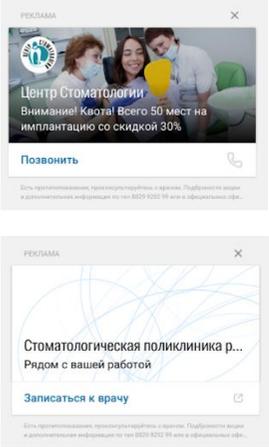
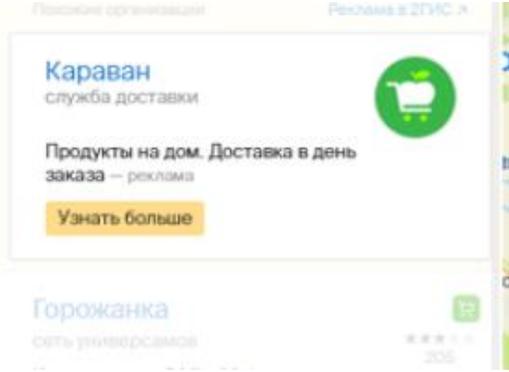


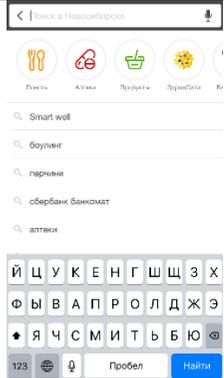
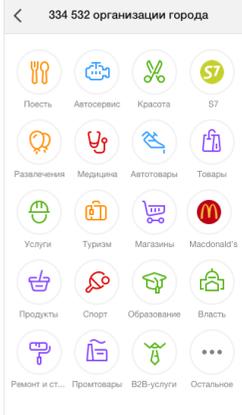
## Materials Design Specifications for Placement in 2GIS

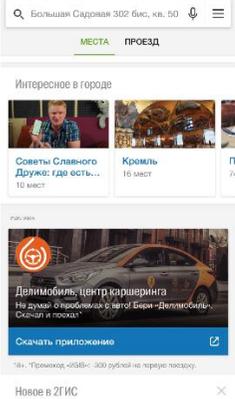
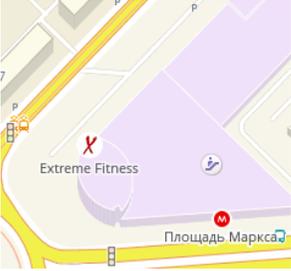
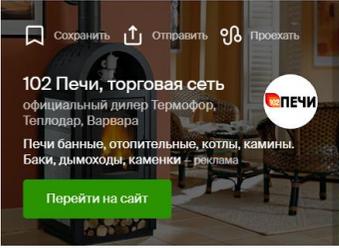
Placed Information Type	Specifications	Information Example	Position Description
<b>GEO-CONTEXTUAL POSITIONS</b>			
Advertisement in the search results (PC)	Text length: 70 characters (including spaces and punctuation marks)		Advertisement in the search results— a text block that attracts attention to presence of a commentary in the company card. The advertisement, in particular, shows a client that you have a certain offer worth to have a look at.
Comment in a company card	Maximum text length: 920 characters (including spaces and punctuation marks)		A comment allows explain to a client, how you are different from all your competitors. Placed without a category reference.
Advertising link in a company card	Alias length (visible part of link) — maximum 20 characters. Total link length — maximum 1024 characters		A link to the external Internet source that contains information about the company, products, some special offer, etc. Placed under the link to your company's website, it can be a link to either certain pages, or other sources. Any link text is acceptable. Shown in all your categories. Placed without reference to the categories.
Classifieds in the search results (API, Online)	Text length: 70 characters (including spaces and punctuation marks) Map advertisement — 36 characters		Advertisement in the search results — text block that accentuates attention on the presence of a comment in the company card. The advertisement, in particular, shows a client that you have a certain offer worth to have a look at.
Classifieds in the search results (Mobile)	Text length: 70 characters (including spaces and punctuation marks) Map advertisement — 36 characters		Advertisement in the search results — text block that accentuates attention on the presence of a comment in the company card. The advertisement, in particular, shows a client that you have a certain offer worth to have a look at.
Company advertisement in partners' cards	A button opening the list of partners (online, mobile version) — maximum 30 characters. Advertising link (PC, online, mobile version), dial activation is available in mobile version by clicking the advertising link		Allows the advertiser tell a broad audience about its product offers, service offers, and specify the companies, where one can buy the product/order a service.
Company advertisement in partners' cards Premium	A button opening the list of partners (online, mobile version) — maximum 30 characters. Advertising link (PC, online, mobile version), dial activation is available in mobile version by clicking the advertising link. Action button in a partner's profile (online, mobile version)		Allows the advertiser to tell a broad audience about its product offers, service offers, and specify the companies, where one can buy the product/order a service.
Basic priority (PC, mobile and online versions)			Basic priority allows you take a higher position than all the non-advertisers in the search results by a single selected category in mobile and online versions of 2GIS. It includes advertisement flag on the map, marking with a crown in the general search results. The company card in 2GIS will not display competitors' advertisement. Distribution within the priority is carried out in alphabetical order.
Enabling the basic priority (mobile and online versions)			Enabling of the basic priority in the category different from the basic priority category.
Priority in a category of the 1-4 <sup>th</sup> level in a category			Priority in a category allows placing an advertisement and, therefore, all advertising information above the general alphabetic list of non-advertisers in the selected by the advertiser category. The advertiser's company will be seen among the first after opening such category! Priority is especially efficient in the case when a category contains a big number of companies, and the company's name starts with one of the last letters of alphabet. The higher priority level, the higher your company is in the list. Distribution in the general alphabetic list within the priority is carried out in alphabetical order from highest to lowest, where the 4 <sup>th</sup> level priority is considered the highest.
<b>MEDIA ADVERTISING</b>			

