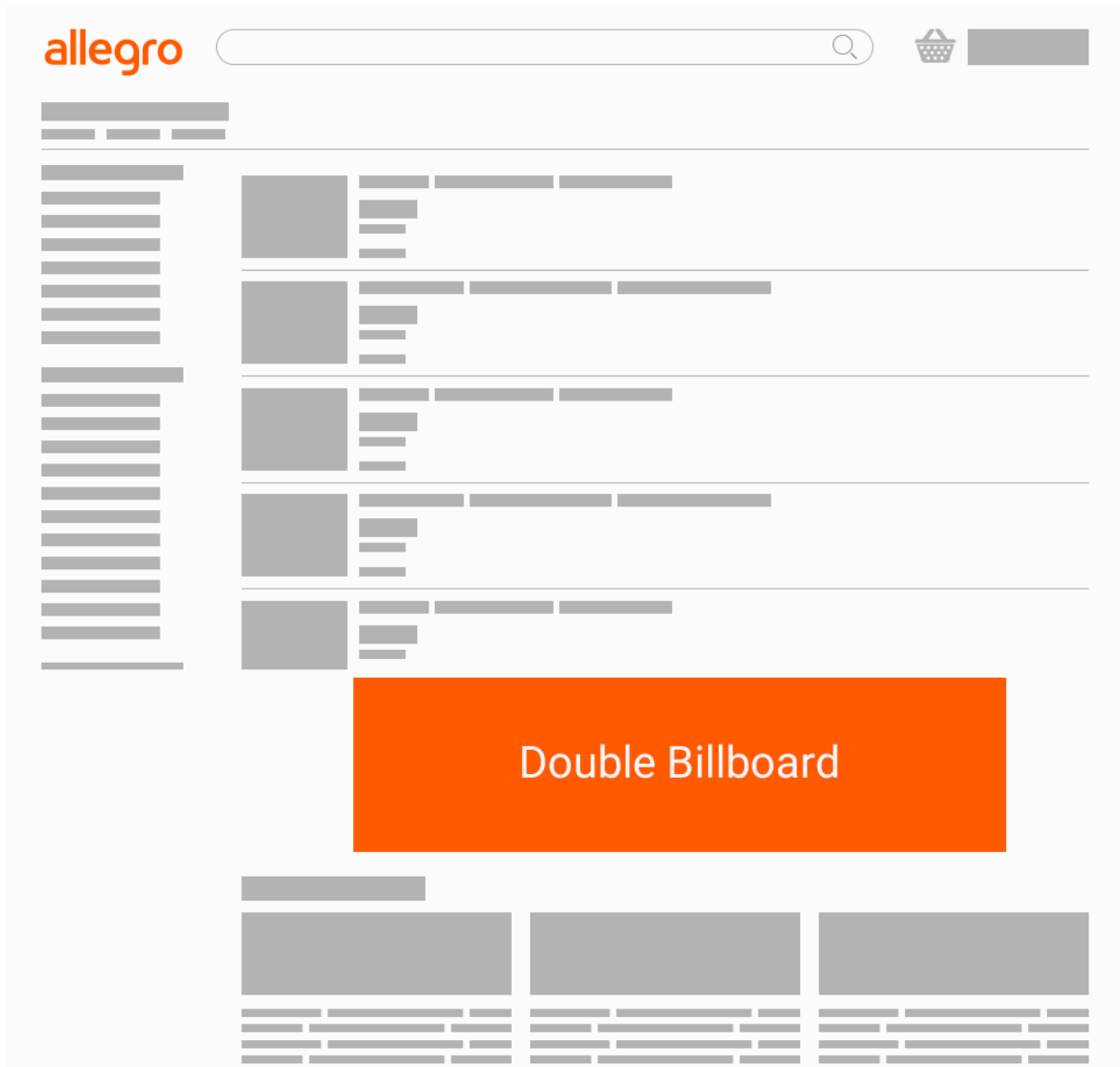
A 10px margin for buttons, logos, text

The creative follows browser scrolling

HTML creative should contain a Click Tag

([https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl))

f) Double Billboard, Rectangle



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Double Billboard, Rectangle/ Listing	JPG, PNG, GIF, HTML5	DBB(desktop):750x200 px REC(RWD): 300x250 px	Desktop: 40 kb RWD: 75 kb

**Complete package**

- ✓ – JPG or PNG creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Targeting
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

