



General information

1. The creative must contain in the visible part:
 - a. "Ad" label - "Реклама" (in Russian);
 - b. Information about advertiser and (or) web-site, web-page located on the 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.
3. 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.

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 promotional materials

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

Placement of the advertising identifier (ERID) in the clickable link

The ID (token) is transferred automatically using the Adfox %user3%

Type	Setting	Example
VAST tag	<code>erid=%user3%</code>	https://angora.getshop.tv/v1/vpaid/substitute/creative?erid=%user3%&displayErid=false
Pixel (clickable link)	<code>erid=%user3%</code>	https://ad.adriver.ru/cgi-bin/click.cgi?sid=1&bt=76&ad=787075&pid=4001243&bid=10410585&bn=10410585&exss=&erid=%user3%&rnd=713719077

Placement of the advertising identifier (ERID) within the target link

The target link to the advertiser's landing page should include the specified parameter &erid=%user3%



Example:

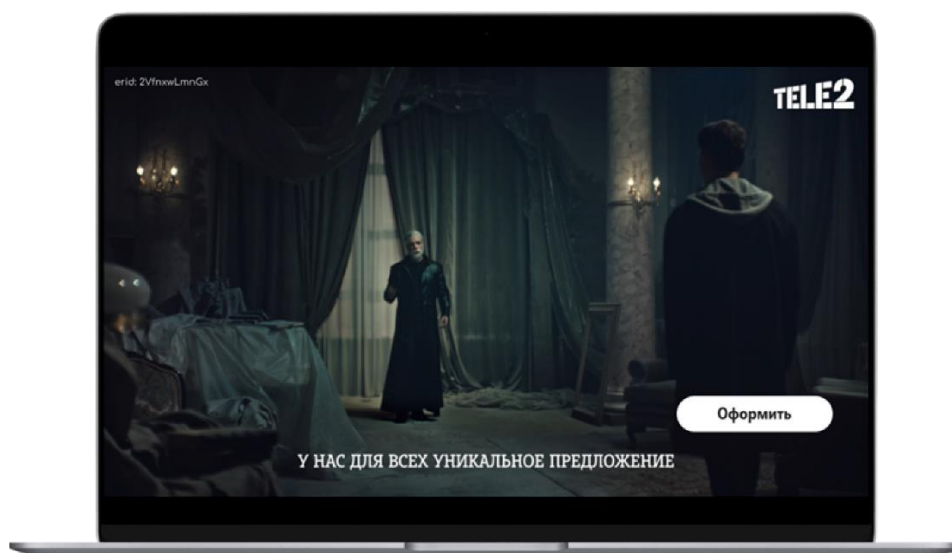
[https://goldapple.ru/masthjevy-l-oreal-](https://goldapple.ru/masthjevy-l-oreal-paris?utm_source=othervideo&utm_medium=cpm&utm_campaign=partners_loreal_loreal_paris_inf)

[paris?utm_source=othervideo&utm_medium=cpm&utm_campaign=partners_loreal_loreal_paris_inf](https://goldapple.ru/masthjevy-l-oreal-paris?utm_source=othervideo&utm_medium=cpm&utm_campaign=partners_loreal_loreal_paris_inf)
[illible_imc-apr-may24&utm_content=eg_video&utm_term=da_shoppableads_eg&erid=%user3%](https://goldapple.ru/masthjevy-l-oreal-paris?utm_source=othervideo&utm_medium=cpm&utm_campaign=partners_loreal_loreal_paris_inf)

ERID placement

Digital Alliance independently places the advertising identifier on the top of the video in the upper left corner in the form of the note "erid: xxx", where "erid" is the name of the advertising identifier and "xxx" is a unique identifier assigned by ORD for this advertising material.

Example:



Technical requirements for the original video file

File format	.mp4
Video stream codec	H.264
Resolution with a 16:9 video aspect ratio.	1280x720
Pixel Aspect Ratio	1:1 (square pixel)
Video bitrate	от 5 МБ/с
Frame rate	25 fps
Sound	AAC, 48KHz, stereo 32 Bit/sec CBR, HiQ setting
File Size	It should not exceed 2–3 MB for a 15-



	second video (an average of 0.7–1 MB per 5 seconds of video).
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Technical requirements for the video's volume:

Loudness	- 23 (+0.5) LUFS
Maximum Permitted True Peak level	-3 dbTP

The duration of the video:

- Non-permeable - 6 to 30 seconds
- Skipped – 10 - 60 seconds (The "Skip" button appears from the 5th second)

Requirements for codes and pixels of third-party systems

Codes are accepted for audit by external systems:

Pixels from any verified source, which are certified for use on the platform, are acceptable. All codes and pixel tags from third-party systems must work over both HTTP and HTTPS protocols. All links within the submitted codes and pixels must not include strict protocol specifications and should start with a double forward slash ("//").

