
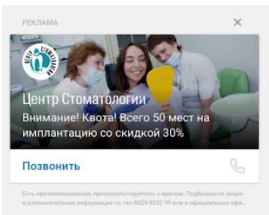
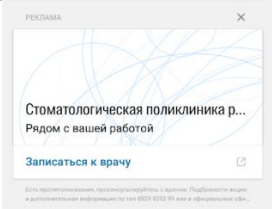
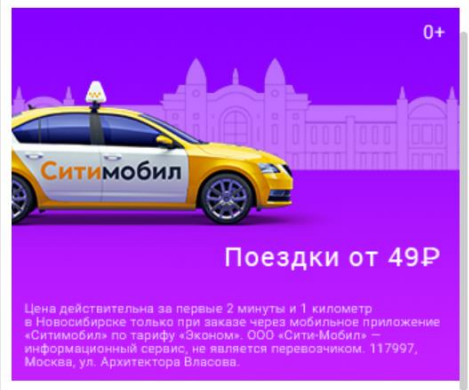


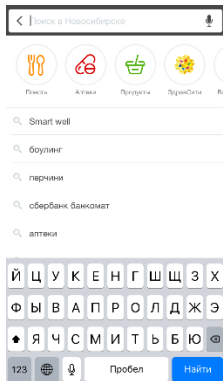


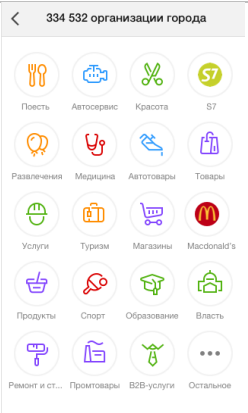
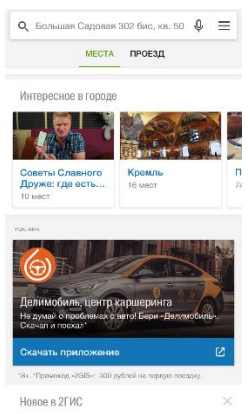
## Materials Design Specifications for Placement in Urbi

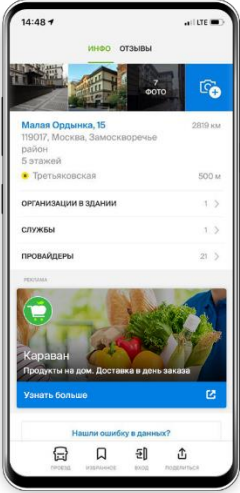
Placed Information Type	Specifications	Information Example	Position Description
<b>GEO-CONTEXTUAL POSITIONS</b>			
Comment on a company card	Maximum text length: 920 characters (including spaces and punctuation marks)		A comment allows explain to a client, how you are different from all your competitors. Placed without a category reference.
Advertising link in a company card (Online and Mobile)	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.
Branded advertising link	Alias length (visible part of link) — maximum 20 characters. Total link length — maximum 1024 characters		Branded link to the external Internet source that contains information about the company, products, some special offer, etc.
Classifieds in the search results (up to 5 categories)	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 the partners' cards	A button opening the list of partners — maximum 30 characters. Branded 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 — maximum 30 characters. Branded advertising link Call2Action button3 in the partner's profile		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.
Priority in a category of the first level			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.
Priority in a category of the second level			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.
Priority in a category of the third level			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.
Priority in a category of the fourth level			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.
<b>MEDIA ADVERTISING</b>			
Banner in the search results (online version)	<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>		Located in the special dedicated area in the left bottom screen corner upon selection of a category on urbi.ae. Due to technological reasons, the position is not displayed on the Internet site urbi.ae in case of accessing the Internet via mobile phone, smartphone.
Banner in the search results (mobile version)	<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>		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 Urbi mobile application