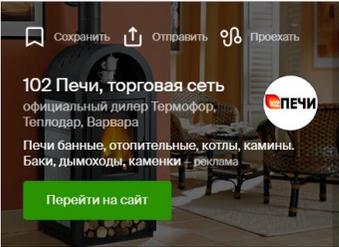
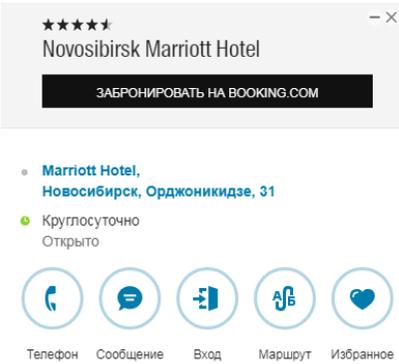
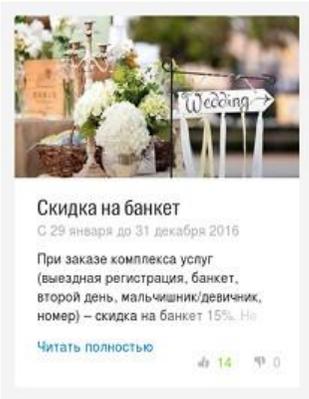
<p>Banner in the search results (online version)</p>	<p>Size: 320 per 50 pixels  Format: HTML5  File size: maximum 950 kB  Maximum 2 frames (the third frame is used strictly for the information necessary for placement in the advertising material in accordance with the current legislation)</p>		<p>Located in the special dedicated area in the left bottom screen corner upon selection of a category on 2gis.cy. Due to technological reasons, the position is not displayed on the Internet site 2gis.cy in case of accessing the Internet via mobile phone, smartphone.</p>
<p>Banner in the search results (mobile version)</p>	<p><b>Logo</b>  Size: 168 per 168 pixels. Circular area size should be minimum 200 per 200 pixels. Attention! This is the size of the circle, in which an image should fit, not a square area  Format: png, jpeg, animation is not allowed  File size: maximum 10 MB</p> <p><b>Advertisement in the search results</b>  Maximum text length — 70 characters</p> <p><b>Action button</b>  Text — maximum 28 characters.  Advertising link— maximum 1024 characters</p> <p><b>Background image</b>  Size: minimum 800 per 400 pixels, maximum 2000 per 1000 pixels  Format: png, jpg, jpeg.</p>		<p>Banner in the mobile version — a part of the search results, it is fixed on the 4<sup>th</sup> position in a category, and it is not influenced by geolocation and filters, therefore, the user will be offered to see the company in whichever possible situation of work with the 2GIS mobile application</p>