Creative formats for WEB

Frame-roll

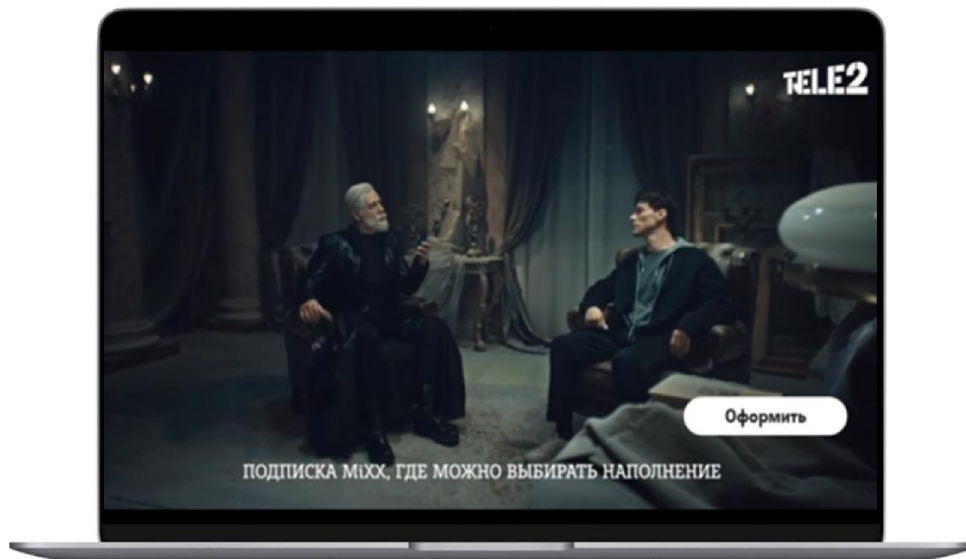
Description:

The format is a video clip up to 20 seconds long with a call-to-action button (CTA) from the first second (see 1.1). When pressed or automatically in the middle of the video, an activation brand zone appears with the product's unique selling proposition aimed at engagement and knowledge growth, while the full-screen video shrinks into a separate window (see 1.2). The brand zone displays a CTA for navigating to the advertiser's website.

Examples:

Video: https://drive.google.com/file/d/1j8AA6kOS1iKTK93v5zN0LJ7LCGd47t_5/view

Demo-version: <https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-04-tele2-mix/vpaid.js>



Format mechanics:

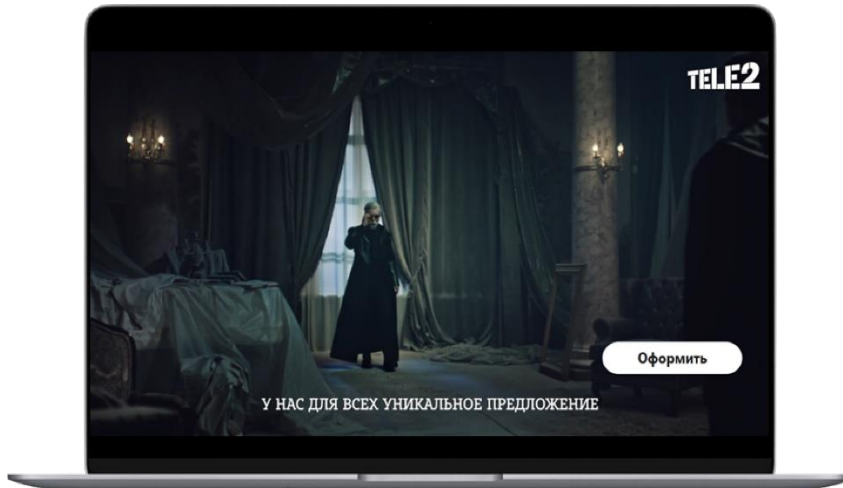
- Duration: up to 20 seconds
- The video cannot be manually stopped by the user
- A CTA button ("More details" or another word provided by the client) is displayed from the first second of the video
- Brand zone activates upon clicking on the CTA or automatically halfway through the video
- In the brand zone, there is a button leading to the advertiser's website, visible until the end of the video
- All CTAs are animated: they change size
- The entire creative is clickable. In the first part, a click opens the brand zone; in the second part, it leads to the website
- Upon transitioning to the website, the creative pauses until the viewer returns. If the viewer does not return within 60 seconds, the creative ends.