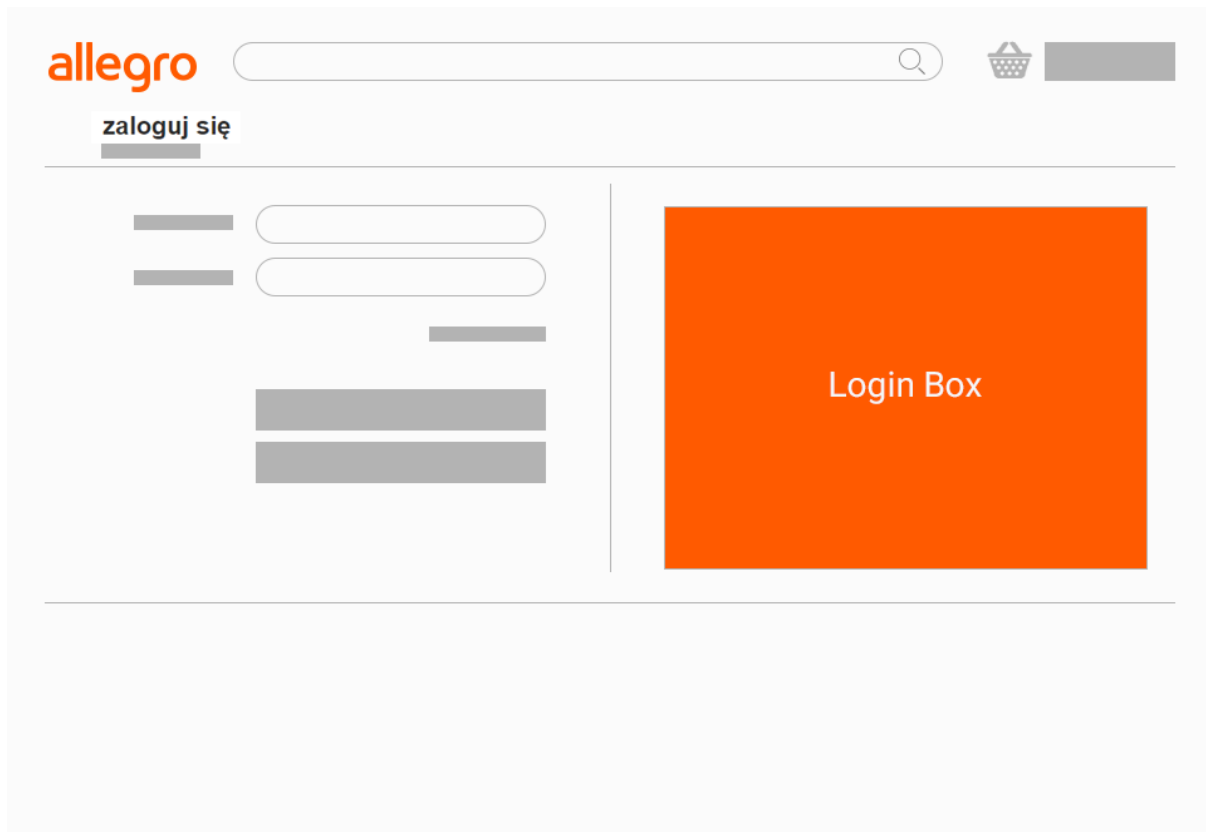
**Additional comments:**

Ability to embed a Video file

HTML creative should contain a Click Tag

([https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl))

**g) Login Box**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Login Box	JPG, PNG, GIF, HTML5	500x380 px	50 kb

**Complete package**

- ✓ – JPG or PNG or GIF creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

A 20px margin for buttons, text, logos

HTML creative should contain a Click Tag

([https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl))

**h) Logo Suggest**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Logo Suggest/Search	JPG, PNG, GIF	75x30 px	40 kb

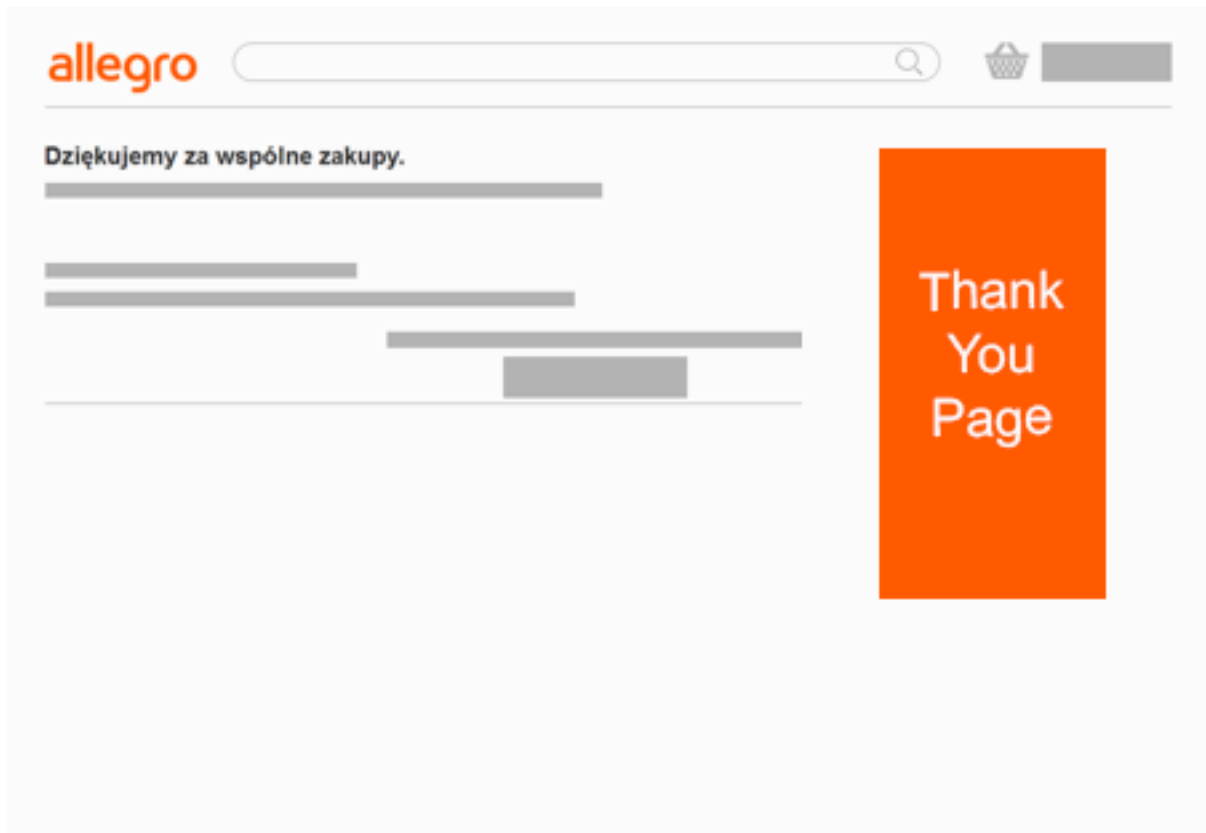
**Complete package**

- ✓ – JPG or PNG creative
- ✓ – Keywords
- ✓ – Text next to graphics

**Additional comments:**

Max 32 characters including whitespaces

i) Thank You Page



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Thank you page	JPG, PNG, GIF, HTML5	300x600	40 kb

