

## 2. Technical requirements for advertising materials placed in 2GIS

Type of information	Technical requirements	Example	Position description
<b>КОНТЕКСТНЫЕ ПОЗИЦИИ</b>			
Banner in a category	Size: 270 x 32 pixels Color: 256 Format: png, animation prohibited		Banner attracts attention of your prospective clients and visibly distinguishes you at the background of all companies in a category.
Comment on a company	Maximum length: 920 characters (including spaces and punctuation marks)		Comment allows the client to see how you differ from all your competitors. It is placed without any links to categories.
Advertising link	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			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 the priority type bought by an Advertiser, categories of an 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.
Micro-comment in a category (API, Online)	Maximum micro-comment length: 70 characters.		Micro-comment is a text block below a company name. It is shown in the search results. Visible to every user when the company card is closed.
Micro-comment in a category (Mobile)	Maximum micro-comment length: 70 characters.		Micro-comment is a text block below a company name. It is shown in the search results. Visible to every user when the company card is open.
Add a banner to a category (PC)			Allows to attract prospective clients to several or all areas of your activity. An advertising material may differ from that in the package. So, you can create an individual material for a category, a correct message. It is added to a category which is different from that chosen in All inclusive package.
Priority in all categories of the 20 <sup>th</sup> order			Priority in a category allows to place a banner and, as a consequence, all the 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.
Priority in one category of levels 1-5			Priority in a category allows to place a banner and, as a consequence, all the 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.

<p>Announcement in a category (a category without advertisers), Announcement in a category (a category with advertisers), Announcement of the 1<sup>st</sup>-3<sup>rd</sup> order in a category</p>	<p>Length: 35 symbols, text: 70 characters (including spaces and punctuation marks)</p>	<p>A text block that consists of a headline and the body text. It is always situated above the list of all companies of a definite category. In the announcement you can specify the main advantage of your company or information about your special offers, write the name of your unique services or goods or advertise a definite area of your activity. In this category there may be only 2 advertisers with this position. Advertisers swap places in turns. The announcement price is determined by the maximum priority sold in a category.</p>
<p>Advertising link to a company</p>	<p>Alias length (of displayed part of the link): not more than 35 characters. Whole link length: not more than 1024 characters</p>	<p>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.</p>
<p>Additional category after 5 free categories</p>		<p>A comment or an article from an advertising package may be displayed in maximum 5 free categories by default. You may purchase an additional category after having used 5 free ones. This is a category where a comment or an article strengthening the presence among competitors in your other areas of activity will be displayed</p>
<p>Additional layout for a single banner</p>	<p>Size: 270x32 pixels Color: 256 Format: png, bmp, gif without animation</p>	<p>This position allows to place different banner layouts, which are 270x32 pixels in size, in different categories.</p>
<p>Logo on map in one level 3 category</p>	<p>Size: - 75 x 75 pixels, - 75 x 90 pixels, - 90 x 75 pixels, - 110 x 50 pixels, - 110 x 61 pixels - 125 x 30 pixels, - 125 x 54 pixels, - 125 x 70 pixels.  Color: 256  Format: png, gif, animation prohibited</p>	<p>A mini-layout on the map in any scale in one level 3 category. It is attached to the company building and displayed on the map when a user opens the level 3 categories of a specified level 3 category. It is a sign that shows users where your company is situated on the map. When clicking on the logo, your company information opens in the directory window. The logo is displayed on the map in all possible scales. It is placed without any links to categories.</p>