Required materials for assembly:

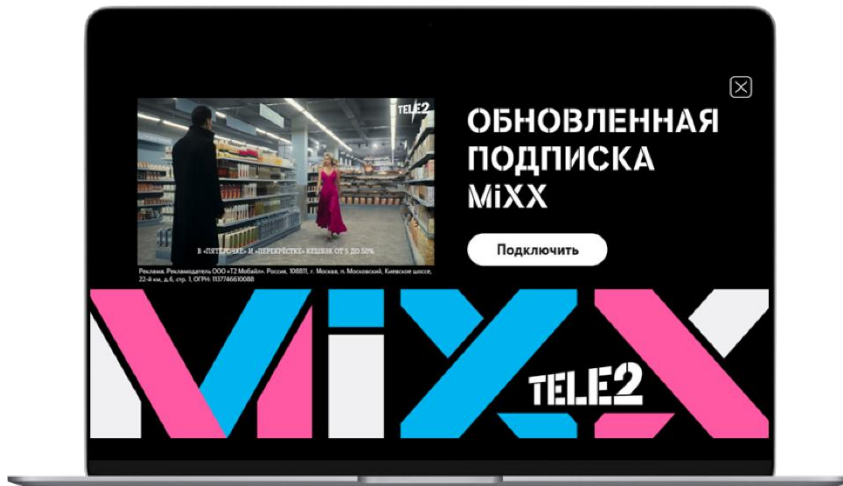
- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / ai / figma format
- Logo in .psd / .svg / ai / figma format
- Brand fonts
- Landing page link
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Button text (up to 20 characters)
- Text on brand zone (slogan)
- Color of graphic elements (button, background, etc.) in HEX format (#000000)



1.1 Example of a CTA button image "Apply"



1.2 Example of brand zone and CTA button "Connect"



Button

Description:

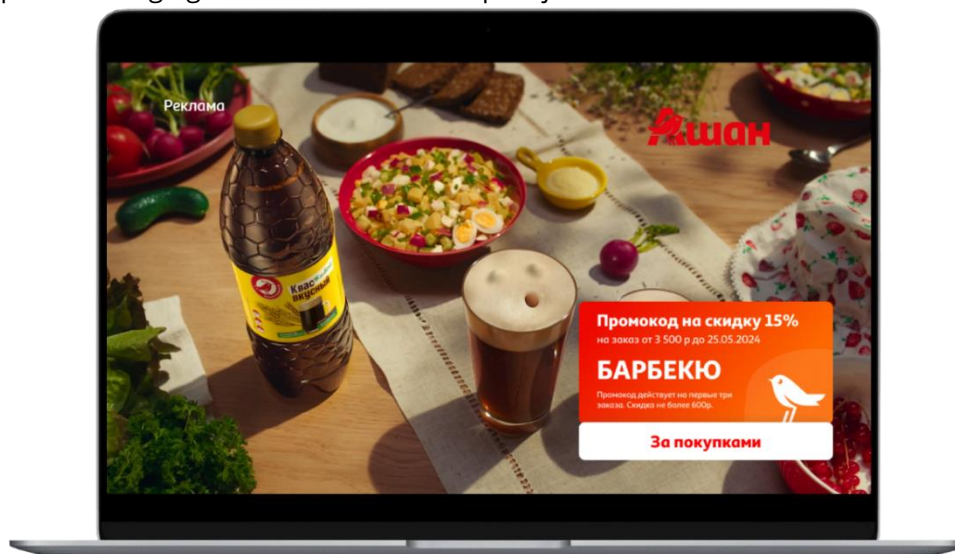
The format is represented by a video clip up to 20 seconds long with an active CTA button from the first second. In addition to the standard button, advertisers can use elements such as buttons, brand zones, overlays, etc., which are placed on the screen in order to enhance user engagement with the advertising message. The format aims at increasing involvement and simplifying users' transition to the website.



Examples:

Video: <https://drive.google.com/drive/folders/1-Bx70-K9t9VXJGb2OgEYIX4SvFsHqilw>

Demo-version: <https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-04-ashan-kvas/vpaid.js&viewMode=blank>
[cdn.getshop.tv/vod/staging/2024-04-ashan-kvas/vpaid.js&viewMode=blank](https://common-cdn.getshop.tv/vod/staging/2024-04-ashan-kvas/vpaid.js&viewMode=blank)



Format mechanics:

- Duration: up to 20 seconds
- Video cannot be manually stopped
- CTA button ("Learn More" or another word provided by client) appears from the first second of the video
- Viewer can go to the website by clicking the CTA button.
- Entire creative area is clickable
- When navigating to the site, the creative pauses for 60 seconds. If viewer does not return within this time, the creative ends. Creative will also end upon completion of the video.

Required materials for assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Button text ("More details" by default, up to 20 characters)
- Color of graphic elements (button, background etc.) in HEX format (#000000)