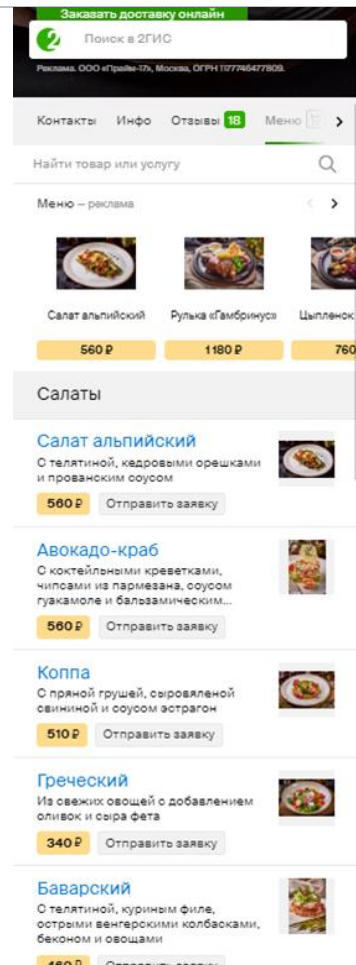
	<p><b>Action button</b> Text — maximum 28 characters. Advertising link— maximum 1024 characters</p> <p><b>Background image</b> Size: minimum 800 per 400 pixels, maximum 2000 per 1000 pixels Format: png, jpg, jpeg.</p>		
Smart-banner	<p>Format: png, HTML5. Size: 336 per 280 pixels. File size: maximum 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 urbi.ae in case of accessing the Internet via mobile phone, smartphone.</p>
Banner on the start-up page	<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 urbi.ae. It is placed without link to the categories. Due to technological reasons, the position is not displayed on the Internet site urbi.ae in case of accessing the Internet via mobile phone, smartphone.</p>
Banner on the start-up page (with video)	<p>The position includes 3 pieces of advertising materials</p> <p><b>1. Startup screen</b> Format: PNG-24. Size: 336 per 280 pixels Resulting size: 460 per 160 pixels. Animation is not allowed</p> <p><b>2. Advertising material in video form</b> Size: 640 per 480 pixels (4:3)</p>		<p>Displayed to all users upon entering urbi.ae. 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 urbi.ae in case of accessing the Internet via mobile phone, smartphone.</p>

	<p>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</p> <p><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)</p>		
Logo on the dashboard	<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>		Logo on the dashboard allows for throwing image advertising campaigns with wide coverage for large brands and industrial leaders.
Logo in the list of categories list (4 <sup>th</sup> position), logo in the list of categories (12 <sup>th</sup> position)	<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.</p>		Advertising module in the list of categories allows for throwing image advertising campaigns with wide coverage for large brands and industrial leaders.


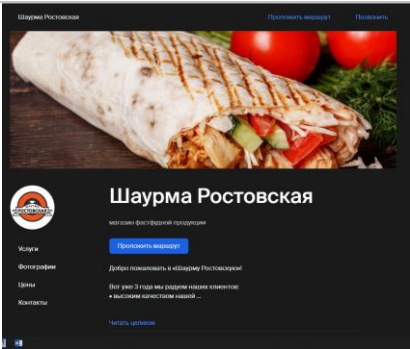
	<p>The use of opaque square background will lead to incorrect display of the logo in the product.</p>		
<p>Banner on the dashboard (mobile version)</p>	<p><b>Logo</b> Size: 168×168 pixels. Format: png, jpg, animation is not allowed. File size: maximum 10 MB. Circular area size should be minimum 200 per 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><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>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>

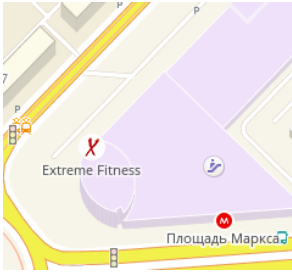
<p>Billboard on Buildings</p>	<p><b>Logo</b>  Size: 200 per 200 pixels.  Acceptable sizes are 132 per 132 — 3000 per 3000 pixels.  Attention! This is the size of the circle, in which an image should fit, not a square area.  Format: png, jpg, jpeg,  animation is not allowed  File size: maximum 10 MB</p> <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>Billboard on Buildings — a media position in the mobile app. Displayed upon clicking on the geoobject card.</p>