**Complete package**

- ✓ – JPG or PNG or GIF creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

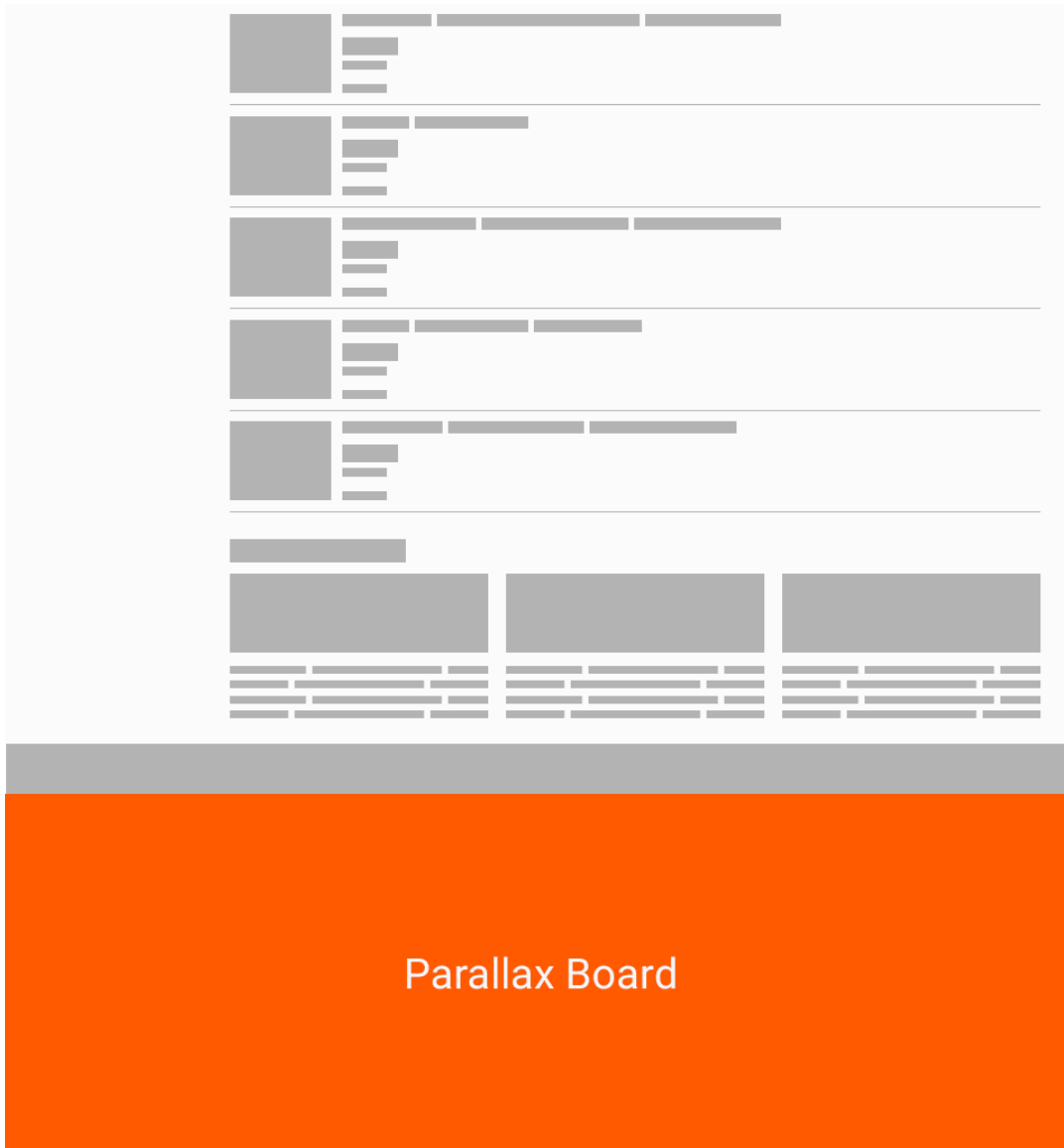
**Additional comments:**

A 10px margin for buttons, text, logos

HTML creative should contain a Click Tag

[https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl)

j) **Parallax Board**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Parallax Board/Mainpage, Listing, Showitem	JPG, PNG	1920x640 px	200 kb

