



Advertising specification

Trading Desk

For formats issued as part of the Trading Desk service

Advertising formats

1. Advertising formats

It is recommended to provide native creation materials and banner formats for each campaign. We recommend the message banner creations containing products with an interesting price offer or various types of promotions.

All ready-made, made in accordance with the specifications, advertising materials necessary to begin the issuance of advertising must be delivered no later than 3 working days before the planned date of their issue.

Linking campaigns, we can target to different sites within AlphaDiscounters-listing customer products, a specific product (or collection products), which is to be promoted, or a dedicated customer page with a set of offers.

2. Static formats

2.1. File naming

We recommend using the following naming convention:

[advertiser]_[campaign name]_[product]_[size: lxwxd]_[version] (e.g. Brand_winter_td_160×600_v2.jpg) in the names should be use lowercase letters, underscores and numbers; it is not allowed to use spaces and Greece Diacritical Marks (ñ, Ê,ć,ñ,ó,ś,ż, ź) in names.

Using the AlphaDiscounters logo on the creations, it should be compatible with the Brand book available on the site

<https://alphadiscounters.com/advertisement/>

URLs should point to a site with an SSL certificate (starting with https).

It is forbidden to use your own UTM codes

2.2. Graphic specification

- File type: jpg, jpeg, png, gif
- Maximum weight:

Branding campaigns		Sales campaigns	
Format	Max. weight	Format	Max. weight
160x600	50KB	160x600	50KB
302x50	50KB		
300x200	50KB		
300x600	50KB	300x250	50KB
300x280	100KB	300x600	100KB
728x90	50KB	336x280	50KB
750x100	70KB	728x90	70KB
750x200	100KB	750x100	100KB
750x300	100KB	750x200	100KB
940x200	150KB	750x300	100KB
970x200	150KB		
970x250	150KB		
1200x627	1MB		

3. Native formats

Text and graphic creations embedded on the publisher's pages, adapting individual components to the appearance of the page.

To run a native campaign, you must provide:

- Logo: 100x100px; jpg, png format
- Image promoting customer's offer, without logo and texts: minimum size 1200x627px (1.91:1); jpg, png format; can be used photos from the current campaign, brand book. Maximum weight - 1MB
- Header: up to 25 characters
- Body: up to 90 characters
- Landing page to which traffic will be directed
- Call to action: up to 15 characters

4. Video formats

4.1. Video Stream

Video advertising displayed before, during or after a video on a website. Place of issue-partner services and YouTube platform. The user can skip the video ad after 5 seconds.

- Format: mp4, mov, mpeg, wmv
- Length: 15 or 30 seconds
- Resolution: 4:3 or 16: 9 (1920 × 1080 preferred)
- Maximum weight: 0.6 GB
- The file name cannot exceed 50 characters. Only ASCII characters are allowed

4.2. Bumper Ads

Video advertising displayed before, during, or after a video on a website to reach more people customers and increase brand awareness. Broadcast location - YouTube videos and partner sites.

- Duration: 6 seconds
- Required URL for film posted on the YouTube platform