

# DIGITAL ALLIANCE

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## Advertising requirements



## General information

1. 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).
2. All advertising materials must comply with the requirements of the Federal Law "On Advertising", and in particular the following design requirements:
  - The advertising banner must have visible borders (enclosed in a frame that does not match the background color of the banner); the banner background must not be transparent.
  - Banners should not distract the user from the page; long and excessively fast changing frames containing massive and bright graphic elements are not allowed.
  - The text on the banner must be readable. The color of the text should not blend into the background. The font must be clear.
  - The advertising banner must correspond to the content of the website page to which the link from the banner leads. Example: if an advertisement contains information about a discount, then the link should lead to the page of the advertiser’s website where this discount is clearly indicated.
  - The page to which the advertising link leads must open correctly in the browser and not contain script or program errors.
  - Advertising that requires additional information in accordance with the Federal Law “On Advertising” must contain this information in the visible part of the creative.
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. The advertising campaign is closing according to Digital Alliance statistics.

## 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) placement in click links

The transfer of ERID (token) to click links of advertising platforms is carried out automatically using macro:

- For placements with a direct click link (without a redirect), the macro is set as the parameter `erid={erid}`.



Example:

`https://site.ru/?utm_source=DA&utm_medium=cpm&utm_campaign=DA&utm_content=DA&erid={erid}`

- For placements with a redirect click link from an external verification system, the macro is added to the link of the external system. The macro itself will depend on the system you are using. Example of macros used:

Verification system	Parameter	Example
Weborama (pixel)	<code>erir={erid}</code>	<code>https://wcm-ru.frontend.weborama.fr/fcgi-bin/dispatch.fcgi?a.A=cl&amp;a.si=7&amp;a.te=13359&amp;erir={erid}&amp;a.ra=[RANDOM]&amp;g.lu=</code>
AdRiver (pixel)	<code>erid={erid}</code>	<code>https://ad.adriver.ru/cgi-bin/click.cgi?sid=1&amp;ad=568823&amp;bt=2&amp;pid=2245780&amp;bid=4327920&amp;bn=4327920&amp;rnd=329113546&amp;erir={erid}</code>

## Requirements for codes and pixels of third-party systems

HTML banners with built-in event handlers (except click) of the following systems are accepted for auditing by external systems:

- MOAT
- Adserving
- Weborama
- DoubleVerify
- Adriver
- Admon

Pixels shown/clicked by any verifier, certified for measurement, and creatives uploaded through 3rd-party tags of verification systems are also accepted for the audit. Pixels and codes for placement must be provided in a text file (.txt) only. The visibility of creatives in mobile apps is tracked without any extra configurations..

**When posting with Admin code, the code must be sent in the form of HTML banners. The code should not contain a click link and a click handler.**

## Technical requirements for products.

**If you need to measure visibility, you must provide the entire set of creatives in HTML-5 format. Otherwise, the measurement will be incorrect.**

**It is necessary to provide creatives for all platforms (web and mobile) to launch an advertising campaign.**

## Banner Network (Premium)

Acceptable resizes:



- Web: 970x250, 300x250, 300x600, 300x300, 240x400
- Mob App: 300x250, 300x600, 240x400
- Acceptable file formats:
- HTML5: .zip
- Images: .gif / .jpg / .jpeg / .png
- File size: No more than 150 KB

## HTML requirements:

- Zip archive must contain the main and only html file, as well as files of other formats (css, js, html, gif, png, jpg, jpeg, svg)
- The HEAD tag must contain the following information (depending on the format, for example for a 240x400 banner): `<meta name="ad.size" content="width=240,height=400">`
- External links to some core libraries included in html5 development tools are allowed: Animate CC, Edge Animate, CreateJS. For example, this createjs-2015.11.26.min.js library can be replaced with an external base library: `<script src="https://s0.2mdn.net/ads/studio/cached_libs/createjs_2015.11.26_54e1c3722102182bb133912ad4442e19_min.js"></script>`
- The banner should not contain events that trigger transitions when the banner is clicked. Example: `window.open()`
- The banner also requires placeholders in .gif format up to 150kb
- Presence of a 1px outline frame: #B3B3B3 (color may vary). Text files must have utf-8 encoding. The duration of the animation should not exceed 30 seconds. The names of all files must be in Latin, special characters and spaces are prohibited.
- Meters of any system are allowed to use
- Creatives are marked with the "Advertising" mark on the system side; adding this mark to the original creative is not required.

## Instructions for adding a click in mraid:

- A script must be added to the banner head: `<<script src="main.js"></script>`
- In body content must be wrapped with `<a>` tags and closing tag `</a>`  
with a click mraid:`<a href="javascript:mraid.open("", "_blank")">`  
`<a href="javascript:mraid.open('', '_blank')">`  
...  
`</a>`



```
<!-- write your code here -->
</head>
<body onload="init();" style="margin: 0px">
  <a href="javascript:mraid.open(window.clickTag)">
    <div
      id="animation_container"
      style="
        background-color: ■ rgba(255, 255, 255, 1);
        width: 300px;
        height: 600px;
      "
    >
      <canvas
        id="canvas"
        width="300"
        height="600"
        style="
          position: absolute;
          display: block;
          background-color: ■ rgba(255, 255, 255, 1);
        "
      ></canvas>
      <div
        id="dom_overlay_container"
        style="
          pointer-events: none;
          overflow: hidden;
          width: 300px;
          height: 600px;
          position: absolute;
          left: 0px;
          top: 0px;
          display: block;
        "
      ></div>
    </div>
  </a>
</body>
</html>
```

## Banner Network (Reach)

- Web: **300x250, 240x400, 728x90, 320x50, 336x280, 320x100, 320x480, 300x300**
- Mob App: **320x480, 240x400, 300x250, 320x50, 320x100**
- The resizing kit for the Reach product includes, in addition to the main banner sizes, the TGB format, which must be submitted together with the main resizing kit (hereinafter referred to as the [TGB requirements](#))

Mandatory resizes are indicated in bold.