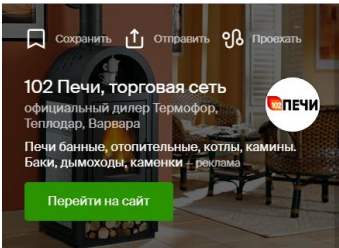
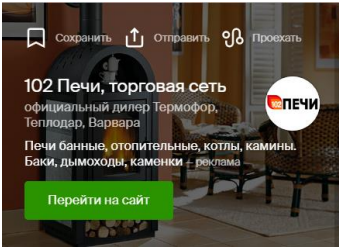
Showcase	<p>Title* — maximum 200 characters  Price* — maximum 20 characters, digits and separating characters only. Currency will be added at the moment of publication depending on the company's location  Category — maximum 250 characters  Description — maximum 500 characters  Advertising link— maximum 1024 characters. Cyrillic links are allowed</p> <p><b>Product or service image.</b>  jpeg or png format  Maximum size — 5000 pixels on the largest side  Recommended size — minimum 600 pixels on the smallest side  Minimum size — 300 pixels on both sides</p> <p><i>*Information mandatory for filling in</i></p>		<p>Showcase — an advertising position that is displayed in the company card in the online and mobile versions of Urbi. This advertising position allows companies place their advertising catalog with products or services right in the company card.</p>
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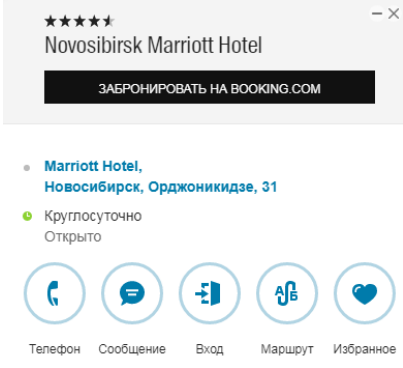

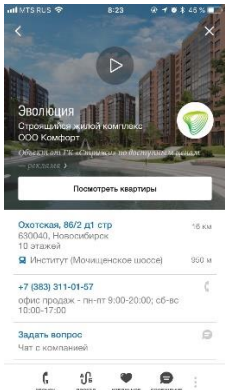




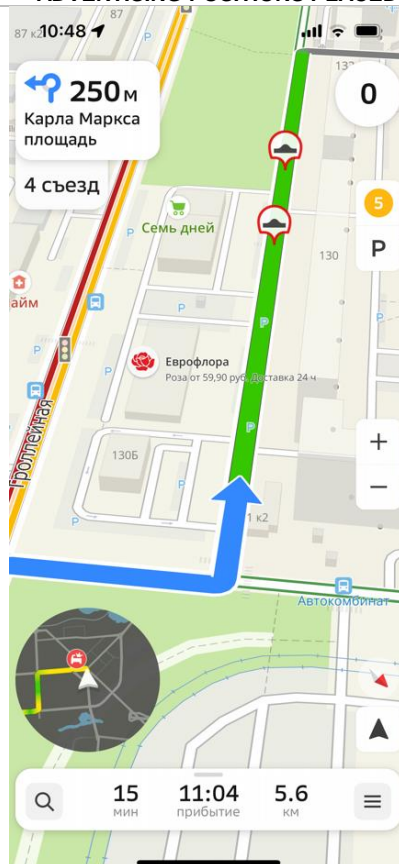
		 <p>Салат альпийский Салаты</p> <p>560 Р</p> <p>Отправить заявку</p> <p>С телятиной, кедровыми орешками и прованским соусом</p> <p>Цены предоставлены владельцем фирмы и могут отличаться</p>	
Microsite <sup>2</sup>	<p><b>Microsite Skin</b> Size: min 1120 × 400 px Format: png-24, no transparency, no animation About company Max. length: 920 characters (incl. spaces and punctuation marks) <b>Photos</b> Allowed formats: jpg, png. Proportions: pictures cannot exceed 1:5 by any side. Min. picture side (height or width) — 600px, max. picture side — 7000px Max. file size: 10Mb</p>		<p>A microsite allows an agent to create a web page for a client and to open it for public access in the agent's domain online. The client can manually edit information on the page (incl. changing the domain name, changing the action button's color scheme, changing the "Contact" button link, changing the "Call" button phone numbers, changing directions to the company linked to the "Build a route" button, changing the page microsite skin, changing the company description, adding pictures to the page or the free storefront, and enabling/disabling reviews, photos, and contacts sections).</p>
Contextual banner (online)	<p><b>Logo</b> Size: 200×200 pixels. Important! 200x200 is the size of the circle where the image should fit, not the size of the square area.</p> <p>Format: png, jpeg, animation is prohibited. Volume: up to 25 Mb.</p> <p><b>Advertisement text:</b> 70 characters maximum.</p>		<p>A contextual banner is an ad position located in the last place of the search results of the first page in the online version. CB has a native format: it is organically integrated into the search results, due to which users get the impression that this is part of the directory. A click on CB always leads to the company card. In the mobile application, CB is not displayed. Helps to attract the attention of potential customers. It is located in a section that is contextually close to the advertiser.</p>

