


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	 A banner for Royal Falcon Real Estate LLC. It features a photograph of a large, modern villa with a swimming pool and a yellow background with the company name and contact information: "Royal Falcon Real Estate LLC" and "Contact us @ +971 50 3037794".	Located in a special place in the bottom left corner of the screen while choosing categories on 2gis.ae.
Smart-banner	Size: 300x250 pixels Color: 256 Format: gif, png, swf (flash) flash stub is required,		The banner appears in unoccupied spaces on the search result page. It is placed without any links to categories.

	format: png, gif		
Start in online version	<p>Size: 460x160 pixels Color: 256 Format: gif, png, swf (flash) flash stub is required, format: png, gif Animation duration:</p> <ul style="list-style-type: none"> • 20 s (is repeated 2 times); • 40 s (is repeated 1 time). <p><i>Flash-banner must be created for Flash Player 9, using ActionScript 2.0.</i></p>		It is observed by all users who visit 2gis.ae. It is placed without any links to categories..
Start in online version with video	<p>Position consists of 3 advertising materials</p> <p>1. Start up screen Format: gif, jpeg, png Size: 460x160 pixels Output size: 460x160 pixels.</p>		It is observed by all users who visit 2gis.ae. It is placed without any links to categories.

	<p>Animation is prohibited</p> <p>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</p> <p>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)</p>		
SPECIAL OFFERS			
Mini-logo, Additional mono-logo on map	Stylized logo sizes— 20x20, 28x 28 and 40x 40		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 mini logo, a filial card will be opened.

pixels, with white outline and guard interval of 1 pixel from each side, logo must be encircled.
Format: png
Text — 25 characters, 1 line



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.