



Advertising requirements

General information

1. The creative must contain in the visible part:
 - “Ad” label - "Реклама" (in Russian);
 - Info about advertiser and (or) web-site, web-page located in Internet, containing information about the advertiser (for example, Romashka LLC and / or romashka.ru);
2. Click link or link to a landing page (URL) must be provided.

Social advertising

Online social advertising distributed over Internet must contain label «Социальная реклама» in Russian ("Social advertising" in English), as well as information about the advertiser of the social ad and the web site, web page containing information about the advertiser of the social ad.

Provision of advertising materials

All advertising materials and accompanying documents must be submitted for verification and testing no later than 5 (five) working days before the start of the advertising campaign.

General creative requirements for Banner Premium Network and Mobile Premium Network:

- All advertising materials must comply with the requirements of the legislation of the Russian Federation, and in particular the Federal Law "On Advertising";
- All advertising materials must be provided in accordance with the technical requirements;
- File name of the material must contain the name of advertising product (Banner Network/Mobile Network), advertiser name, short name of the advertising campaign, format and banner size;
- For placement are allowed: graphic file formats, ad tags, video formats;
- Ad materials in graphic formats must be provided at least 3 days before starting of campaign; Ad tags must be provided at least 5 days before starting of campaign;
- If there are multiple sets of creatives, information about date start and start order for each creative must be provided;
- First frame of animation must contain text and graphics; Transition time from one animations frame to another should be at least 2 seconds;
- 3rd party ad tags, verification pixels and clickable links are allowed (Adriver, Weborama, Sizmek and other);
- Current list of certified 3rd party systems must be requested from Digital Alliance;
- All clickable links and verification pixels must support https protocol;
- Claims for the non-availability or problems with displaying statistics collected by the pixel on the Client's side are accepted within 3 days after the actual start of the advertising campaign;
- In financial operations after then end of campaign, statistics from Digital Alliance Ad Server are used when calculating impressions of the advertising campaign;



Technical requirements to materials for Banner Premium Network:

	Desktop+Mobile
Creative size	<p>1) Creatives in graphic formats must have the following banner sizes: 300x600px, 970x250px, 300x250px</p> <p>2) Creatives in html5 format: https://yandex.ru/support/adfox-sites/banners/specs/banner-html5.html</p> <p>Height for stretch banners 100%x250 material must be 250px. Width - 100% of screen width</p> <p>Minimum width for Desktop = 970px; Minimum width for Mobile = 300px;</p> <p>For the fix banner sizes: 300x600px, 970x250px, 300x250px</p>
Formats	.gif / .jpg / .png / html5
File size	Up to 300 kb



Technical requirements to materials for Mobile Premium Network:

	Fullscreen	Interscroller
Creative size	<p>1) Creatives in graphic formats must have the following banner sizes: 520x800px, 1028x500px</p> <p>2) Creatives in Html5 format: https://yandex.ru/support/adfox-sites/banners/specs/fullscreen-html5.html</p> <p>Size for Html5: 100%x100% (adaptive to screen width).</p> <p>Creative has auto close after 10 seconds, also by a click on close button.</p>	<p>1) Creatives in graphic formats must have the following banner sizes: 800x1280px</p> <p>2) Creatives in Html5 format: https://yandex.ru/support/adfox-sites/banners/specs/interscroller.html</p>
Formats	.gif / .jpg / .png / html5	.gif / .jpg / .png / html5
File size	Up to 300 kb	Up to 300 kb

	Fullscreen (Video)	Read-Roll (Video)
Creative size	<p>Size 404x720px Bitrate 1024kbps</p> <p>Video format <u>.mp4</u> (codec h.264) Audio format .mp3 (128kbps)</p> <p>Duration: up to 15 seconds</p> <p>Video closes after the end of creative, also by a click on close button.</p> <p>Insertion of subtitles is possible. Subtitle format .srt</p>	<p>Size 720x404px Bitrate 1024kbps</p> <p>Video format .mp4 (codec h.264) Audio format .mp3 (128kbps)</p> <p>Duration: up to 15 seconds</p> <p>Insertion of subtitles is possible. Subtitle format .srt</p>
Formats	.mp4	.mp4
File size	Up to 3mb	Up to 3 mb