**Complete package**

- ✓ – JPG or PNG creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

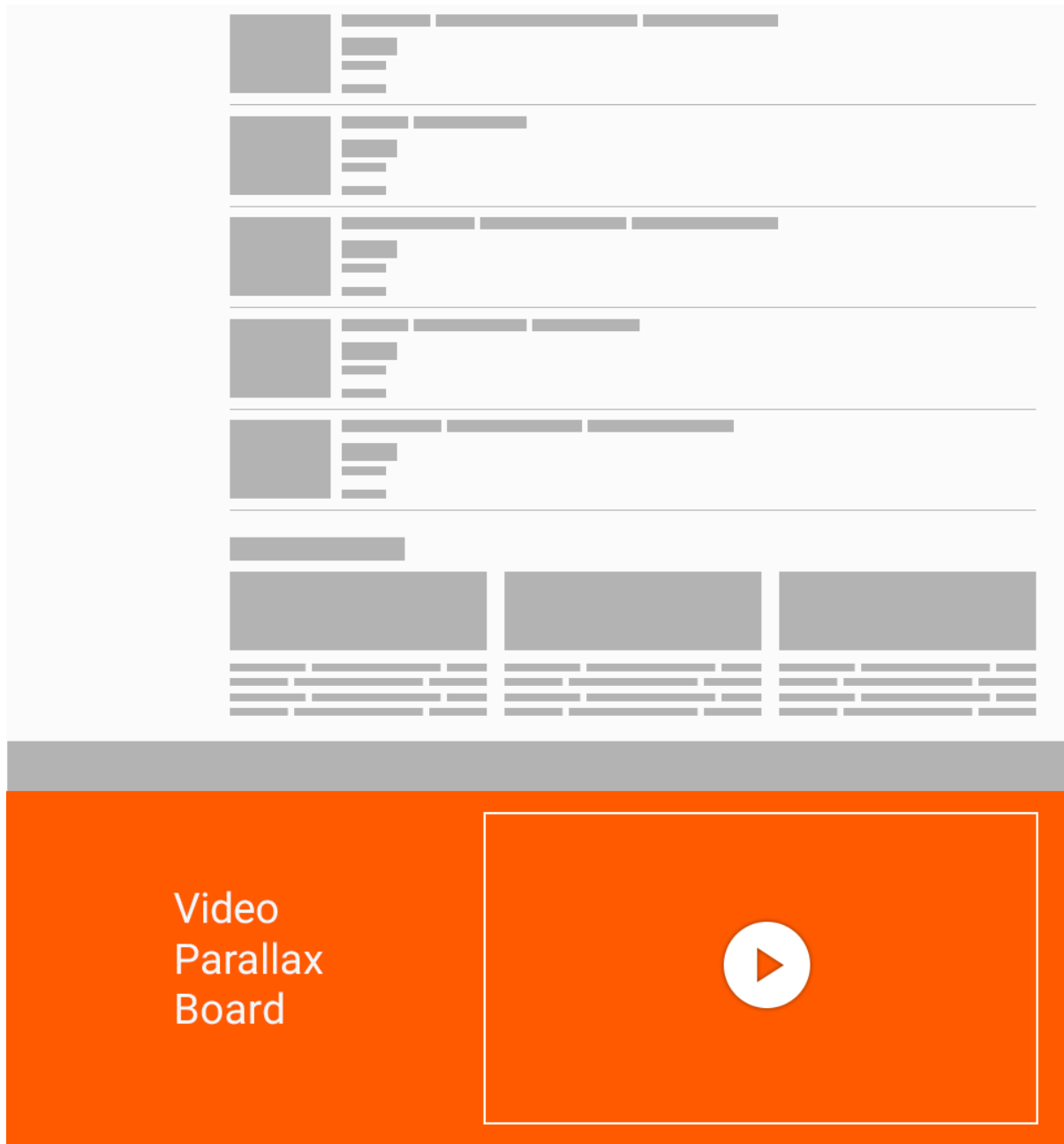
**Additional comments:**

A 25 px margin for buttons, text, logos



The ad is visible on the bottom of the page, expands when scrolling

**k) Video Parallax Board**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Parallax Video/Mainpage, Listing, Showitem	JPG, PNG	1920x640 px	200 kb

**Complete package**

- ✓ – JPG or PNG creative
- ✓ – URL redirecting to the Landing Page
- ✓ – ID of the film posted on YouTube
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

A 25 px margin for buttons, text, logos

The ad is visible on the bottom of the page, expands when scrolling

**I) Sponsored Link**



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Sponsored Link/ Showitem	JPG, PNG, GIF	24x24 px	5 kb

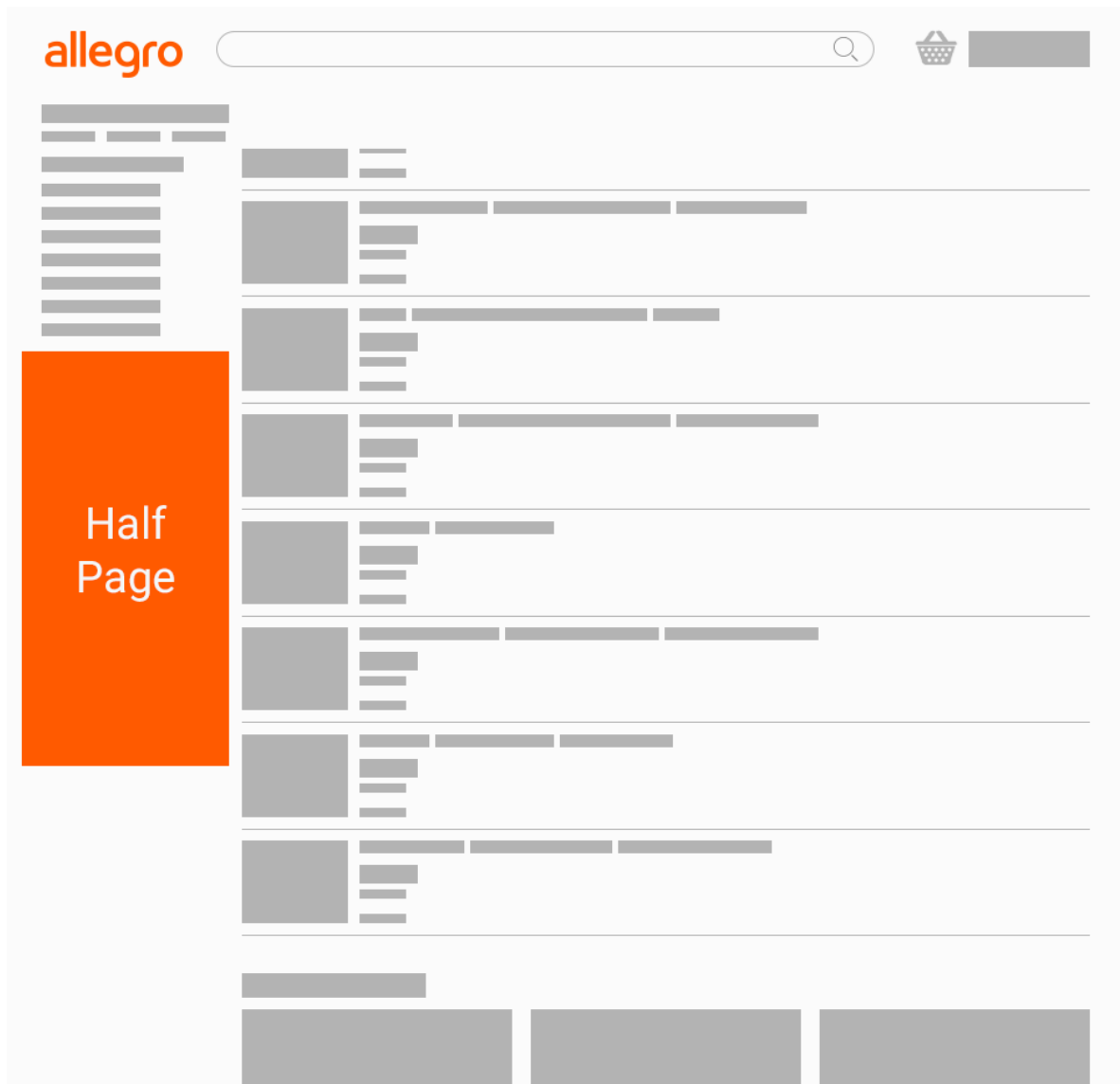
**Complete package**

- ✓ – JPG, PNG, GIF creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Text accompanying the link

