

# JastrząbPost Power Max

## Specyfikacja produktu reklamowego

### Scenariusz

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

| Forma reklamowa                                                                                   | Wymiary       | Format       | Waga | Szerokość serwisu | Na żywo           |
|---------------------------------------------------------------------------------------------------|---------------|--------------|------|-------------------|-------------------|
|  <b>Desktop</b>  |               |              |      |                   |                   |
| <b>Screening</b>                                                                                  | • 970x300px   | jpg/webp/png | 150  |                   | <a href="#">↗</a> |
|                                                                                                   |               | html         | 300  |                   |                   |
| <b>Screening</b>                                                                                  | • 1280x1280px | jpg/png/webp | 150  | 980               | <a href="#">↗</a> |
| <b>Screening</b>                                                                                  | • 1920x1280px | jpg/png/webp | 150  | 1280              | <a href="#">↗</a> |
| <b>Double billboard</b>                                                                           | • 750x200px   | jpg/png/webp | 50   |                   | <a href="#">↗</a> |
|                                                                                                   |               | html         | 150  |                   |                   |
| <b>Wideboard</b>                                                                                  | • 970x200px   | jpg/png/webp | 70   |                   | <a href="#">↗</a> |
|                                                                                                   |               | html         | 150  |                   |                   |
|  <b>Mobile</b> |               |              |      |                   |                   |
| <b>Rectangle</b>                                                                                  | • 300x250px   | jpg/png/webp | 50   |                   | <a href="#">↗</a> |
|                                                                                                   |               | html         | 150  |                   |                   |
| <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 + Banner skalowalny XL 1/uu + Baner skalowalny 2/uu |

| Forma reklamowa                                                                                    | Wymiary      | Format       | Waga | Na żywo           |
|----------------------------------------------------------------------------------------------------|--------------|--------------|------|-------------------|
|  <b>Desktop</b> |              |              |      |                   |
| <b>Gigaboard</b>                                                                                   | • 1260x600px | jpg/png/webp | 150  | <a href="#">↗</a> |
|                                                                                                    |              | html         | 300  |                   |

| Forma reklamowa                                                                          | Wymiary     | Format       | Waga | Na żywo           |
|------------------------------------------------------------------------------------------|-------------|--------------|------|-------------------|
| 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>                     |