

Advertising requirements

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, 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

Weborama workflow

A VAST tag and a click link (for a video + pixel set of materials) received from Weborama will already contain an added parameter for ERID transfer and specified %user3% macro, which will transfer the ERID we received to the tag/click link.

Example with Weborama VAST/VPAID:

(erid is transferred with utm parameter. %user3% macro is used in Adfox to transfer the erid)

<https://wcm-ru.frontend.weborama.fr/fcgi-bin/dispatch.fcgi?a.A=im&a.si=7&a.te=13358&a.he=1&a.wi=1&a.hr=X&a.ra=%random%&a.ycp=co%3A100%7Cst%3A0%7Css%3A0%7Cutm%3Aerid%3D%user3%>

Example with Weborama clickable link for a set of standard materials

(video + pixel): (erid is transferred with a.ycp parameter. %user3% macro is used in Adfox to transfer the erid):

[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.lu=](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.lu=)

Demo of ERID transfer to clickable link with Weborama tag:

<https://googleads.github.io/googleads-ima-ht-ml5/vsi/?tag=https%253A%252F%252Fwcm-ru.frontend.weborama.fr%252Ffcgi-bin%252Fdispatch.fcgi%253Fa.A%253Dim%2526a.si%253D7%2526a.te%253D13358%2526a.he%253D1%2526a.wi%253D1%2526a.hr%253DX%2526a.ra%253D852369741%2526a.ycp%253Dco%25253A100%25257Cst%25253A0%25257Css%25253A0%25257Cutm%25253Aerid%25253D123456>

Sizmek workflow

A VAST tag received from Sizmek will already contain an added parameter for ERID transfer and specified %user3% macro, which will transfer the ERID we received to the tag/click link.

Example with Sizmek VAST/VPAID

(erid is transferred with LineID parameter. %user3% macro is used in Adfox to transfer the erid):

[https://bs.serving-sys.ru/Serving/adServer.bs?c=23&cn=display&pli=1000175939&ord=%random%&pcp=\\${site.id%}:{request.referrer:urlenc%}\\$\\$&LineID=%user3%](https://bs.serving-sys.ru/Serving/adServer.bs?c=23&cn=display&pli=1000175939&ord=%random%&pcp=${site.id%}:{request.referrer:urlenc%}$$&LineID=%user3%)

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Demo of ERID transfer to click link with Sizmek tag

<https://googleads.github.io/googleads-ima-ht-ml5/vsi/?tag=https%253A%252F%252Fbs.serving-sys.ru%252F-serving%252FadServer.bs%253Fc%253D23%2526cn%253Ddisplay%2526pli%253D1000175939%2526ord%253D%252525random%252525%2526pcp%253D%2524%252412345%253A963258%2524%2524%2526LineID%253D741258>

AdRiver workflow

Erid parameter is used to transfer a token to click link or VAST tag in AdRiver, consequently, the following structure: `&erir=%user3%` - should be added to click link or VAST tag in AdRiver.

AdRiver click link example

[//ad.adriver.ru/cgi-bin/-click.cgi?sid=1&bt=76&ad=733163&pid=3345991&bid=7735818&bn=7735818&exss=&rnd=1921475531&erir=%user3%](http://ad.adriver.ru/cgi-bin/-click.cgi?sid=1&bt=76&ad=733163&pid=3345991&bid=7735818&bn=7735818&exss=&rnd=1921475531&erir=%user3%)

Important!

In order to ensure the transfer to the target link to the advertiser's landing page `&erir_identifier=!erir0]` parameter should be specified in the banner parameters in UI AdRiver.

5Vision (Brain) workflow

Erid parameter is used to transfer a token to click link for 5Vision interactive advertising, the token should be transferred to erid parameter with `%user3%` macro.

5Vision VAST tag example:

<https://get.5visions.com/viplus2/vast/10433.xml?erid=%user3%>

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.lu=](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.lu=)

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Technical advertising capabilities

Capabilities	Mobile application	Smart TV	Web (desktop + mobile)
Impression pixel	✓	✓	✓
Verification pixel on quality metrics (IVT, BS, VA)	✗	✗	✓
Ad tag	✗	✗	✓

Important!

When placing a product on all platforms and devices (WEB + Mobile application + Smart TV), the advertiser must provide a set of creatives that allows placement on the respective platforms.

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

Advertising creatives can be provided both as a video file and as Ad Tag

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
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 from the 5th second)

Requirements to the Ad tags and third-party pixels

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Ad tags* accepted for verification by 3rd party systems:

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

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

All 3rd party Ad 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 inserted into the video Ad tag 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 Ad tags:**

1. Information that the advertising campaign will be placed with an Ad tag must be provided at the booking stage, otherwise the Ad 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 Ad tags are accepted ONLY through the manager of Digital Alliance Sales department.
5. Codes should be provided in advance to test their performance on the main platforms of the Video Network.

Technical requirements to 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

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Resolution at 16:9 aspect ratio	1280x720
Pixel aspect ratio	1:1 (square pixel)
Video bitrate	from 5 MB/s
Frame rate	25 fps
Sound	AAC, 48KHz, stereo 32 Bit/sec CBR, HiQ setting
Sound level	-15db
File size	Unlimited
Video duration	

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