**Additional comments:**

Text – max 32 characters including whitespaces

m) Half-Page



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Half-Page/Listing	JPG, PNG, GIF, HTML5	300x600 px	100 kb

**Complete package**

- ✓ – JPG or PNG creative or ZIP package with HTML5 creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Targeting
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Targeting:**

Category, Keywords

**Additional comments:**

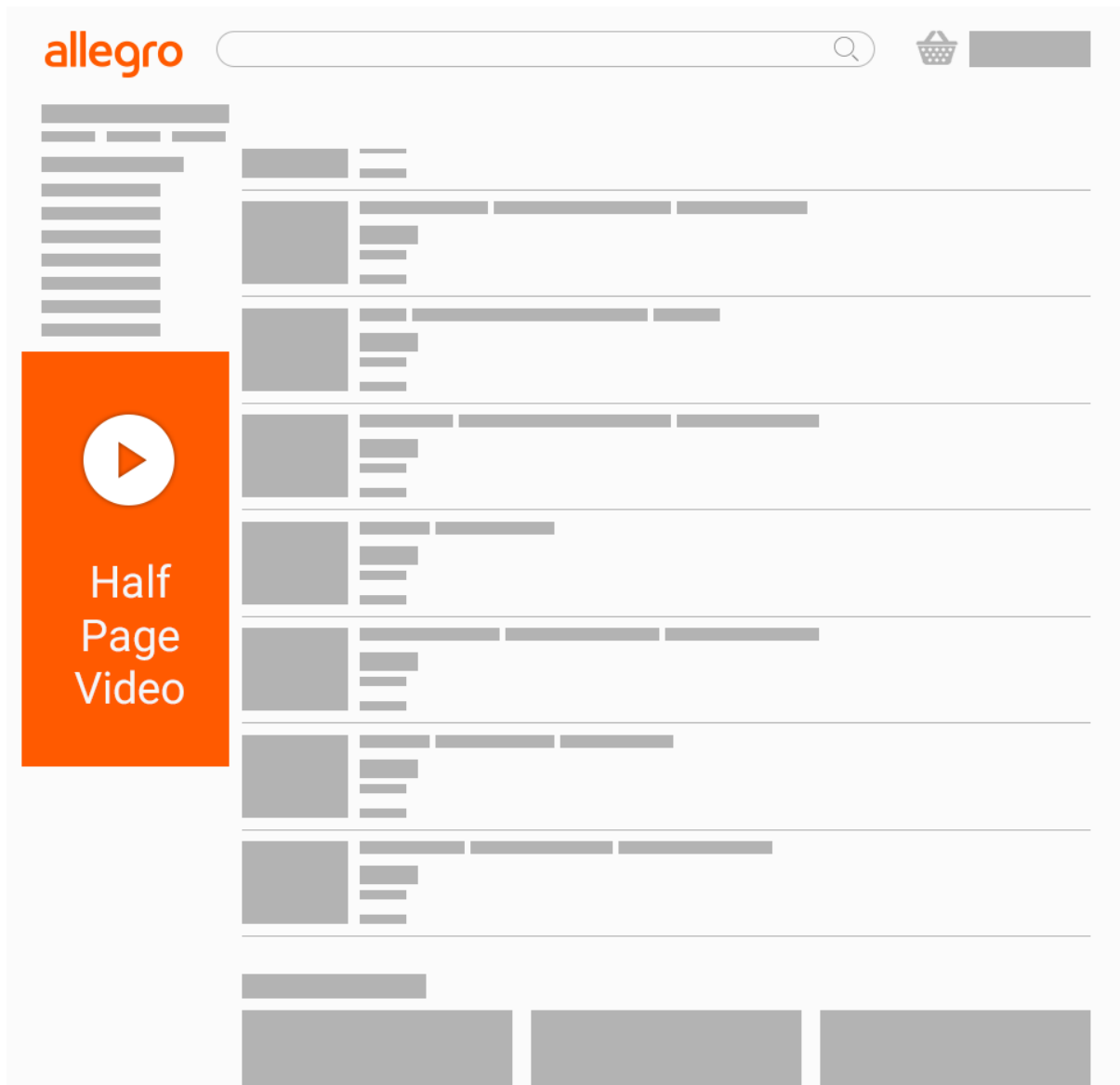
A 10px margin for buttons, logos, text

The creative follows browser scrolling

HTML creative should contain a Click Tag

([https://support.google.com/dfp\\_premium/answer/7046799?hl=pl](https://support.google.com/dfp_premium/answer/7046799?hl=pl))

n) Video Display



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
HalfPage Video	MPEG AVI MP4	300x600 px	1.5 MB

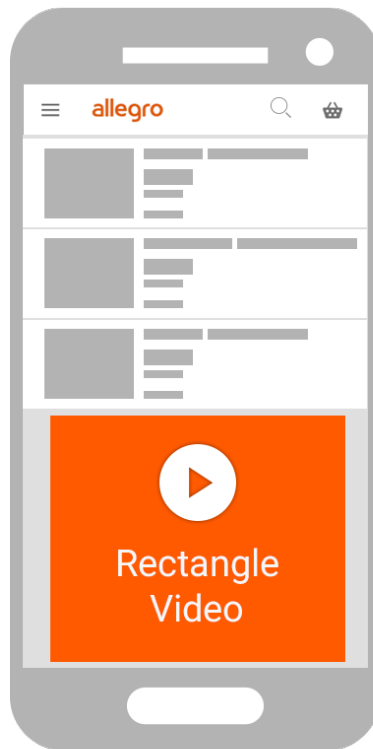
**Complete package**

- ✓ – MPG or AVI or MP4 creative
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

Film ratio: 9:16

o) Rectangle video



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Rectangle Video	MPEG AVI MP4	300x250 px	1.5 MB