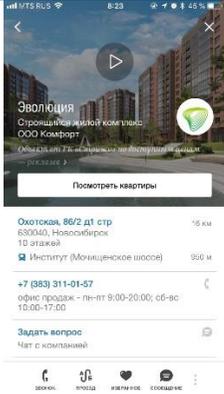
<p>Context advertisement block</p>	<p><b>Logo</b> Size: 168 per 168 pixels. Circular area size should be minimum 200 per 200 pixels. Attention! This is the size of the circle, in which an image should fit, not a square area Format: png, jpeg, animation is not allowed File size: maximum 10 MB</p> <p><b>Advertisement</b> Maximum text length — 70 characters</p> <p><b>Action button</b> Text — maximum 28 characters. Advertising link — maximum 1024 characters</p> <p><b>Background image</b> Size: minimum 800 per 400 pixels, maximum 2000 per 1000 pixels Format: png, jpg, jpeg.</p>		<p>Context advertisement block — an advertising position, situated at the 3<sup>rd</sup> line of the search results in the online version. The CRB is a native format: it is blended seamlessly into the search results, which makes the users believe that it is a part of the directory. Click on the CRB always links to the company card.</p>
<p>Smart-banner</p>	<p>Format: png, HTML5. Size: 336 per 280 pixels. File size: maximum 950 kB Colours: 256, indexed/24 bit. Transparency: not allowed. Resolution for layout preparation: 72 dpi. Animation: acceptable.</p>		<p>Displayed in vacant spots on the Search results page. It is placed without link to the categories. Due to technological reasons, the position is not displayed on the Internet site 2gis.cy in case of accessing the Internet via mobile phone, smartphone.</p>

<p>Banner on the start-up page</p>	<p>Format: png, HTML5.          Size: 336 per 280 pixels.          File size: maximum 950 kB          Colours: 256, indexed/24 bit.          Transparency: not allowed.          Resolution for layout preparation: 72 dpi.          Animation: acceptable.</p>		<p>Displayed to all users upon entering 2gis.cy. It is placed without link to the categories. Due to technological reasons, the position is not displayed on the Internet site 2gis.cy in case of accessing the Internet via mobile phone, smartphone.</p>
<p>Banner on the start-up page (with video)</p>	<p>The position includes 3 pieces of advertising materials</p> <ol style="list-style-type: none"> <li><b>1. Startup screen</b>              Format: PNG-24.              Size: 336 per 280 pixels              Resulting size: 460 per 160 pixels.              Animation is not allowed</li> <li><b>2. Advertising material in video form</b>              Size: 640 per 480 pixels (4:3)              Video formats:              mp4. Codecs: avc1.42E01E, mp4a.40.2              webm. Codecs: vp8, vorbis              ogg. Codecs: theora, vorbis              Frame frequency (FPS): 30              Maximum file size: 2–3 MB              Audio bit rate: 80–100 kbit/s              Volume level: maximum 30 dB              Overall bit rate: 480–590 kbit/s              Length — maximum 30 seconds</li> <li><b>3. Final screen</b>              Format: PNG-24.              Size: 640 per 480 pixels.              External link activated by clicking the last slide: the link can contain a UTM parameter* (the same link is used as the "link", on the video management board)</li> </ol>		<p>Displayed to all users upon entering 2gis.cy. It is placed without link to the categories. Upon clicking the launch screen, an advertising material in video form is opened. After the video is played, the final screen is opened. The user can click through the screen or close the position. Due to technological reasons, the position is not displayed on the Internet site 2gis.cy in case of accessing the Internet via mobile phone, smartphone.</p>
<p>Logo on the dashboard</p>	<p>Vector images in pdf format for iOS, svg for Android.          Artboard size — 400×400 pixels, inner space of 10 pixels along the perimeter on each side.</p>		<p>Logo on the dashboard allows for throwing image advertising campaigns with wide coverage for large brands and industrial leaders.</p>