Selector

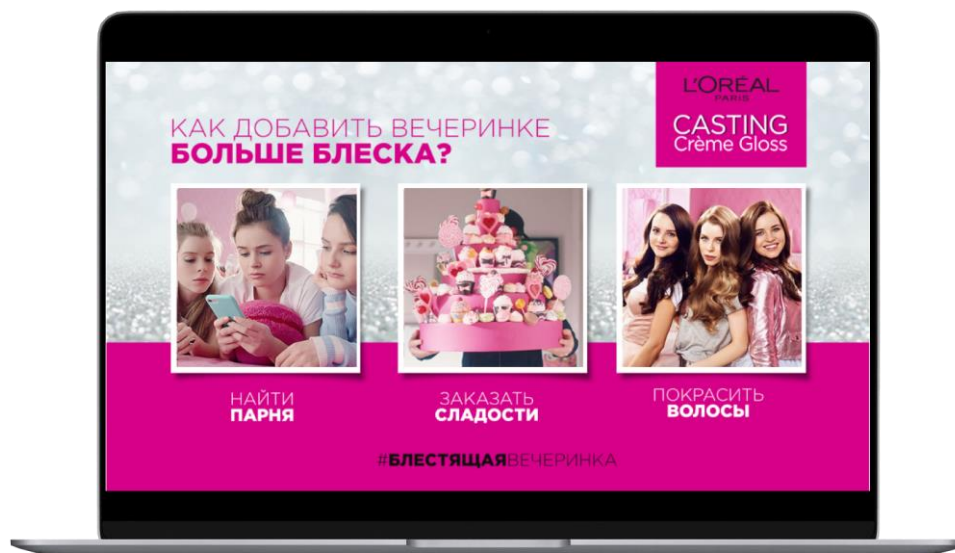
Description:

The format is represented by a video clip up to 20 seconds long with an interactive element where the user is prompted to select a character, answer a question, or choose a promotion. After the video ends, an interactive screen appears displaying a countdown timer and a "Finish" button. The format can integrate a product line with individual links to website pages.

Examples:

Video: <https://drive.google.com/drive/folders/1I6wuoVFgNxZwLgplki-hll5rMDRLq77j>

Demo-version: <https://common-cdn.getshop.tv/vod/demo-stand/demo.html?path=https://da-cdn.getshop.tv/vod/staging/2024-07-diksi/vpaid.js&viewMode=blank>



Format Mechanics:

- The video clip duration is up to 20 seconds; the selection screen duration is up to 35 seconds.
- The CTA button ("Select" or another client-specified phrase) appears from the first second of the video
- After clicking the CTA ("Select"), the viewer activates the full version of the ad creative, and the button disappears. At the end of the video, a page opens where the viewer can make choice and can go to the website.
- The selection page displays a 35-second countdown timer and a "Close" button. The ad creative ends either when the timer expires or when the "Close" button is clicked.
- If the viewer makes a choice and proceeds to the website, the creative will end after the timer runs out.
- Integration of a product line with individual website redirects is possible.



Required materials for assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Button text (up to 20 characters)
- Color of graphic elements (button, background, etc.) in HEX format #000000

Extender

Description:

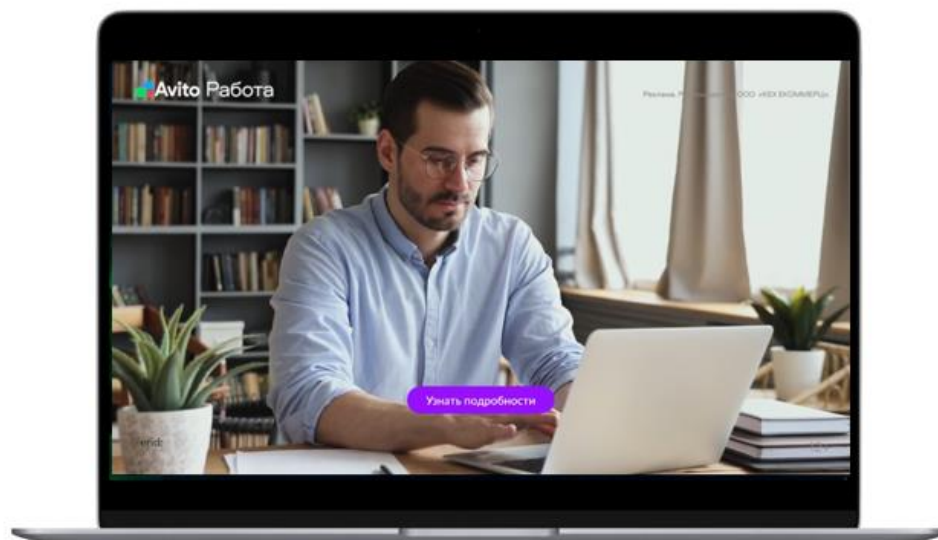
Extender Format — an advertising placement where, during the first few seconds of the video, an overlay appears, encouraging the viewer to watch the video until the end.

After that, the user has two options:

1. Not activate the overlay and watch a short video containing the company's main message, which serves as a reminder to watch the full video;
2. Activate the full video playback and watch it to the end. This format allows showcasing product details and placing a call to action within the player window.