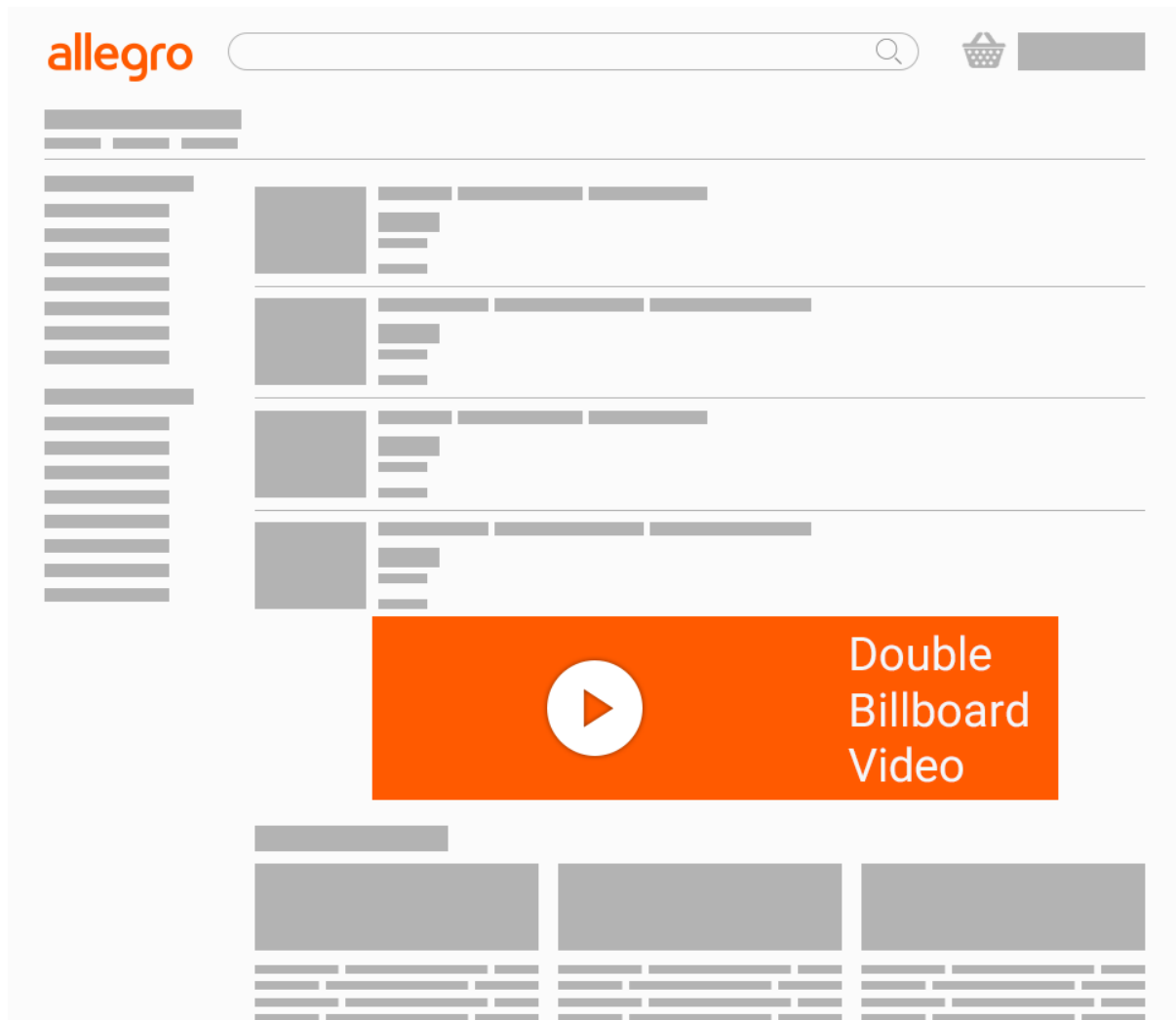
**Complete package**

- ✓ – MPG or AVI or MP4 creative
- ✓ – Optional code measuring impressions in the <img> format, click measurement code

**Additional comments:**

Film ratio: 9:16 to 16:9

p) DoubleBillboard video



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
DoubleBillboard Video	MPEG AVI MP4	750x200	1.5 MB

