Tech specifications for banners on sites Habrahabr.ru, Geektimes.ru, Toster.ru, Moikrug.ru, Freelansim.ru

Banner design should be approved by the website from an aesthetic point of view. Forbidden: large fonts, flashing, incompatible colors, amination, hidden scripts.

The simpler - the better!

It's necessary to send us the materials for checking 3 days before the campaign start.

We don't place rich media banners on our web sites.
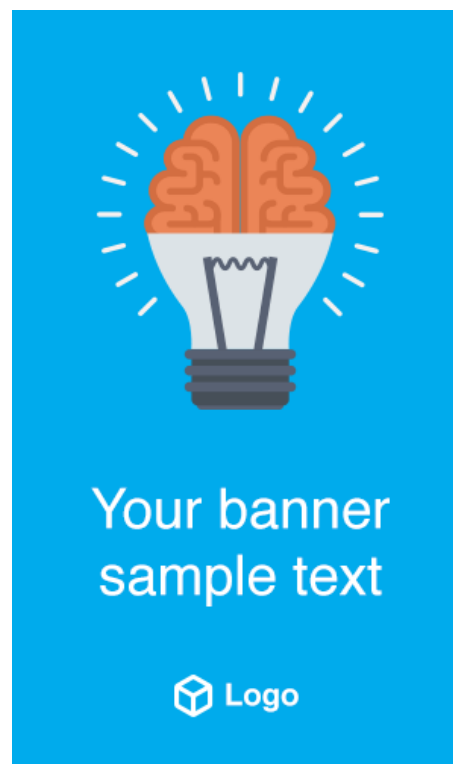
Banners 240*400 and 300*500

Possible file formats: .jpg .png .sfw or html code (index.html).

For correct banner functioning please, prepare materials according requirements below
http://www.adriver.ru/doc/ban/specs-eng/specs-eng_1.html
Gray frame width of 1 millimeter around the perimeter of the banner with white background is required.

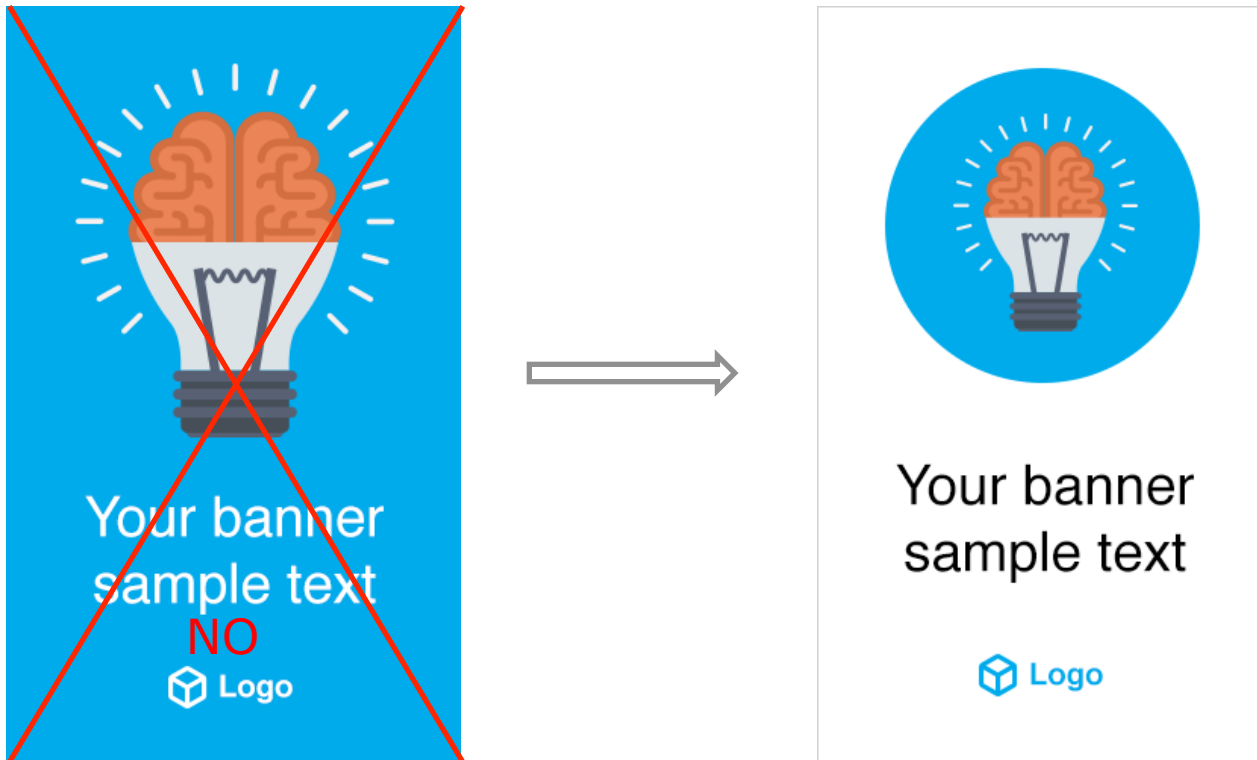Max file size for banners 240*400 / 300*500 – 200 Kb

Banner 300*500 (second screen)

Possible file formats: static .jpg, .png, .gif with static picture.

The background of the banner should be white with minimum graphics.
Gray frame width of 1 millimeter around the perimeter of the banner is required.

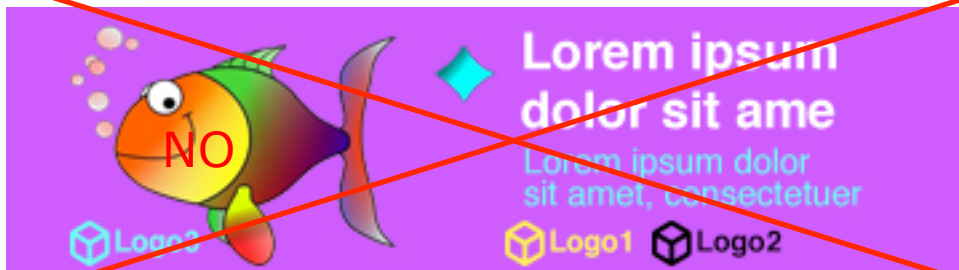Max file size for banners 240*400 / 300*500 – 200 Kb

Html-block

Html block is developed only by Habr team and confirmed with the customer.

Banner developing is included into media cost.

Any animation is not possible in this banner format.

The standard font used in this format – Verdana.

900*150 (mobile)

Possible file formats: static .jpg, .png, .gif with static picture.
Gray frame width of 1 millimeter around the perimeter of the banner with white background is required.

Max file size – 200 Kb.