Examples:

<https://disk.yandex.ru/i/7ArDtfQmhUF3Q>





Format Mechanics:

- Video duration from 30 to 60 seconds
- CTA button "Continue Watching" is active from the start of the video up to 20 seconds
- CTA button "Visit the Website" is active from the start of the video up to 60 seconds
- Clicking the "Visit the Website" button opens the client's website and activates the full version of the video
- If the user does not activate the "Continue Watching" button within 20 seconds, the video ends. If the button is activated, the full version of the video plays
- The entire creative area is clickable: clicking on the video or the "Visit the Website" button always leads to the client's website; clicking the "Continue Watching" button activates the full video
- Additional elements can be used: brand zone, overlays

Required materials for assembly:

- Video created according to general technical specifications with a duration of 30 to 60 seconds
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- If needed, branded video elements (visuals, stickers, etc.)
- Landing page link
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Button text (up to 20 characters), by default: "Continue Watching", "Visit the Website"
- Color of graphic elements (button, background, etc.) in HEX format #000000

Shoppable Video with Feed Integration

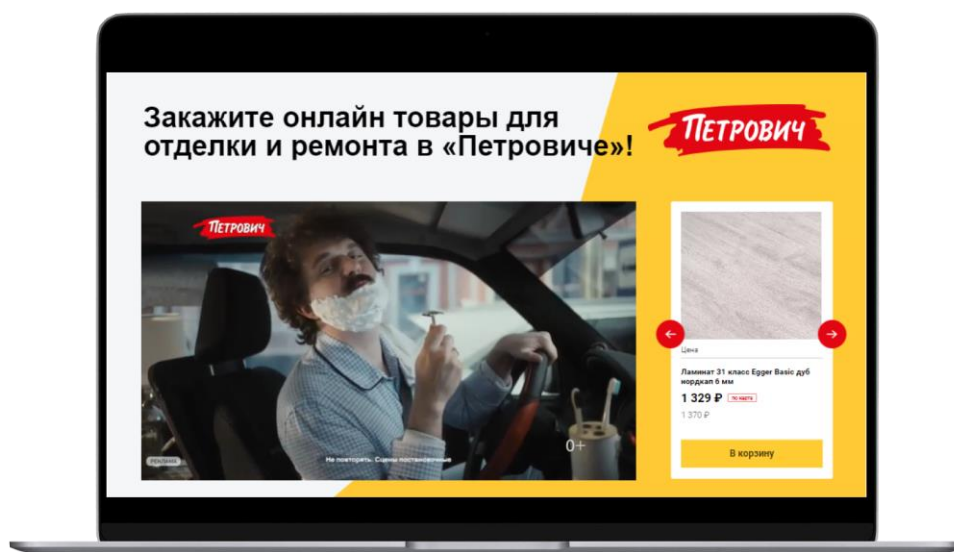
Description:

This display mechanic is preferred when the product price on the website changes regularly or depends dynamically on the region. The product information in the card is pulled from a feed that updates automatically online, ensuring the creative always displays up-to-date information. Seamless addition of the product to the shopping cart.

This mechanic can be implemented if the client has an external script that allows automatically adding the product to the website's cart when clicking the button in the ad creative.

Examples:

<https://studio.5visions.com/public/preview/viplus2/12523/f369597088611c8fa4ba14b6bf683e3695f0517d>



Feed-Based Mechanics:

- Video duration: up to 20 seconds
- Video playback on a branded background with a product card switch panel
- Number of cards: up to 5
- Automatic card switching every 3 seconds
- Dynamic updating of price and discount on the card at the moment of display
- Highlighting/blinking of the slide navigation arrows to guide the user
- Clicking the button leads to the marketplace or advertiser's website
- The entire creative area is clickable and leads to the client's website, except the arrows, which allow the user to scroll through product cards
- Option to set a single landing page for all products or individual landing pages for each product

Required Materials for Assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Product images in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link (either unified or individual for each card)
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Title and/or button text (up to 20 characters)
- Text for cards (name, price, etc.)
- Color of graphic elements (button, background, etc.) in HEX format #000000
- Product feeds to be displayed in cards, including: image, name, price, card link URL, product ID, discounted price (if discounts are shown on cards). Marketplace feeds (Ozon, Wildberries, Vprok, Detskiy Mir, etc.) or brand online store feeds are allowed. Must be provided 2 weeks before campaign launch
- Feed format: xml or json



Shoppable Video Without Feed Integration

Description:

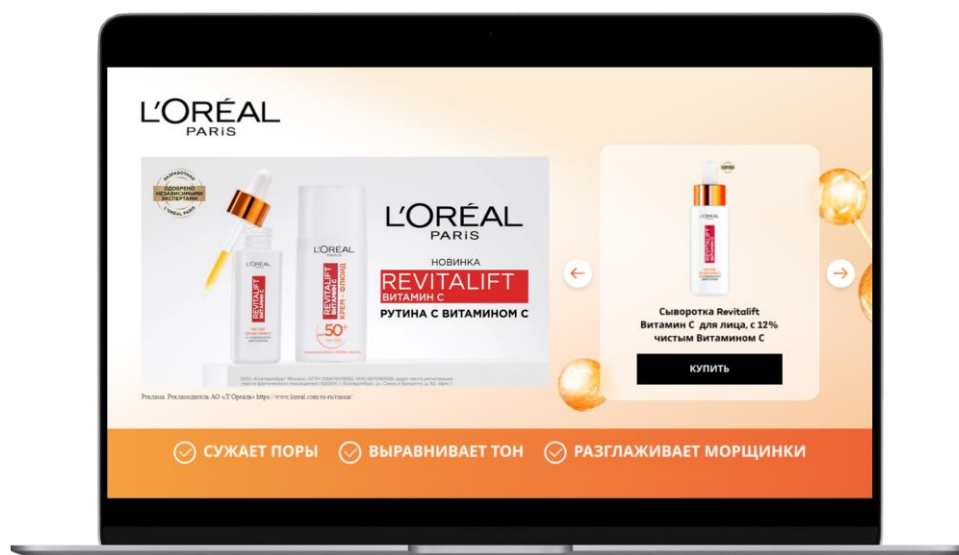
Without feed integration, with product card demonstration.