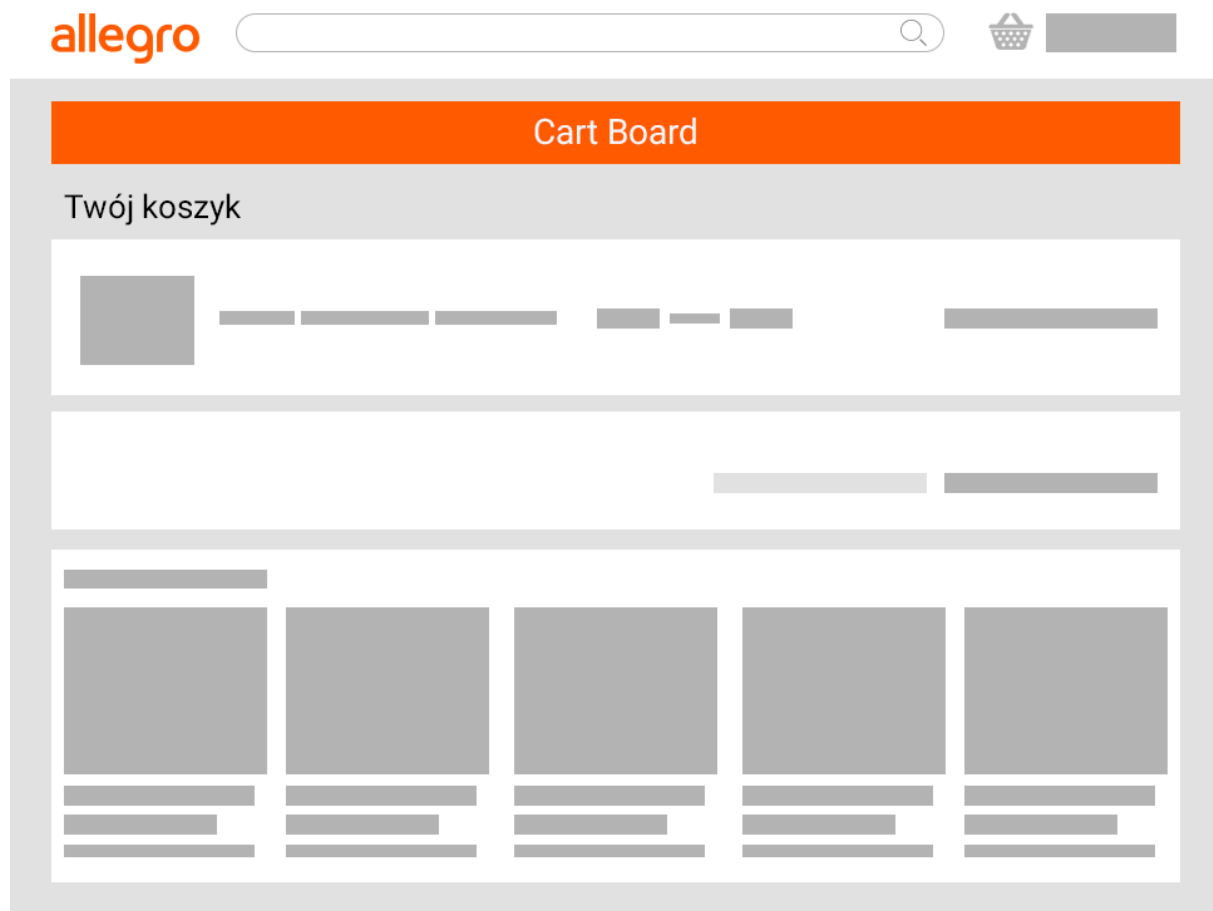
**Complete package**

- ✓ – MPG or AVI or MP4 creative
- ✓ – Optional code measuring impressions in the <img> format

**Additional comments:**

Film ratio: 16:9

q) Card Board



NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Card Board	JPG, PNG, GIF	Desktop: 1248x70 px RWD: 400x100 px	Desktop: 70 kb RWD: 50 kb

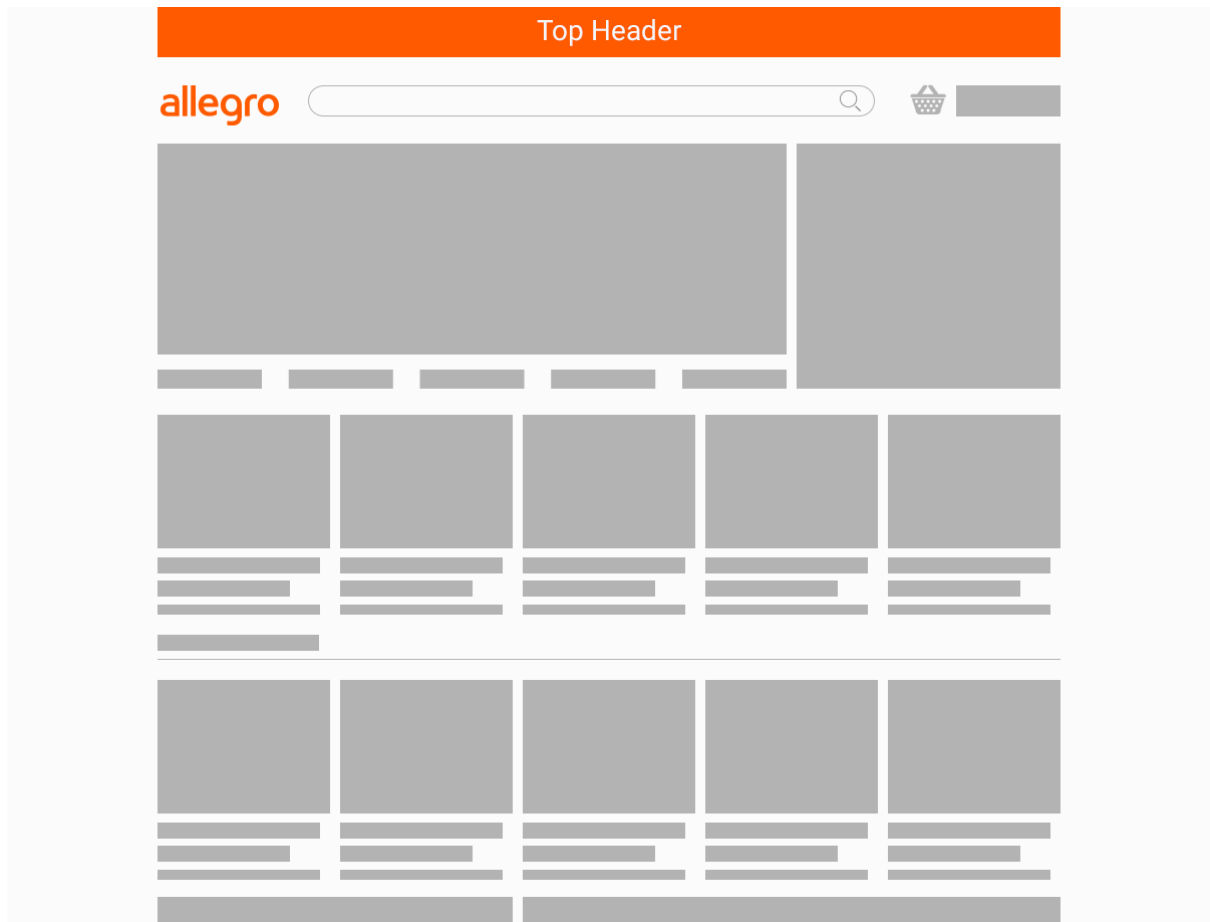
**Complete package**

- ✓ – JPG or PNG creative
- ✓ – Targeting
- ✓ – Optional code measuring impressions in the <img> format