Acceptable file formats:

HTML5: .zip

Images: .gif / .jpg / .jpeg / .png

File size: No more than 150 KB

## HTML requirements:

- Zip archive must contain the main and only html file, as well as files of other formats (css, js, html, gif, png, jpg, jpeg, svg)
- The HEAD tag must contain the following information (depending on the format, for example for a 240x400 banner): `<meta name="ad.size" content="width=240,height=400">`
- External links to some core libraries included in html5 development tools are allowed: Animate



CC, Edge Animate, CreateJS. For example, this createjs-2015.11.26.min.js library can be replaced with an external base library: `<script src="https://s0.2mdn.net/ads/studio/cached_libs/createjs_2015.11.26_54e1c3722102182bb133912ad4442e19_min.js"></script>`

- The banner should not contain events that trigger transitions when the banner is clicked. Example: `window.open()`
- The banner also requires placeholders in .gif format up to 150kb
- Presence of a 1px outline frame: #B3B3B3 (color may vary). Text files must have utf-8 encoding. The duration of the animation should not exceed 30 seconds. The names of all files must be in Latin, special characters and spaces are prohibited.
- Meters of any system are allowed to use
- Creatives are marked with the “Advertising” mark on the system side; adding this mark to the original creative is not required.

#### Instructions for adding a click in mraid:

- A script must be added to the banner head: `<<script src="main.js"></script>`
- In body content must be wrapped with `<a>` tags and closing tag `</a>` \with a click mraid:`<a href="javascript:mraid.open("", "_blank")">`  
`<a href="javascript:mraid.open('', '_blank')">`  
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<!-- write your code here -->
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      style="
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        width: 300px;
        height: 600px;
      "
    >
      <canvas
        id="canvas"
        width="300"
        height="600"
        style="
          position: absolute;
          display: block;
          background-color: ■ rgba(255, 255, 255, 1);
        "
      ></canvas>
      <div
        id="dom_overlay_container"
        style="
          pointer-events: none;
          overflow: hidden;
          width: 300px;
          height: 600px;
          position: absolute;
          left: 0px;
          top: 0px;
          display: block;
        "
      ></div>
    </div>
  </a>
</body>
</html>
```

## Requirements for Banner Network Reach (Fullscreen):

- Mob App: 320x480, 480x320 – with the ability to adapt to different screens.
- 320x480, 480x320, 240x400, 640x360 – in the .jpg, .gif, .html format.

Acceptable banner formats:

HTML5

JPG

GIF

File Size:

No more than 150 KB.

File type:

In the 3rd party tag format or .zip. The ZIP archive must contain the main html file, as well as files in other formats (css, js, html, gif, png, jpg, jpeg, svg)

Adaptability of the banner:

The banner must be adaptive. Be able to adjust to different screens and sizes. Creatives with a percentage size are not accepted for placement – only an adaptability option with the specified size.



The banner must have clickable areas:

The banner must have events that work out transitions when clicking on the banner. Example:

Web - `window.open()`

Mob App – `mraid.open()`

Other requirements:

Text files must be utf-8 encoded. The names of all files must be in Latin letters, it is forbidden to use special characters and spaces.

We recommend creating Fullscreen banners in the Tumult Hype program.

## Banner Network Reach CPC

- Similar to [Banner Network Reach](#), but optimized for CPC.
- Additionally, UTM tags are required for accurate analytics

## TGB requirements:

- Logo:
  - Resolution: 256x256 pixels;
  - Maximum file size up to 150 KB;
  - Formats: jpeg, jpg, png, gif.
- Main image:
  - Resolution: 1200x628 pixels (additional resizes are allowed: 800x600, 1200x800 and 1280x720 to the existing 1200x628);
  - Maximum file size up to 150 KB;
  - Formats: jpeg, jpg, png, gif.
- Square image:
  - Resolution: 600x600;
  - Maximum file size up to 150 KB;
  - Formats: jpeg, jpg, png, gif.
- Headline:
  - Text up to 25 characters including spaces and special characters.
- Main text:
  - Text up to 70 characters including spaces and special characters.
- Domain name (automatically substituted from the specified URL).
- Indication of the advertised brand (the specified brand must match the brand on the landing page).

## Text requirements:

- Text in the ad must match the theme of the landing page and describe the advertised product.





- Text may contain the following special characters (. , ! ? : -- & %).
- Exclamation and question marks can only be used once, either in the title or in the body.

**It is unacceptable to use in text:**

- Spaces between letters in a word (example: “l e t t e r s”) and typing text in capital letters (example: “LETTERS”), except abbreviations.
- To repeat special characters (example: “,,!”)
- Providing contact information (phone numbers, e-mail, postal address, etc.);
- Using HTML;
- The title should not end with a period;
- Ad text must not contain slang, jargon, offensive or profane language, or adult content.

**Image requirements:**

- The image must be of high quality and not contain visible compression artifacts. The text on the image should occupy no more than 20% of the image area and be clearly readable.
- The image must match the title/text of the ad.

**It is unacceptable to use in images:**

- Contact information (telephone numbers, e-mail, postal address, etc.);
- Duplicate title and body text, with the exception of an advertising slogan
- Using text containing grammatical, punctuation and other errors.

**URL requirements:**

- URL must match the subject of the ad and work reliably.

**It is unacceptable to use in URL:**

- Using an IP address instead of a URL is unacceptable.