



Advertising requirements

General information

- The creative must contain in the visible part:
 - “Ad” label - "Реклама" (in Russian);
 - 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);
- 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.

Ad identifier (ERID, token) placement in VAST tags

Transfer of ERID (token) to click link is automated using Adfox macro %user3% in URL parameter:

Platform	parameter	Example
Weborama (VAST tag)	erid=%user3%	https://wcm-ru.frontend.weborama.fr/cgi-bin/dispatch.fcgi?a.A=im&a.si=9268&a.te=193&a.he=1&a.wi=1&a.hr=X&a.ra=%random%&er=1&erid=%user3%
Weborama (pixel)	a.ycp=%user3%	https://wcm-ru.frontend.weborama.fr/cgi-bin/dispatch.fcgi?a.A=im&a.si=2336&a.te=19242&a.he=1&a.wi=1&a.hr=X&a.ra=%random%&er=1&a.ycp=%user3%&a.ycp=co:100 st:0 ss:0
Adserving (VAST tag)	LineID=%user3%	https://bs.serving-sys.ru/Serving/adServer.bs?c=23&cn=display&pli=1041743806&ord=%random%&pcp=\${site.id%}:{request.referrer:urlenc%}\$&LineID=%user3%
AdRiver (VAST tag)	erid=%user3%	https://ad.adriver.ru/cgi-bin/erle.cgi?sid=1&bt=99&tuid=1&ad=765691&pid=3735619&bid=9363510&bn=9363510&exss=&erid=%user3%&rnd=%random%
5Vision (Brain) (VAST tag)	erid=%user3%	https://get.5visions.com/viplus2/vast/11938.xml?erid=%user3%



Ad identifier (ERID, token) placement in click links

Direct click link to the landing page must contain `&erid=%user3%` parameter

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 URL parameters are transferred urlencoded, use: `%26erid%3D%user3%` (`%user3%` is not encoded)

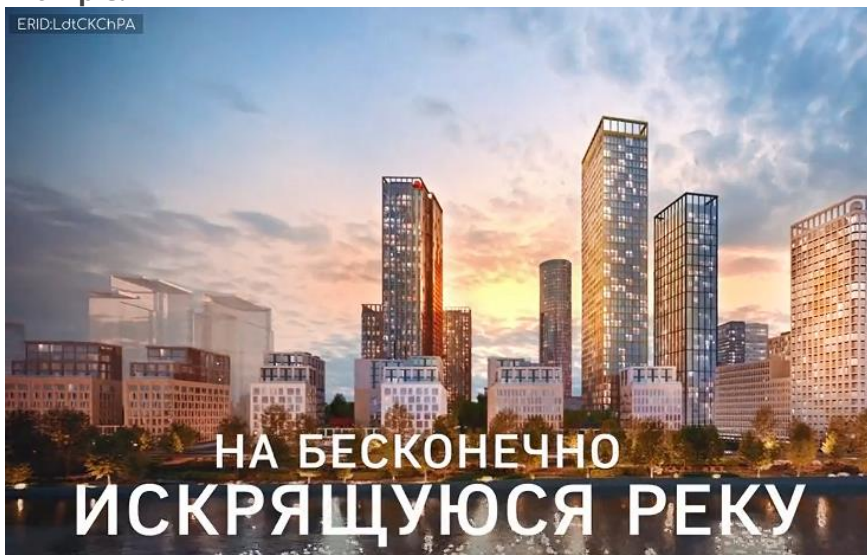
Example:

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%

Advertising without click links

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 advertising capabilities

Capabilities	Mobile application	Smart TV	Web (desktop + mobile)
Impression pixel	✓	✓	✓
Quality metrics pixel (IVT, BS, VA)	✗	✗	✓
VPAID tag	✗	✗	✓

Important!

When using a product that includes all platforms and devices (Web + Mobile application + Smart TV), the advertiser must provide a set of tags and creatives that allows placement on the included platforms.

Technical requirements to source video files for Web desktop + Web mobile ads

Advertising creatives can be a video file or as VAST Tag

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
Sound	AAC, 48KHz, stereo 32 Bit/sec CBR, HiQ setting
Sound level	-15db
File size	Unlimited

Video duration:

- Unskippable – minimum 6 seconds / maximum 30 seconds
- Skippable – 10-60 seconds (“Skip” button appears on the 5th second)



Requirements for the Ad tags and third-party pixels

Accepted 3rd party verification VAST tags*:

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

Pixels - all certified 3rd party verification systems are accepted. Pixels must be provided in a text file (.txt) only.

All 3rd party VAST tags and 3rd party pixels should operate over both http and https protocols. All provided url links should not contain a hard indication of the protocol and should begin with a double slash "//"

File size of the VAST tag video should not exceed 2-3 mB for a 15-second video (average 0.7-1 mB for every 5 seconds of video). Sufficient video bitrate is 0.6-1 mbps. The sound level should not exceed -15 db.

*In case of placement with VAST tags:

1. Information that the advertising campaign will be placed with an VAST tag must be provided at the booking stage, otherwise the VAST tag will not be accepted for placement.
2. The agency sends the video to Digital Alliance for legal review.
3. After the video is approved by the lawyers, Digital Alliance confirms the placement of this video to the agency.
4. Final VAST tags are accepted ONLY through the manager of Digital Alliance Sales department.
5. VAST tags should be provided in advance to test their performance on the main platforms of the Video Network.

Technical requirements for source video files for Mobile Application and Smart TV ads

Only video file is accepted! Placement with Ad tag is impossible

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
Sound	AAC, 48KHz, stereo 32 Bit/sec CBR, HiQ setting
Sound level	-15db
File size	Unlimited

Video duration:

- Unskippable – minimum 6 seconds / maximum 30 seconds
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