	<p><b>Call to action button:</b> Text - up to 28 characters. Advertising link - up to 1024 characters. Button can lead to a call or to an external site. Lead to Urbi card is prohibited.</p> <p><b>Background image</b> The advertiser prepares the background image independently. <u>Size:</u> minimum 800×400 pixels, maximum 2000×1000 pixels.</p> <p><u>Format:</u> png, jpg, jpeg, no more than 10 Mb.</p>		
<b>SPECIAL OFFERS</b>			
Logos on the map, Additional logo on the map	<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>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>

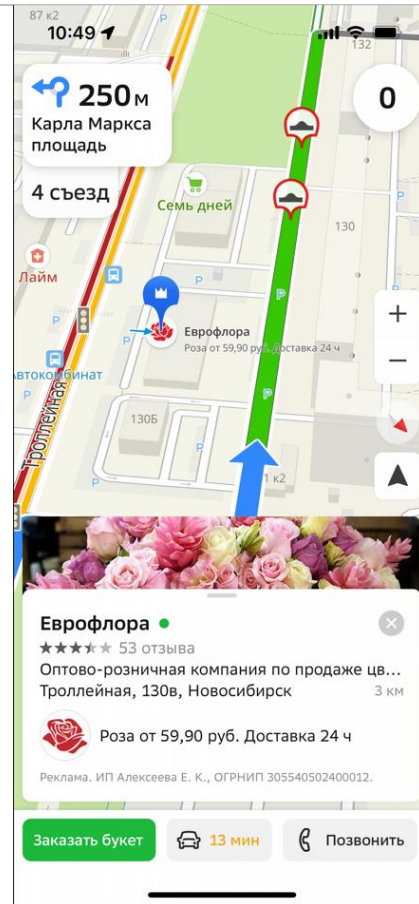
City scale logo on the map	<p>Sizes:</p> <ul style="list-style-type: none"> <li>• 24 per 24 pixels;</li> <li>• 36 per 36 pixels;</li> <li>• 48 per 48 pixels;</li> <li>• 60 per 60 pixels;</li> <li>• 72 per 72 pixels;</li> <li>• 84 per 84 pixels;</li> <li>• 96 per 96 pixels,</li> </ul> <p>with white contour and protective interval of 1 pixel on each side, the logo must be fit into a circle. 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>City scale logo on the map is visible at all scales - from the most distant to the smallest. The main condition is that the logo should fall within the display area.</p> <p>The logo will show up on any search query or even just a map view, giving the advertiser a wide audience reach.</p> <p>Clicking on the logo will open the card of the branch of the company to which it was attached. You can attach a logo to only one address of the company.</p> <p>At a distant scale, only the logo is shown. When zoomed in, if the logo is in the viewport, the company name and advertisement appears.</p>
Logo (mobile and online version) as a part of branding of company card or branding of company card with video	<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>
Call2Action button (mobile and online version) as a part of branding of company card or branding of company card with video	<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>
Action button in partners' cards <sup>2</sup> (online, mobile version)	<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>

			
Discounts as a part of branding of company card or branding of company card with video	Text — maximum 400 characters. Image: maximum file size 5 MB, size minimum 600 per 312 pixels		Information on a discount or a special price from the company. Consists of text and image.
Video material as a part of branding of company card with video <sup>1</sup>	<b>Video material</b> Format: avi, mp4, mpeg, mpg, mov, webm, wmv. Video width: minimum 640 pixels. Maximum size: 192 MB. Length: maximum 2 minutes. Vertical videos are not allowed  <b>Thumbnail</b> Format: jpeg Image width minimum 750 pixels		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.