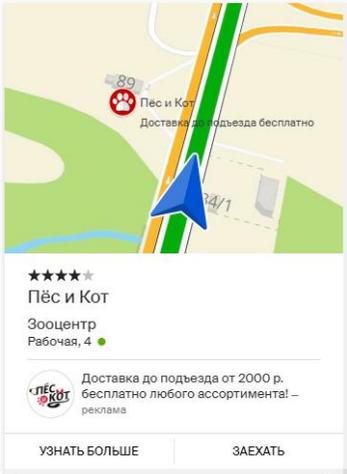
	<p>Logo size — maximum 380×380 pixels.          If the logo background should not be white, the logo must be round.          By default, the logo background in the directory is always white.          The use of opaque square background will lead to incorrect display of the logo in the product.</p>		
<p>Logo in the categories list (4<sup>th</sup> position), logo in the categories list (12<sup>th</sup> position)</p>	<p>Vector images in pdf format for iOS, svg for Android.          Artboard size — 400×400 pixels, inner space of 10 pixels along the perimeter on each side.          Logo size — maximum 380×380 pixels.          If the logo background should not be white, the logo must be round.          By default, the logo background in the directory is always white.          The use of opaque square background will lead to incorrect display of the logo in the product.</p>		<p>Advertising module in the list of categories allows for throwing image advertising campaigns with wide coverage for large brands and industrial leaders.</p>
<p>Banner on the dashboard (mobile version)</p>	<p><b>Logo</b>          Size: 168×168 pixels.          Format: png, jpg, animation is not allowed.          File size: maximum 10 MB.          Circular area size should be minimum 200 per 200 pixels.  <b>Attention:</b> this is the size of the circle, in which an image should fit, not a square area.</p> <p><b>Background image</b>          Size: minimum 800×400 pixels, maximum 2000×1000 pixels.          Maximum 10 MB.          Format: png, jpg, jpeg.</p>		<p>Banner on the dashboard — a media position in the mobile app. During the app's loading, it is located at the dashboard in the second screen slide after the icons and the Interesting places in the city category.</p>

	<p><b>Advertisement text</b> Text — maximum 70 characters.</p> <p><b>Action button</b> Text — maximum 28 characters. Advertising link— maximum 1024 characters. Phone — 11 digits, starting with +7, no spaces and hyphens, or a short number of 3 or 4 digits.</p>		
<p>Logos on the map, Additional logo on the map</p>	<p>Sizes:</p> <ul style="list-style-type: none"> <li>• 24 per 24 pixels;</li> <li>• 36 per 36 pixels;</li> <li>• 48 per 48 pixels;</li> <li>• 60 per 60 pixels;</li> <li>• 72 per 72 pixels;</li> <li>• 84 per 84 pixels;</li> <li>• 96 per 96 pixels,</li> </ul> <p>with white contour and protective interval of 1 pixel on each side, the logo must be fit into a circle.</p> <p>Format: png. Text — 25 characters, 1 line. Text — the name of the advertiser without a generic word and quotation marks (Mokriy Nos) Advertisement on the map — 36 characters</p>	<p style="text-align: center;"><b>SPECIAL OFFERS</b></p> 	<p>Stylised logo of the advertising company placed on the city map on the building, where the company's office is located. Upon pointing at the logo or on the map by default (if there is any space), the advertiser's advertising material is displayed (the company's name). The branch card is opened upon clicking the logo.</p> <p>Displayed on the map upon any user's request, or even during simple map browsing, which provides wide audience coverage for the advertiser. Logos visibility on the map depends on the user's zoom level on the map, as well as the angle of a building view (in case with PC and mobile versions), and a series of other factors.</p> <p>If there are two logos in one building on the map — advertising and non-advertising — the priority will be given to the advertising logo. It is placed without link to the categories. 1 entrance can have only 1 logo attached to it.</p>
<p>Logo (mobile and online version) as a part of branding of company card or branding of company card with video</p>	<p>Size: 168 per 168 pixels. Circular area size should be minimum 200 per 200 pixels. <b>Attention!</b> This is the size of the circle, in which an image should fit, not a square area Format: png, jpeg, animation is not allowed File size: maximum 25 MB</p>		<p>Company logo — image graphic advertising position in the advertiser's card, which increases the advertiser's recognisability. Consists of the company logo and a background, on which the logo is placed. It is visible both on the closed and opened company card. When the company card is opened, it is placed in its top part.</p>

<p>Call2Action button (mobile and online version) as a part of branding of company card or branding of company card with video</p>	<p>Text — maximum 28 characters. Advertising link— maximum 1024 characters.</p>		<p>Action button — branding component, an interactive button calling for action in the advertised company's profile.</p>
<p>Action button in partners' cards<sup>2</sup> (online, mobile version)</p>	<p>Text — maximum 28 characters. Advertising link— maximum 1024 characters. Phone number — 11 digits, or a short number of 3 or 4 digits.</p>		<p>Action button — an interactive button calling for action in the partners' profiles. Clickink on it opens a list of partners with supporting information on the partners.</p>
<p>Discounts as a part of branding of company card or branding of company card with video</p>	<p>Text — maximum 400 characters. Image: maximum file size 5 MB, size minimum 600 per 312 pixels</p>		<p>Information on a discount or a special price from the company. Consists of text and image.</p>
<p>Video material as a part of branding of company card with video<sup>1</sup></p>	<p><b>Video material</b> Format: avi, mp4, mpeg, mpg, mov, webm, wmv.</p>		<p>Video can help you tell about your advantages and show them off. While video is played, an action button is displayed, and the user can transfer to your website at any moment of watching it.</p>

