



Advertising requirements for Smart TV QR-packshot 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. Click link or link to a landing page (URL) must be provided.

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.

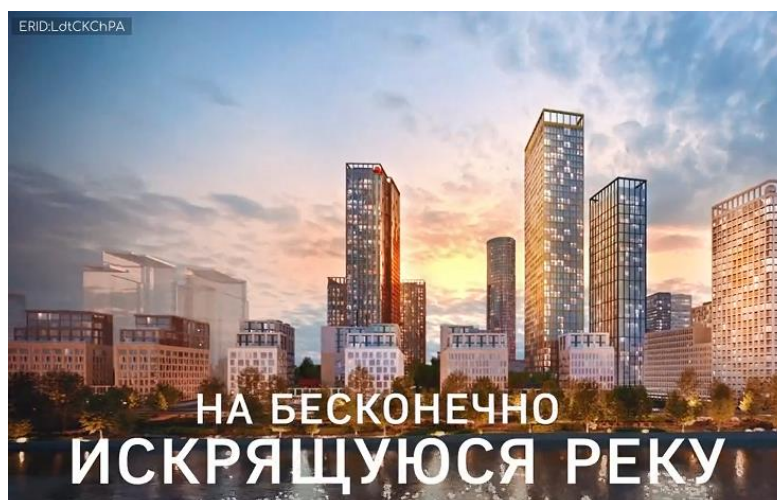
Provision of advertising materials

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.

Ad identifier (ERID, token) placement

Since there are no clicks on SmartTV devices and the user is navigating to the click URL from another device (e.g., a smartphone) Digital alliance independently places/applies an ERID (token) on top of the video clip in the upper left corner in the form of a «erid:xxx», where «erid» is a token name, «xxx» - ID, assigned by ОПД (Advertisement Data Operator) to an ad, in the form of a set of alphanumeric text using Latin letters in Comfortaa font, font size 16.

Example:





Technical requirements to source files for Smart TV QR-packshot 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	5 MB/s or more
Frame rate	25 fps
Video duration	10 – 45 seconds
File size	Unlimited

Packshot banner

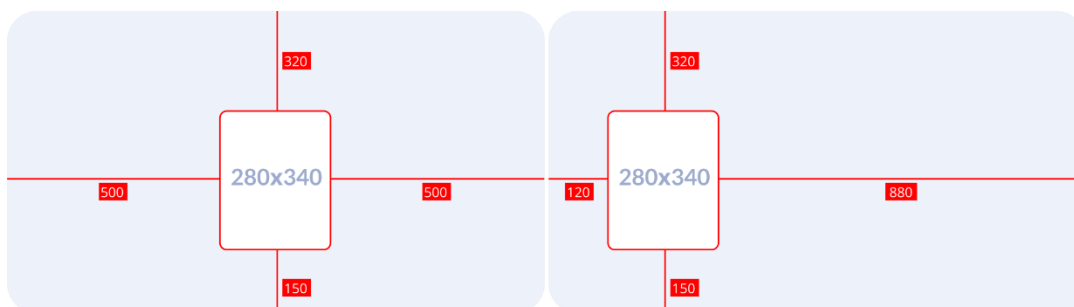
File format	jpg / png
Resolution at 16:9 banner aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
File size	Unlimited





Structure of the Packshot background banner

- 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 in on the DA side)
- May contain an illustration (with reduced contrast)



Examples

Horizontal background and banner with QR code