This format is designed to encourage the user to make a purchase — products are presented for quick access, the user can switch between product cards, and there is a button to visit the website with an attractive CTA. We can assign different clickable links to each product.

Main feature of this format is that the cards do not auto-update, and when switching between cards, the video pauses instead of switching seamlessly as in the custom version.

Examples:

<https://studio.5visions.com/public/preview/viplus2/12523/f369597088611c8fa4ba14b6bf683e3695f0517d>



Mechanics Without Feed Integration:

- Video duration: up to 20 seconds
- Video playback on a branded background with a product card switch panel
- Number of cards: up to 5
- Automatic card switching every 3 seconds
- Highlighting/blinking of the slide navigation arrows to guide the user
- Clicking the button leads to the marketplace or advertiser's website
- The entire creative area is clickable and directs to the client's website, except for the arrows, which allow scrolling through product cards
- Option to set a single landing page for all products or individual landing pages for each product

Required Materials for Assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / Figma formats



- Logo in .psd / .svg / .ai / Figma formats
- Product images in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link (either unified or individual for each card)
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Title and/or button text (up to 20 characters)
- Text for cards (name, price, etc.)
- Color of graphic elements (button, background, etc.) in HEX format #000000

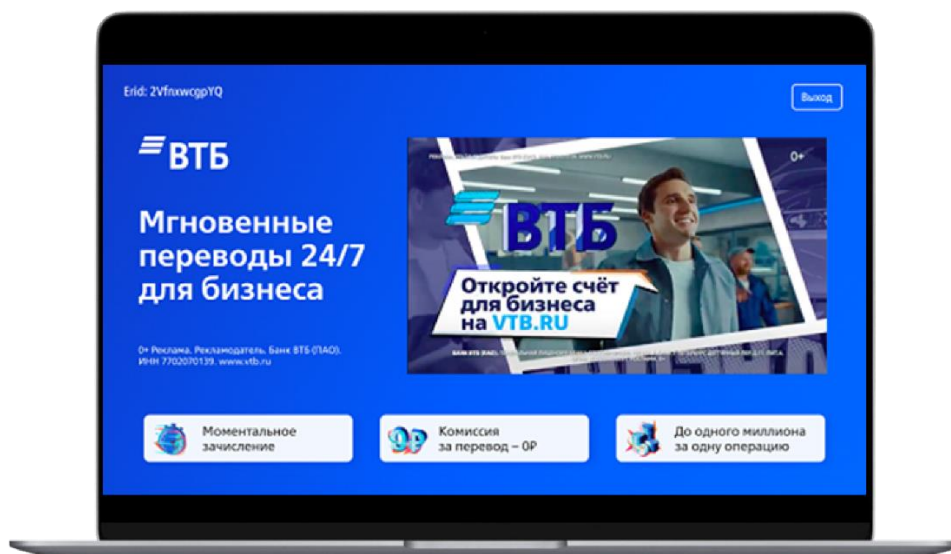
Creative formats for Smart

Frame-roll

The format is an advertiser's video clip with a duration up to 20 seconds, featuring a CTA button from the first second. The brand zone is activated either by pressing the button or automatically at the midpoint of the video. The brand zone contains a minimized player, a CTA button, and a QR code linking to the advertiser's website. At the end of the video, if the viewer has not pressed the "ok" button on the remote control, the creative will end. If the viewer presses the "OK" button on the remote, the player collapses, leaving the brand zone visible for 35 seconds with a countdown timer, then the creative ends unless the user closes it earlier. The maximum total duration including the brand zone is 55 seconds.