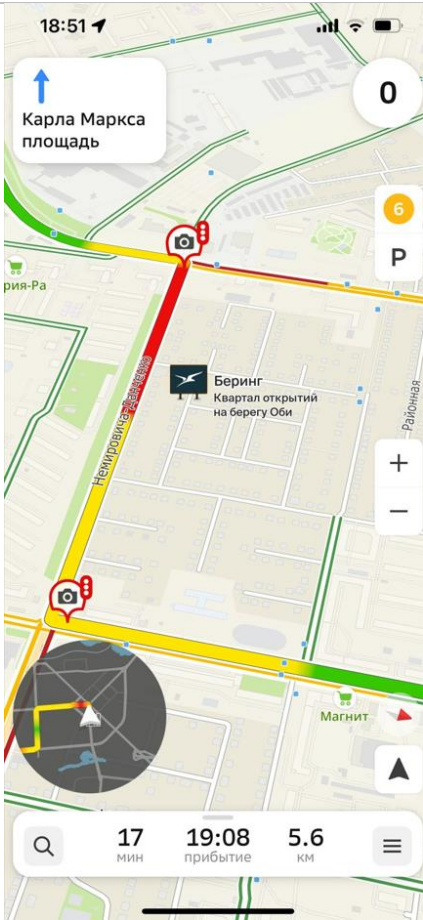
ADVERTISING POSITIONS PLACED ACCORDING TO IMPRESSIONS		
Logo on the map in the Navigator	<p><b>Logo</b> 200×200 pixels. Attention! 200×200 is the size of the circle, in which an image should fit, not a square area. Format: svg.</p> <p><b>Company name on the map</b> Text: 25 characters. Only placement 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. 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 is not allowed. Drive by button: always with "Drive by" text, creates a route to the company branch upon clicking.</p>	<p>Logo on the map in the navigator is placed on the Urbi 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>



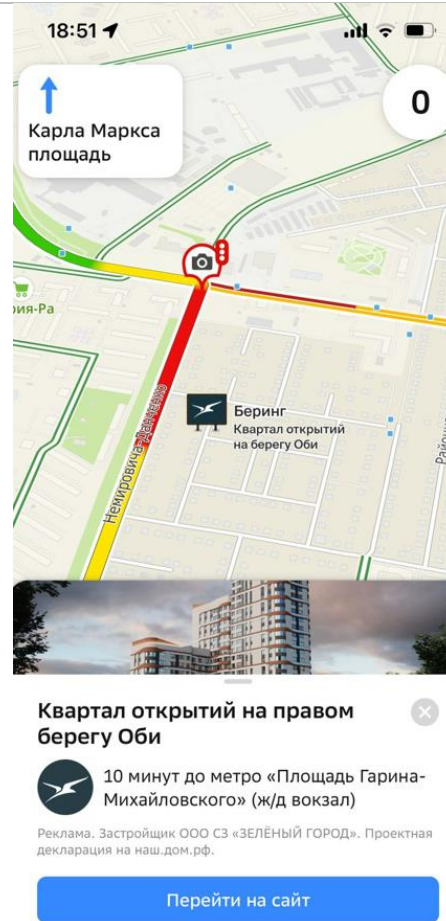
Colour or image. Background image is preferable.  
Image size: minimum 800×400 pixels, maximum 2000×1000 pixels.  
Format: png, jpg, jpeg, maximum 10 MB.  
If a coloured background is used, only the following colours are allowed to use:  
#330000  
#331E00  
#323301  
#023300  
#003333  
#0E1A2E  
#050033  
#1E0033  
#330033





