

Advertising requirements for Smart TV QR format

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. Each advertising creative must be accompanied by the following information:
 - Code according to OKVED (Russian National Classifier of Economic Activities) codes for the object of advertising;
Options: code OKVED of the advertising object or the basic code OKVED of the organization;
 - General description of the advertising object (optional);
 - Clickable link (URL);

Important:

If the clickable link redirects to the advertiser's landing page, then it should allow transferring parameters with creative ID (token) to the destination landing page, that were inserted into the source clickable link by Digital Alliance.

Social advertising

Online social advertising distributed over Internet must contain Russian label «Социальная реклама» ("Social advertising" in English.), as well as an indication of the advertiser of the social advertising and the web site or 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.

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Labeling and registration of ad materials through Advertising data operator, submitting ERID token to the advertiser's landing pages

Workflow in case of provision of direct links to landing page

Direct link to landing page should contain &erid=%user3% parameter.

For example:

https://chernogolovka.com/news/novosti/kola-chernogolovka-ch-to-neyasnogo/?utm_source=da_videonetwork&utm_medium=olv&utm_content=60_sec&utm_term=140187&utm_campaign=chernogolovka_cola_olv_aug-sept_22&erid=%user3%

If parameters in urlencoded format then like this: %26erid%3D%user3% (%users% is not encoded)

For example:

https://8jxm.adj.st/route?tariffClass=business&adj_t=8kw9or5_hqbq5rr&ref=comfort1_karat_da&adj_campaign=karat0208&adj_adgroup=comfort1&adj_creative=da&adj_fallback=https%3A%2F%2Fgo.yandex%2Fru_ru%2Ffp%2Frides%2Fcomfort%3Futm_source%3Dmedia%26utm_medium%3Dkarat0208%26utm_campaign%3Dcomfort1_da%26erid%3D%user3%&adj_redirect_macos=https%3A%2F%2Fgo.yandex%2Fru_ru%2Ffp%2Frides%2Fcomfort%3Futm_source%3Dmedia%26utm_medium%3Dkarat0208%26utm_campaign%3Dcomfort1_da%26erid%3D%user3%

If a clickable link will make redirect and is used instead of a direct one, then this link should contain a parameter for transferring an erid to the target landing page and %user3% macro.

For example:

[https://wcm-ru.frontend.weborama.fr/fcgi-bin/dispatch.fcgi?a.A=cl&a.si=7&a.te=13359&a.ycp=erid%3D%user3%&a.ra=\[RANDOM\]&g](https://wcm-ru.frontend.weborama.fr/fcgi-bin/dispatch.fcgi?a.A=cl&a.si=7&a.te=13359&a.ycp=erid%3D%user3%&a.ra=[RANDOM]&g)

Requirements to the Ad tags and third-party pixels

- MOAT
- Sizmek
- Weborama
- DoubleVerify
- Adriver
- Admon

Pixels are accepted. Only impression pixel and click pixel could be provided by all certificated 3rd party verification systems

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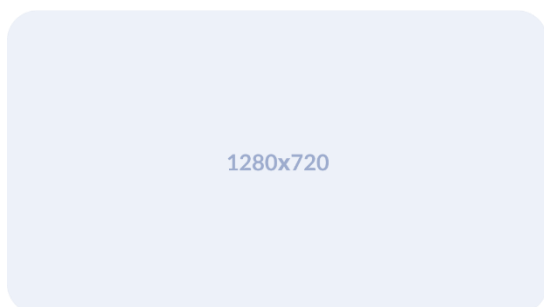
Technical requirements to source files for Smart TV QR format placement

Video

File format	. mp4
Video codec	H.264
Resolution at 16:9 aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
Video bitrate	from 5 MB/s
Frame rate	25 fps
Video duration	10 – 45 seconds
File size	Unlimited

Packshot banner

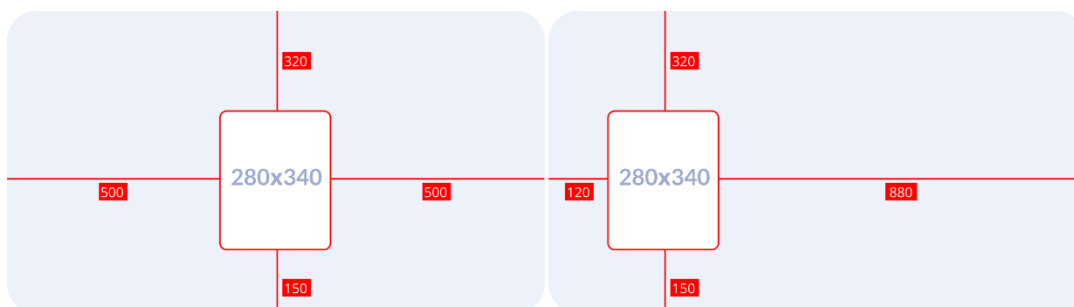
File format	jpg / png
Resolution at 16:9 banner aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
File size	Unlimited



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Packshot banner background structure

- Logo
- Title
- Main content
- Highlighted white field 280x340 px anywhere on the background (sent without a QR code, the countdown timer and the QR code are edited on the DA side)
- May contain an illustration (with reduced contrast)



Examples

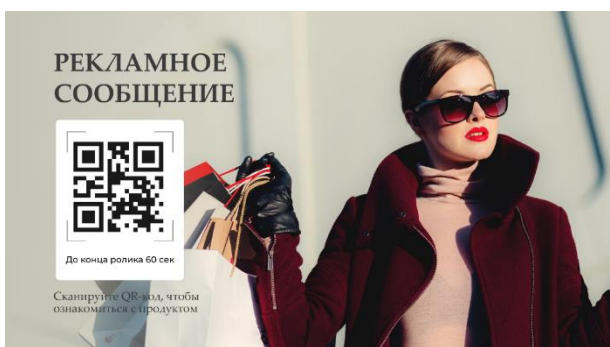
Horizontal background and banner with QR code



Advertising message

60 seconds left in the video

Scan the QR-code to get acquainted with the product



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60 seconds left in the video

Scan the QR-code to get acquainted with the product