

2. Technical requirements for advertising materials placed in 2GIS

Type of information	Technical requirements	Example	Position description
CONTEXT POSITIONS			
Micro-comment in a category up to 5 categories (PC)	Length: 70 characters (including spaces and punctuation marks)		Micro-comment is a text block that draws attention to the comment. It is a micro-comment that will show a client that you have a certain offer worth finding out more about it.
Comment on a company (PC), Comment on a company (Online and Mobile)	Maximum length: 920 characters (including spaces and punctuation marks)		Comment allows the client to see your difference from all competitors. It is placed without any links to categories.
Advertising link (Online and Mobile)	Alias length (of displayed part of the link) — not more than 35 characters. Whole link length — not more than 1024 characters		A direct link to a Web site with information about a company, product, special offer, etc. Located beneath the link to your company Web site and may lead either to a definite page or any other resources. You may use any text for this link. The link is displayed in all your categories. It is placed without any links to categories.
Announcement in competitors' profiles (bonus position)	Maximum micro-comment length — 70 characters.		Announcement is an advertising module that is displayed in search results, in a company-non-advertiser card and contains an offer of a company of the same type. The display of advertising module during the period of Services, agreed by the Parties in the Quotation for the Placement Of the Advertisement, is realized in Applications in accordance with the search algorithm, which is set in 2GIS products and may take into account priority type bought by an Advertiser, categories of advertised company, Advertiser's position with respect to a company-non-advertiser/customer and other factors. As a result, the Publisher does not guarantee the display of advertisement module in Applications and its term.
Silver priority Gold priority			Priority in a category allows you to place a micro-comment, which means all your advertising information, above the general alphabetic list in a category chosen by an advertiser. When opening a category the company will be placed among the first! Priority service is especially effective if there are a lot of companies and the name of a company-advertiser begins with the last letters of the alphabet. The higher the level of priority is, the higher position your company occupies.
Keyword in the company's card			
MEDIA CONTEXT AND MEDIA POSITIONS			
Media-contextual banner	Size: 392x64 pixels Format: HTML5		Located in a special place in the bottom left corner of the screen while choosing categories on 2gis.ae.
Smart-banner	Format: gif, jpeg, png, HTML5 (see additional requirements for HTML5 banner)		The banner appears in unoccupied spaces on the search result page. It is placed without any links to categories. Up to 12 Smart-banners.

	<p>Size: 300x 250 pixels Banner size: not more than 1 Mb. Colors: 256, indexed/24 bit. Opacity: not allowed Resolution when preparing models: 72 dpi Animation: allowed</p>		
<p>Start in online version</p>	<p>Format: gif, jpeg, png, HTML5 (see additional requirements for HTML5 banner) Size: 300x 250 pixels Banner size: not more than 1 Mb. Colors: 256, indexed/24 bit. Opacity: not allowed Resolution when preparing models: 72 dpi Animation: allowed</p>		<p>It is observed by all users who visit 2gis.ae. It is placed without any links to categories..</p>
<p>Start in online version with video</p>	<p>Position consists of 3 advertising materials</p> <p>1. Start up screen Format: gif, jpeg, png Size: 460x160 pixels</p>		<p>It is observed by all users who visit 2gis.ae. It is placed without any links to categories.</p>

Output size:
460x160
pixels.
Animation is
prohibited

**2.
Advertising
material in
video format**

Size: 640x480
pixels (4:3)

Video

formats:

mp4. Codecs:

avc1.42E01E,

mp4a.40.2

webm.

Codecs: vp8,

vorbis

ogg. Codecs:

theora, vorbis

Frame rate

(FPS): 30

Maximum file

size: 2–3 mb

Audiobitrate:

80–100 kbit/s

Volume level:

not more than

30 dB

Total bitrate:

480–590

kbit/s

Timing — not

more than 30

seconds

3. Final slide

Format: png

Размер:

640x480

pixels

The link when

clicking on the

final slide: the

link may

contain UTM-

label* (the

same link is

used in the

“link”, located

on the video

control panel)

SPECIAL OFFERS

<p>Mini-logo, Additional mini-logo on map</p>	<p>Stylized logo sizes— 20x20, 28x 28 and 40x 40 pixels, with white outline and guard interval of 1 pixel from each side, logo must be encircled. Format: png Text — 25 characters, 1 line</p>		<p>Stylized logo of a company-advertiser on the map right on the building where the company office is located. When hovering over the mini logo or on the map (if there is enough space) an advertising material of an advertiser appears (the company name). When clicking on a mini logo, a fillial card will be opened.</p> <p>Mini logos are displayed at any query of a user or even when a user is just viewing the map, which will give a broad audience coverage to an advertiser.</p> <p>Mini logos visibility on the map depends on user's zoom level on the map as well as the angle of view of the building (in case of PC or Mobile) and some other factors.</p> <p>If on the map there are 2 mini logos – advertising and non-advertising – the priority will be given to an advertising one.</p> <p>It is placed without any links to categories.</p>
<p>Logo in the profile of advertised company (mobile and online version)</p>	<p>Size: 168x168 pixels. The size of the area of the circle must be at least 200x200 pixels. Important! This is the size of the circle in which an image should be encircled, not the size of a square zone Format: png, jpeg, gif Animation prohibited Size: up to 25 Mb.</p>		<p>Logo in the profile of advertised company is an image graphic advertising position in the advertiser's card that increases the brand awareness. It consists of the company logo and the background on which the logo is situated. It is visible when the company card is open and closed. In an open card it is situated at the top.</p>

Additional requirements for HTML5 banner

- The banner must be saved as an advertisement of the DoubleClick system in the Google Web Designer program as a locally published zip archive. Then it should be converted in our convector <http://bannerbuilder.docomoz.com/converter.php>
- The obtained HTML5 file with the size less than 1000 Kb is sent for review and then for placement.
- In the final HTML5 the variable %%CLICK_URL_ESC%% must be specified as a prefix of URL referrer
- Polite load method must be used in the model and an opening scene from the model must be used as static image shown during the loading.
- The banner must comply with the requirements of sanctity of users' personal data, in particular, it is not allowed to use SharedObject and LocalConnection, an access to the microphone and video camera is prohibited as well as an access to the system clipboard (System setClipboard), banner code must be open (obfuscation is not admitted)

Please note: in cases when the banner is being made in other programs, it must be one output file. All images must be integrated into an HTML banner as a binary code with base 64 encoding.