Examples:

https://drive.google.com/drive/folders/1Haf2G29XATh6e9K_SdrhblFID7BwnJ9T



Format mechanics:

- Video duration up to 20 seconds; brand zone duration — 35 seconds



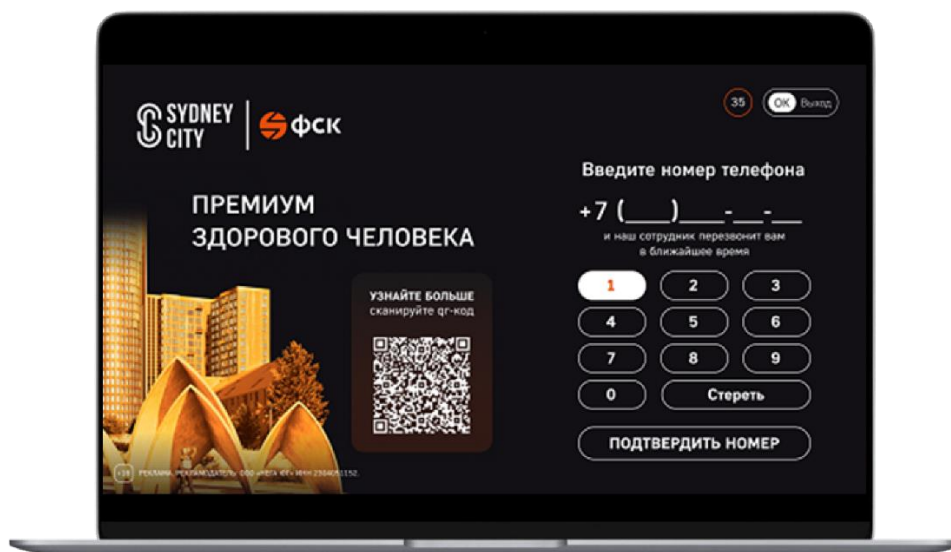
- CTA button (by default “Learn More”) from the first second of the video
- Brand zone activation either by pressing the CTA button or automatically at the midpoint
- the brand zone contains minimized player, CTA button and a QR code linking to the advertiser’s website, which remain visible until the creative ends
- At the end of the video playback, a freeze frame appears in the player, along with a 35-second countdown timer and a “Close” button (or a cross) for the user to exit the creative
- If the user does not close the interactive element manually via the “Close” button, the total maximum duration of the creative is 55 seconds (up to 30 seconds for the client’s video and 25 seconds delay in brand zone)
- After finalizing the creative code, it is necessary to specify the total video duration for correct setup of the advertising campaign (it will vary depending on duration of the video)

Required Materials for Assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link for the QR code
- Call-to-action text for the QR code
- Pixels (impressions, clicks, view-throughs, additional verifiers)
- Button text (up to 20 characters)
- Colors of graphic elements (button, background, etc.) in HEX format #000000

QR + Lead

The format is represented by a video clip up to 20 seconds long, with a QR code and a CTA button (“Request Callback”) from the first second. Pressing the button activates the brand zone after the video, where the user can enter their phone number into a form using the TV remote control. The total broadcast duration of the creative, including the brand zone, is 55 seconds.



Format mechanics:

- Video duration up to 20 seconds; brand zone duration — 35 seconds
- CTA button (default “Request Callback”) from the first second of the video
- QR code displayed in the corner of the screen from the first second of the video
- Activation of the brand zone by pressing the CTA button
- When transitioning to the brand zone, the video stops; the left half of the screen displays the CTA, and the right half features a dial for entering the phone number
- Upon activation of the brand zone, a countdown timer appears for 35 seconds, along with a “Finish” button if the user wants to exit the creative
- The creative ends after 35 seconds
- Collected phone numbers are delivered to the client via Google Sheets
- If direct contact collection is necessary, synchronization of our data with getads colleagues in the system, for example, CoMagic, is mandatory.

Required Materials for Assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link for the QR code
- Call-to-action text for the QR code
- Pixels (impression, click, view-through, additional verifiers)
- Button text (up to 20 characters)
- Colors of graphic elements (button, background, etc.) in HEX format #000000



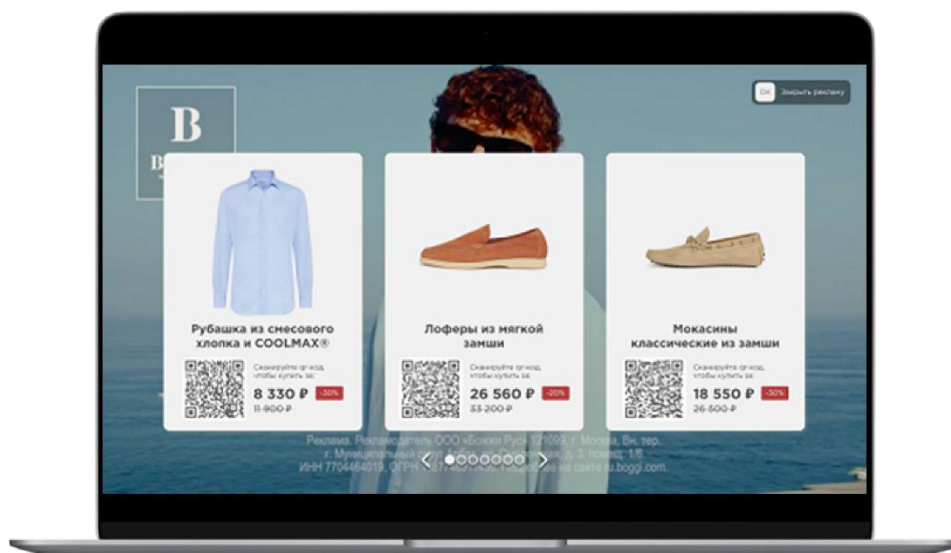
Slide Show Smart TV

The format is represented by a video clip up to 20 seconds long with a CTA button (“Learn More”) and a QR code displayed from the first second. The brand zone is activated by pressing the “OK” button on the remote control, opening a slideshow containing up to 6 slides. Slides can be switched manually or they will switch automatically every 7 seconds. The brand zone remains active for 35 seconds, then the creative ends unless the user closes it earlier.