**Additional comments:**

Non-clickable creative

r) Top Header



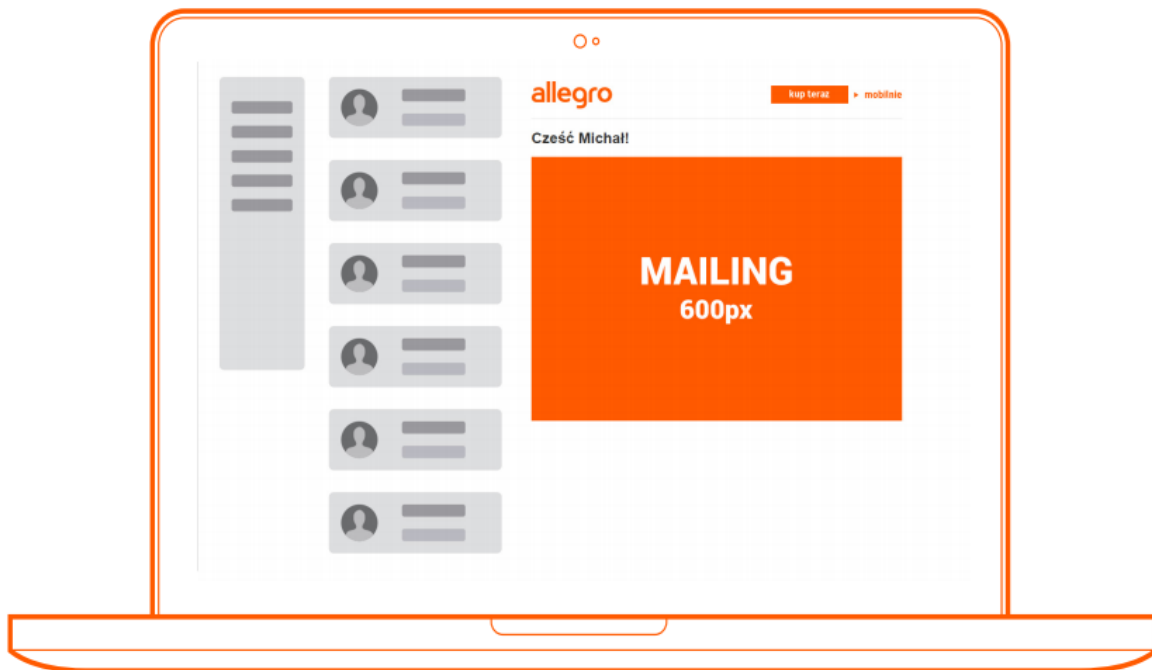
NAME/LOCATION	FORMAT	DIMENSIONS	MAX SIZE
Top Header	JPG, PNG, GIF	Desktop: 1600x72 px	Desktop: 70 kb

**Complete package**

- ✓ – JPG or PNG or GIF creative
- ✓ – URL redirecting to the Landing Page
- ✓ – Optional code measuring impressions in the <img> format, click measurement code



## 5. Mailing



### Materials required to be delivered:

1. HTML creative (up to 100kb)
2. Advertiser data to be included in the footer
3. Advertiser return e-mail address
4. E-mail addresses for tests
5. E-mail topic
6. Name of the Ordering Party for the "FROM" field ( Ordering Party/Allegro )
7. Target group

### Tests – proofs

Provided a minimum of 7 days before scheduled delivery

### Mailing technical requirements

#### **HTML code**

1. The mailing should use tables (without DIV tags)
2. Polish font encoding: UTF8
3. The HTML code may not include a <TITLE> and <META> tag other than a declaration of font encoding and <!DOCTYPE...> encoding
4. CSS style sheets may not be placed in a separate file. Styles should be defined in HTML code.
5. CSS should not be used to embed an image background.
6. Image files should be linked directly ()
7. Links to the Advertiser's website (URL) must include the target="\_blank" attribute.
8. Image files should contain the ALT attribute. When images are blocked, this allows their content to still reach the user or convince them to unblock the images.
9. You should define the attribute for BORDER ="0" for images, especially if the image contains a link.

10. If the IMG tag is in a table and is part of a larger whole together with other images, make sure it is directly adjacent to the opening and closing of the TD tag and there are no spaces or line ends between them.
11. Use the BGCOLOR attribute to maintain the color scheme of the entire mailing in case images are blocked.
12. To center the creative, use the TABLE tag with the attribute ALIGN="center".
13. Mailing may not contain positioning elements ("position" declaration).
14. External tracking code, i.e. usually image files requested from an external server, should contain the parameter nochangeurl="1". This step is necessary since the mailing system – for security reasons – downloads all images to the server. By setting the above parameter, the system will not change the URL of the file to its own, which will allow counting e-mail open rates by an external system.

### **Materials**

1. In the "From" field it is forbidden for the ordering party to use a name other than the official name of the entity ordering the e-mailing.
2. The message's "From" field has the format "List owner / Ordering Party".
3. It is forbidden to include dangerous attachments (e.g. with .exe extension).
4. The mailing's size should not exceed 100 kB.

### **Targeting**

#### Allegro users:

1. Browsers
2. Buyers
3. Browsed but didn't buy
4. Sellers
5. Users with a particular profile (User Characteristics)

#### Filtering offers:

1. In selected categories (e.g. those who made purchases in the Automotive category)
2. By phrase search (e.g. those who searched for the "Volvo" phrase)
3. By item description (e.g. the "Volvo" brand)

#### Additional conditions:

1. Items of a selected value
2. By item (e.g. those who browse items more expensive than PLN 10,000)
3. Monthly spending (e.g. those who spent a total of PLN 5,000 in the last month)
4. Number of items (e.g. those who sold a minimum of 50 items in the last month)
5. Selling options
6. Type of delivery (e.g. courier, parcel, personal collection, pick-up point)
7. Payment channel (e.g. bank transfer – various banks, payment card, cash on delivery)
8. Have taken the invoice for their purchase
9. Shipment abroad

#### Personal data:

1. Age
2. Sex
3. City/province of residence

4. Postcode

Companies:

1. Allegro enterprise accounts
2. Companies that issue invoices for purchases