

Requirements for ad web-banner placement on Aquatherm Moscow website

Home page

1

Site menu

Image slider

Banner A - 970x90, 728x90, 320x100

Text + video

Text + buttons

Show figures

Text + button

Banner C 300x250

Text + button

Show news

Banner D - 970x90, 728x90, 320x100

Show days + venue

Partners

Banner E - 970x90, 728x90, 320x100

Organiser + quick links

Internal pages

2

Site menu

Headline

Text + buttons

Banner B 300x250

Text + images + buttons

Banner A - 970x90, 728x90, 320x100

Text + images + buttons

Banner E - 970x90, 728x90, 320x100

Organiser + quick links

Special pages

3

Online catalogue

Site menu

Headline

Banner F - 970x90, 728x90, 320x100

Exhibitors list

4

Business program

Site menu

Headline

Banner G - 970x90, 728x90, 320x100

List of events

Ad banners types

BANNER A *

Placement: all pages (except contacts, online catalogue, business program, registration and feedback forms)

- Size 970x90 px (desktop)
- Size 728x90 px (tablets)
- Size 320x100 px (mobile devices)
- Link to the redirect page from the banner

BANNER B

Placement: internal pages (except contacts, online catalogue, business program, registration and feedback)

- Size 300x250 px
- Link to the redirect page from the banner

BANNER C

Placement: home page only

- Size 300x250 px
- Link to the redirect page from the banner

BANNER D *

Placement: home page only

- Size 970x90 px (desktop)
- Size 728x90 px (tablets)
- Size 320x100 px (mobile devices)
- Link to the redirect page from the banner

BANNER E *

Placement: home page + internal pages (except contacts, online catalogue, business program, registration and feedback)

- Size 970x90 px (desktop)
- Size 728x90 px (tablets)
- Size 320x100 px (mobile devices)
- Link to the redirect page from the banner

BANNER F *

Placement: Online catalogue listing page only

- Size 970x90 px (desktop)
- Size 728x90 px (tablets)
- Size 320x100 px (mobile devices)
- Link to the redirect page from the banner

BANNER G *

Placement: Business program page only

- Size 970x90 px (desktop)
- Size 728x90 px (tablets)
- Size 320x100 px (mobile devices)
- Link to the redirect page from the banner

Technical requirements

* REQUIREMENTS TO BANNERS A, D, E, F, G

To be placed on these positions, the advertiser must simultaneously prepare banners in 3 indicated sizes. All three banners must contain the same advertising object - not different products, but the same one adapted for different devices.

COMMON REQUIREMENTS

- Banners that use third-party tools for calculating statistics (except for TNS and UTM tags) are not accepted.
- Advertisements must not look like a system notification or a site warning, contain applications, including ActiveX, viruses, pop-ups, spyware and malware.

STATIC BANNER

- Type of file: JPEG or PNG
- The frame, contrast to the site background, with the width of at least 1 pixel (included in the size of the banner) is mandatory
- The banner background must not be transparent
- Weight up to 150 kilobytes

DYNAMIC BANNER

- Type of file: GIF
- The frame, contrast to the site background, with the width of at least 1 pixel (included in the size of the banner) is mandatory
- The banner background must not be transparent
- Weight up to 150 kilobytes

Requirements for design

- Banners with flashing large graphic or text elements and/or with the background with abrupt movements of elements that significantly distract the user from interacting with the site page, are not accepted.
- Long and excessively fast frame changes are not allowed.
- Announcements must be designed as advertisements and be markedly different from the content on the page.
- It is forbidden to use annoying effects in advertisements, such as strobing and a blinking background.
- Graphic advertisements must be related directly to the advertised site. Images should be clear and understandable, with a legible text. It is not allowed to use vague, blurry and hard to see pictures.

Requirements for content

- It is not recommended to use superlative forms of adjectives and compare yourself with other persons, including competitors (best, most efficient, etc.), in the advertising module.
- If such a comparison is used, the link from the advertising module must lead to the advertiser's page, where this information is confirmed by the third-party researches in accordance with the Federal Law "On Advertising".
- The content and design of the customer's advertising module must meet the mandatory requirements, imposed on information by the current legislation, incl. Federal Law "On Advertising" (in case of placing the advertising information). If, in the contractor's opinion, the advertising modules, submitted by the customer, do not comply with the mandatory requirements, imposed by the current legislation and standard conditions for providing the contractor's services, the latter has the right to refuse to post such materials without extra explanations.
- The Contractor does not accept and does not place unfair and unreliable advertising, recognized as such by the Federal Law "On Advertising", as well as advertising modules that:
 - Violate generally accepted standards of decency, morality and ethics, incl. having offensive and/or pornographic content, contain nude images that are frankly erotic in nature, or are created to attract attention through the usage of images, figures and phrases that have a pronounced erotic or sexual meaning, or refer to websites, containing the specified information;
 - Contain any images, compositions, texts that contradict the laws of the Russian Federation, incite citizens to violence, aggression, extremism and other actions that violate the current legislation, cause panic, and also induce dangerous actions which could harm the health of individuals or threaten their safety, or refer to websites containing the specified information;
 - Declare inequality of people by sex, race, nationality, religion, social status and property level, or refer to websites containing the specified information;
 - Contain propaganda and agitation, inciting religious hatred and enmity, as well as propaganda of religious or national superiority;
 - Contain ambiguous, doubtful, provocative, threatening statements, create an ambiguous assessment of their content and/or impression of those, or advertise and/or contain a link to a website or other information resource on the Internet, which has information that violates the current legislation, or promote activities prohibited by law; mislead, also by including inaccurate (untrue) information about the product/service and/or the advertised activity;
 - Do not meet other requirements of the current legislation, incl. competition law, intellectual property.