Advertising article	Size: 1 sheet, up to 120 Kb without scripts, without flash elements Format: chm, animation prohibited		An advertising article is up to 120 Kb. The advertising article will allow not only to tell about your company more, but also to show how your goods and services look like. It is placed without any links to categories.
<b>EXCLUSIVE POSITIONS</b>			
Logo on map in all scales in level 1 category, Logo in all level 3 categories	Size: - 75 x 75 pixels, - 75 x 90 pixels, - 90 x 75 pixels, - 110 x 50 pixels, - 110 x 61 pixels - 125 x 30 pixels, - 125 x 54 pixels, - 125 x 70 pixels.  Color: 256  Format: png, gif, animation prohibited		<p><b>Logo on map in all scales in level 1 category:</b> A mini-layout on the map in any scale in one level 3 category. It is attached to the company building and displayed on the map when a user opens the level 3 categories of a specified level 1 category. It is a sign that shows users where your company is situated on the map. When clicking on the logo, your company information opens in the directory window. The logo is displayed on the map in all possible scales. It is placed without any links to categories.</p> <p><b>Logo in all level 3 categories:</b> A mini-layout which is attached to the company building. It is a sign that shows users where your company is situated on the map. When clicking on the logo, your company information opens in the directory window. The logo is displayed on the map in detailed scales. Such logo appears on the map in detailed scales when the names of streets and number of buildings can be clearly read (corresponds to the upper half of the scale bar, which is located in the top corner of the map). In overview scales (district, city) the logo is not visible. It is placed without any links to categories.</p>

<p>Advertising module in a map window</p>	<p>Size: 152x32 pixels Color: 256 Format: png, gif, animation prohibited</p>		<p>Located in a special place in the bottom right corner of the screen. You can scroll the categories by right-clicking on them. It is the a banner option which is visible to a user during all period of work with the directory and map. It is placed without any links to categories.</p>
<p>Media module below the directory window</p>	<p>Size: 319x57 pixels  Color: 256 Format: png, gif, animation prohibited</p>		<p>Located in a special place in the bottom left corner of the screen. You can scroll the categories by right-clicking on them. The biggest banner option in terms of area, which is visible to a user during all period of work with the directory and map. It is placed without any links to categories.</p>

<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. 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. 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. If on the map there are 2 mini logos – advertising and non-advertising – the priority will be given to an advertising one. It is placed without any links to categories.</p>
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**MEDIA POSITIONS**

<p>Media-contextual banner</p>	<p>Size: 392x 64 pixels Format: HTML5</p>		<p>Located in a special place in the bottom left corner of the screen while choosing categories on 2gis.cy.</p>
<p>Smart-banner</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>The banner appears in unoccupied spaces on the search result page. It is placed without any links to categories. 3 advertisers can be displayed on this position.</p>

Skyscraper banner	Size: 298x550 pixels Format: png, gif, animation prohibited		The banner appears after the program has been loaded and remains on a computer monitor until a user uses the search in the directory. It is visible to all 2GIS users regardless of what they are going to look for in the directory. It is placed without any links to categories.
Advertising in printed media	Size: 720x300 pixels Color: 600 Format: png, gif, white background, animation prohibited		Visible to all users in preview mode or when printing the map fragment. It is placed without any links to categories.
Advertising module on startup screen	Size of the module on startup screen: 540x264 pixels  Color: 256 Format: png, gif, animation prohibited		Visible to all users at the moment when the program is being loaded The biggest advertising area in 2GIS. An advertising article is included into the price. It is placed without any links to categories.
Advertising module on final screen	Size of the module on final screen: 330x210 pixels  Color: 256 Format: png, gif, animation prohibited		It is visible to all users at the moment when the program is being closed. It is placed without any links to categories.
Start in online version	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		It is visible to all users who visit 2gis.cy. It is placed without any links to categories.

	<p>Resolution when preparing models: 72 dpi Animation: allowed</p>		
<p>Start in online version with video</p>	<p>Position consists of 3 advertising materials</p> <p><b>1. Start up screen</b> Format: gif, jpeg, png Size: 460x160 pixels Output size: 460x160 pixels. Animation is prohibited</p> <p><b>2. Advertising material in video format</b> 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 Miximum 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</p> <p><b>3. Final slide</b></p>		<p>It is visible to all users who visit 2gis.cy. It is placed without any links to categories.</p>

	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)		
<b>SPECIAL OFFER</b>			
Logo in the profile of advertised company (mobile and online version)	Size: from 168x168 pixels Format: png, jpeg, gif Animation prohibited Size: up to 25 Mb.		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.
*Customer has the right to activate a UTM tag to collect the statistics of redirections to the web site. The statistics collection is carried out by the customers themselves.			

#### 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 layout 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.