Examples:

Video: <https://disk.360.yandex.ru/i/zA54qO-xrAqySw>

Demo-version: <https://da-cdn.getshop.tv/vod/staging/2025-06-da-stv-dreame/vpaid.html>



Format mechanics:

- Video duration up to 20 seconds; brand zone duration — 35 seconds
- CTA button (by default “Learn More”) from the first second of the video
- QR code displayed in the corner of the screen from the first second of the video
- Brand zone activation upon pressing the CTA button
- Upon activation, the first slide of the slideshow opens; slide navigation arrows are highlighted/blinking to prompt the user
- When the brand zone is activated, a 35-second countdown timer appears, along with a “Finish” button if the user wants to exit the creative
- Next slides can be switched manually by the user or automatically every 7 seconds
- Integration of up to 6 slides containing text and images is possible

Required Materials for Assembly:

- Video created according to general technical specifications



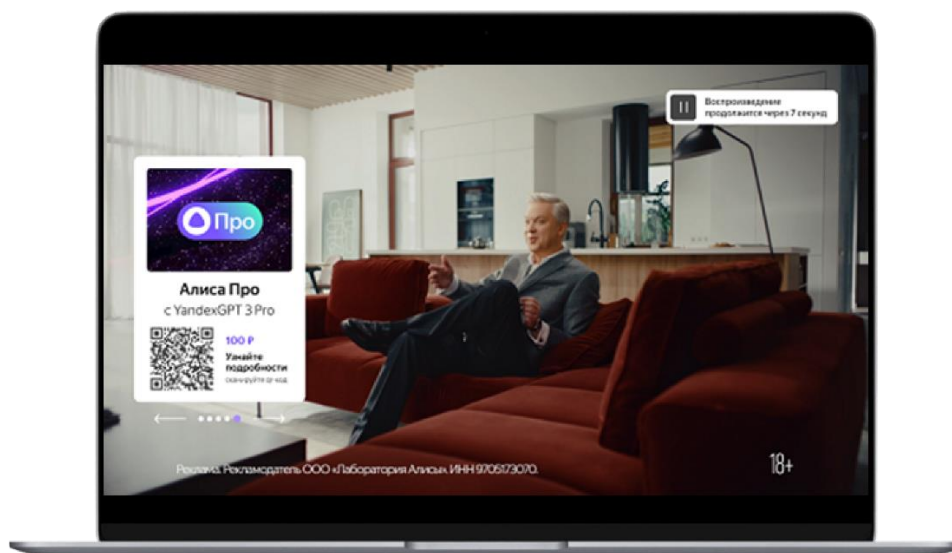
- Advertising layouts in .psd / .svg / .ai / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing page link for the QR code
- Call-to-action text for the QR code
- Pixels (impression, click, view-through, additional verifiers)
- Button text (up to 20 characters)
- High-quality images suitable for slides
- Text for the slides
- Colors of graphic elements (button, background, etc.) in HEX format #000000

Shoppable

The Shoppable format lineup includes videos up to 20 seconds long, played on a branded background with a product card navigation panel. Using the remote control, users can expand the cards to learn more about the products. Depending on the format, the cards switch automatically or at the user's discretion.

Examples:

<https://disk.yandex.ru/i/Zbld8ntmsa9t6A>



Mechanics without feeds:

- Video duration up to 20 seconds, brand zone duration – 35 seconds
- Video plays on a branded background with a product card navigation panel
- Number of cards: up to 5
- Automatic card switching every 3 seconds



- Cards can be expanded to read detailed information
- Slide navigation arrows are highlighted/blinking to prompt the user
- QR code directs to a marketplace or advertiser's website
- Option to make a single QR code for all products or individual QR codes for each product

Required Materials for Assembly:

- Video created according to general technical specifications
- Advertising layouts in .psd / .svg / Figma formats
- Logo in .psd / .svg / .ai / Figma formats
- Product images in .psd / .svg / .ai / Figma formats
- Brand fonts
- Landing **page** link (either unified or individual for each card)
- Pixels (impression, click, view-through, additional verifiers)
- Headline and/or button text (up to 20 characters)
- Text for the cards (name, price, etc.)
- Colors of graphic elements (button, background, etc.) in HEX format #000000