	<p>Video width: minimum 640 pixels. Maximum size: 192 MB. Length: maximum 2 minutes. Vertical videos are not allowed</p> <p><b>Thumbnail</b> Format: jpeg Image width minimum 750 pixels</p>		
--	--	--	--

**ADVERTISING POSITIONS PLACED ACCORDING TO IMPRESSIONS**

<p>Logo on the map in the Navigator</p>	<p><b>Logo</b> 200×200 pixels. Attention! 200×200 is the size of the circle, in which an image should fit, not a square area. Format: svg.</p> <p><b>Company name on the map</b> Text: 25 characters. Only placement of the company name is allowed, no quotation marks or expansion. Upper case letters are allowed only if there are documents for the title with the upper case letters. Exception: abbreviation.</p> <p><b>Advertisement text on the map</b> Text: 36 characters. Name, expansion, and contact information are not allowed to be specified. Short advertising message or discounts/offers are allowed for placement. The message can duplicate the advertisement's text.</p> <p><b>Banner opened by clicking the logo on the map in the navigator</b> Logo 200×200 pixels.</p>		<p>Logo on the map in the navigator is placed on the 2GIS navigator's map in the actual location of the company. Click on the logo opens the advertiser's banner with more detailed information (action button and an option to create a route to the client's branch office).</p>
---	--	---	--

Attention! 200×200 — is the size of the circle, in which an image should fit, not a square area.  
Format: svg.  
Advertisement: text — 70 characters  
Action button: button name — 18 characters. Action — click through or a call.  
Click through to the company's card in 2GIS is not allowed.  
Drive by button: always with "Drive by" text, creates a route to the company branch upon clicking.  
Colour or image. Background image is preferable.  
Image size: minimum 800×400 pixels, maximum 2000×1000 pixels.  
Format: png, jpg, jpeg, maximum 10 MB.  
If a coloured background is used, only the following colours are allowed to use:  
#330000  
#331E00  
#323301  
#023300  
#003333  
#0E1A2E  
#050033  
#1E0033  
#330033

## Billboard

### Billboard

Billboard sign is a component of the navigator's design interface. Changing the billboard's design is not allowed.



### Company logo (or icon)

Format: .svg, .cdr, .ai, .eps

Text is not allowed, only company logo or its simplified version

### Banner opening by clicking the mark

Advertisement: headline — 40 characters, text — 70 characters  
Button: name — 18 characters, action — click through or a call.  
Click through to the company's card in 2GIS is not allowed.

Company logo

Size: 200 per 200 pixels. Circular area size should be minimum 200 per 200 pixels. Attention! This is the size of the circle, in which an image should fit, not a square area  
Format: png, jpeg, animation is not allowed

File size: maximum 25 MB

### Background image for an open banner

Colour or image. Background image is preferable.

Image size: minimum 800×400 pixels, maximum 2000×1000 pixels.  
Format: png, jpg, jpeg, maximum 10 MB.

If a coloured background is used, only the following colours are allowed to use:

