

# Kulinaria Go

## Specyfikacja produktu reklamowego

### Scenariusz

|                                                                                   |                |                                         |
|-----------------------------------------------------------------------------------|----------------|-----------------------------------------|
|  | <b>Desktop</b> | Double billboard 3/uu lub Halfpage 3/uu |
|  | <b>Mobile</b>  | Baner skalowalny 3/uu                   |

| Forma reklamowa                                                                                  | Wymiary     | Format       | Waga [kb] | Na żywo           |
|--------------------------------------------------------------------------------------------------|-------------|--------------|-----------|-------------------|
|  <b>Desktop</b> |             |              |           |                   |
| Double billboard                                                                                 | • 750x200px | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                                  |             | html         | 150       |                   |
| Halfpage                                                                                         | • 300x600px | jpg/png/webp | 70        | <a href="#">↗</a> |
|                                                                                                  |             | html         | 150       |                   |
|  <b>Mobile</b> |             |              |           |                   |
| Baner skalowalny                                                                                 | • 600x200px | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                                  |             | html         | 150       |                   |

### Scenariusz

|                                                                                     |                |                                                                        |
|-------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------|
|  | <b>Desktop</b> | Screening 1/uu + Double billboard 2/uu                                 |
|  | <b>Mobile</b>  | (Rectangle 1/uu lub Banner skalowalny XL 1/uu) + Baner skalowalny 2/uu |

| Forma reklamowa                                                                                    | Wymiary       | Format       | Waga [kb] | Na żywo           |
|----------------------------------------------------------------------------------------------------|---------------|--------------|-----------|-------------------|
|  <b>Desktop</b> |               |              |           |                   |
| Screening - Banner                                                                                 | • 970x300px   | jpg/png/webp | 150       | <a href="#">↗</a> |
|                                                                                                    |               | html         | 300       |                   |
| Screening - Tapeta wąska                                                                           | • 1280x1280px | jpg/png/webp | 150       | <a href="#">↗</a> |
| Screening - Tapeta szeroka                                                                         | • 1920x1280px | jpg/png/webp | 150       | <a href="#">↗</a> |
| Double billboard                                                                                   | • 750x200px   | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                                    |               | html         | 150       |                   |
|  <b>Mobile</b>  |               |              |           |                   |
| Rectangle                                                                                          | • 300x250px   | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                                    |               | html         | 150       |                   |

| Forma reklamowa             | Wymiary     | Format       | Waga [kb] | Na żywo           |
|-----------------------------|-------------|--------------|-----------|-------------------|
| <b>Banner skalowalny XL</b> | • 600x400px | jpg/png/webp | 50        | <a href="#">↗</a> |
|                             |             | html         | 150       |                   |
| <b>Baner skalowalny</b>     | • 600x200px | jpg/png/webp | 50        | <a href="#">↗</a> |
|                             |             | html         | 150       |                   |

## Scenariusz

|                                                                                   |                |                                                                        |
|-----------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------|
|  | <b>Desktop</b> | Gigaboard 1/uu + (Double billboard 2/uu lub Wideboard 2/uu)            |
|  | <b>Mobile</b>  | (Rectangle 1/uu lub Banner skalowalny XL 1/uu) + Baner skalowalny 2/uu |

| Forma reklamowa                                                                            | Wymiary      | Format       | Waga [kb] | Na żywo           |
|--------------------------------------------------------------------------------------------|--------------|--------------|-----------|-------------------|
|  Desktop  |              |              |           |                   |
| Gigaboard                                                                                  | • 1260x600px | jpg/png/webp | 150       | <a href="#">↗</a> |
|                                                                                            |              | html         | 300       |                   |
| Double billboard                                                                           | • 750x200px  | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                            |              | html         | 150       |                   |
| Wideboard                                                                                  | • 970x200px  | jpg/png/webp | 70        | <a href="#">↗</a> |
|                                                                                            |              | html         | 150       |                   |
|  Mobile |              |              |           |                   |
| Rectangle                                                                                  | • 300x250px  | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                            |              | html         | 150       |                   |
| Banner skalowalny XL                                                                       | • 600x400px  | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                            |              | html         | 150       |                   |
| Baner skalowalny                                                                           | • 600x200px  | jpg/png/webp | 50        | <a href="#">↗</a> |
|                                                                                            |              | html         | 150       |                   |

## Przydatne dokumenty

|                                                                                     |                                                                                     |                                                    |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------|
|  | <b>Dobre praktyki przy screeningach</b>                                             |                                                    |
|                                                                                     | W jaki sposób projektować złożone kreacje screeningowe aby otrzymać pożądany efekt. | <a href="#">Dobre praktyki przy screeningach ↗</a> |
|  | <b>Ogólna specyfikacja</b>                                                          |                                                    |
|                                                                                     | Pełna dokumentacja formatów reklamowych                                             | <a href="#">Dokumentacja ↗</a>                     |
|  | <b>Panele Premium</b>                                                               |                                                    |

W jaki sposób projektować panele premium

[Panele Premium ↗](#)