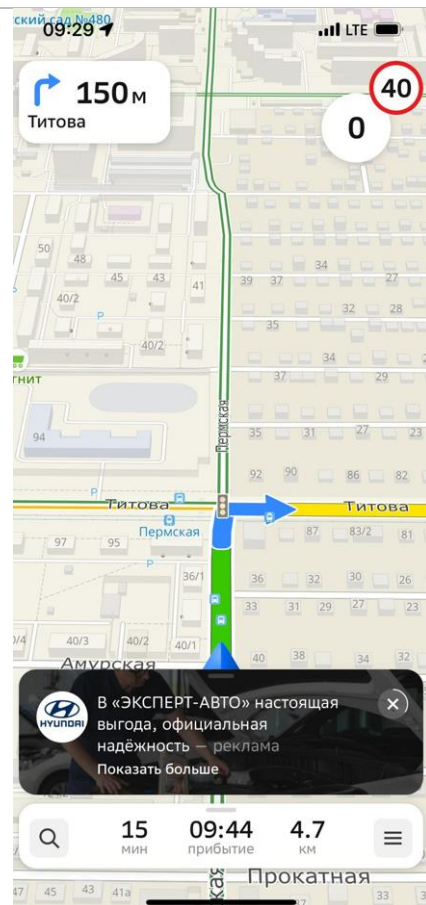
<p>Billboard</p>	<p><b>Billboard</b>  Billboard sign is a component of the navigator's design interface. Changing the billboard's design is not allowed.</p>  <p><b>Company logo (or icon)</b>  Format: .svg, .cdr, .ai, .eps  Text is not allowed, only company logo or its simplified version</p> <p><b>Banner opening by clicking the mark</b>  Advertisement: headline — 40 characters, text — 70 characters  Button: name — 18 characters, action — click through or a call.  Click through to the company's card 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</p> <p><b>Background image for an open banner</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</p>		<p>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.</p>
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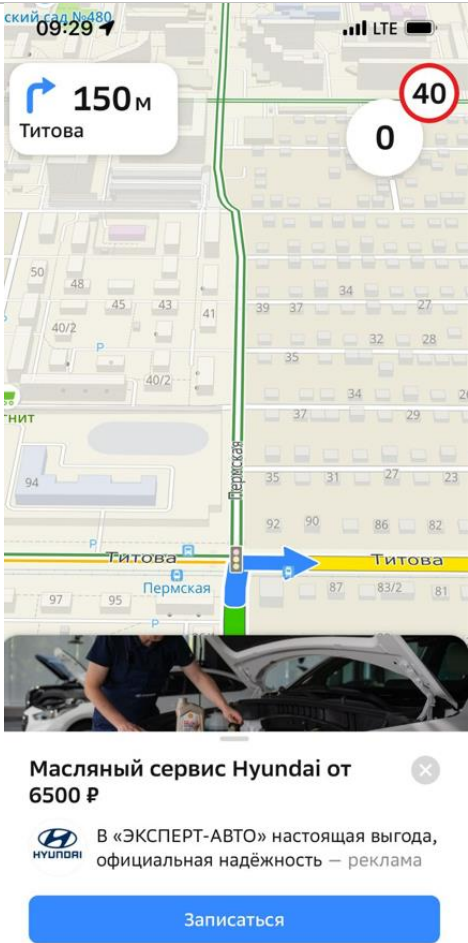
#003333  
#0E1A2E  
#050033  
#1E0033  
#330033





Zero-speed takeover	<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 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>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>
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		 <p>09:29</p> <p>150м Титова</p> <p>40</p> <p>0</p> <p>Титова</p> <p>Пермская</p> <p>Масляный сервис Hyundai от 6500 Р</p> <p>В «ЭКСПЕРТ-АВТО» настоящая выгода, официальная надёжность — реклама</p> <p>Записаться</p>	
Media banner	<p><b>Logo</b></p> <p>Size: 168×168 pixels.</p> <p>Format: png, jpg, animation is not allowed.</p> <p>File size: maximum 10 MB.</p> <p>Circular area size should be minimum 200 per 200 pixels.</p> <p><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><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>*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.</p>			

### 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 Urbi 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.

<sup>2</sup>The Self-Building Website optional service is provided to clients excluding those that have signed the contract for advertising for companies from the directory categories specified in Application 1.