#330000

#331E00

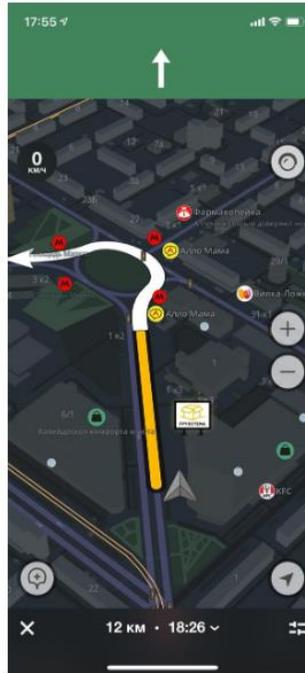
#323301

#023300

#003333

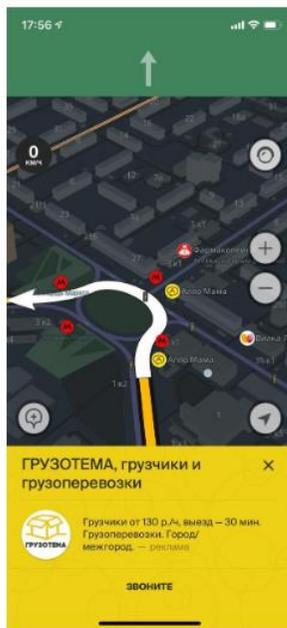
#0E1A2E

#050033



Billboard in the navigator — advertising mark in form of a street billboard picture on the map bearing a company logo or offer icon. Billboard is not attached to the actual address of the company. It attracts potential clients near it. The instrument is suitable for an advertising campaign throughout the city, or for offsetting from the competitors.

#1E0033  
#330033



<p>Zero-speed takeover</p>	<p><b>Advertisement:</b> headline — 40 characters, text — 70 characters</p> <p><b>Button:</b> name — 18 characters, action — click through or a call. Click through to the company's card in 2GIS is not allowed.</p> <p><b>Company logo</b> Size: 200 per 200 pixels. Circular area size should be minimum 200 per 200 pixels. Attention! This is the size of the circle, in which an image should fit, not a square area Format: png, jpeg, animation is not allowed File size: maximum 25 MB</p> <p><b>Background image</b> Colour or image. Background image is preferable. Image size: minimum 800×400 pixels, maximum 2000×1000 pixels. Format: png, jpg, jpeg, maximum 10 MB. If a coloured background is used, only the following colours are allowed to use: #330000 #331E00 #323301 #023300 #003333 #0E1A2E #050033 #1E0033 #330033</p>	 <p>The screenshot shows a mobile navigation interface. At the top, it displays the time 15:11, signal strength, and LTE connectivity. Below the status bar, there's a green header with a white arrow icon, the text '4 км', and 'ул. Первомайская'. The main part of the screen is a map showing a road with a speed limit sign of 60. A red banner is overlaid on the map, featuring a circular logo with a red and white design and the text 'OXFORD TEAM NSK. Английский и другие языки! Плановая и «Золотая Нива» — реклама'. At the bottom of the screen, there's a dark bar with a close button (X), the text '14 км · 29 МИН', and a refresh icon.</p>	<p>Banner during a stop — advertising block displayed in the bottom of the navigator screen, when the car stops for sufficient for a demonstration time. Includes company logo and advertisement.</p> <p>Clicking the short advertising block opens full advertising block of a following size: minimum 800 per 400 pixels, maximum 2000 per 1000 pixels (the advertisement block's width for a mobile device will correspond with the mobile device's screen width). Expanded block includes company logo, detailed advertising text with a headline, and the action button.</p>
----------------------------	---	---	---



\*The customer has the right to turn on a UTM parameter in order to collect the statistics on the website hits. Website hits statistics collection shall be carried out at the customer's sole discretion.

### Specifications for HTML5 banner

1. Banner in the form of a locally published zip archive should be prepared in Google Web Designer program with the use of templates. Then you will have to convert the received archive with the converter at <http://bannerbuilder.docomoz.com/converter.php>.
2. The received HTML5 file with the size of maximum 950 kB is passing a check-up and further placement.
3. Form of the link to click through:
  - The layouts placed on the 2GIS website shall have a prefix to the page URL: %%CLICK\_URL\_ESC%%.
4. The layout should use the polite-load method, and the starting scene of the layout should be used as a thumbnail. Useful information must be placed on the preloader itself.
5. Acceptable layout animation length — 10, 20 or 40 s.
6. A banner should correspond with the regulations on the users' personal information protection, in particular, the use of SharedObject and LocalConnection is not allowed, microphone and video camera access is not allowed, access to the system clipboard is not allowed (System.setClipboard), banner's code must be open (obfuscation is not allowed).

Please, take note: in cases when a banner is prepared in other programs, **the resulting file should be only one**. All the images must be integrated into HTML5 banner in binary code with base64 coding.

<sup>1</sup>The Provider is entitled to convert video materials (change the format) provided by the customer under the concluded between the parties Order form without prior agreement with the customer. The Provider is entitled to carry out necessary routine preventive maintenance and repairs, but maximum for 3.5 hours per accounting month.