Advertising specification

for formats displayed on allegro.cz from 01/04 /2025

Version 1.2 of 01/04 /2025

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I. Display principles for advertising formats

1. Display terms

All ads to be displayed on Allegro websites should comply with the Terms & Conditions for ads display available at https://allegro.cz/reklama, including the rules of announcing price reductions of goods specified in the Omnibus Directive and the technical specifications for ads displayed on Allegro. If the above mentioned conditions are not met, Allegro may verify ads for compliance with the abovementioned specifications and prevent them from being displayed or withhold their display.

Displaying the advertisement on the website does not automatically mean that Allegro has confirmed the advertisement's compliance with the advertising specification.

Allegro cares about the functionality of individual pages and in their design takes into account how they are perceived by users (user experience) and reserves the right to refuse to display or to stop displaying any advertisement if it considers the ad to be bothersome or harmful to the website's users.

2. General requirements

2.1. Naming convention

It is recommended to follow the following file naming convention:
[brand/client]_[campaign-name]_[product]_[size: length x width]_[version] (e.g. allegro_autumn-campaign_umbrella_750x200_v2.jpg)

2.1.1. Use lowercase letters, underscores and numbers in filenames; no spaces or diacritics (á, ä, č, é, Í, ň, ô,ú, ý, ž) should be used in filenames.

2.1.2. URLs should refer to pages with an SSL certificate (they should start with https)

2.1.3. Clients who use tracking codes and configure a Brand Place linking to Allegro on their side should report the need to prepare the codes by Allegro. It is forbidden to use own UTM codes.

2.2. Delivery deadlines

All ready-to-use advertising materials necessary to start the ad display, prepared in accordance with the Technical Specification, must be delivered not later than 3 (three) Business Days before the planned display date. In the case of special campaigns, the delivery deadline is agreed on an individual basis. All the materials should be prepared in line with the graphic and technical guidelines specified later in this document.

Otherwise, Allegro cannot guarantee a timely start of the campaign.

2.3. HTML5 code requirements

- Standard HTML creatives must be prepared in accordance with the Google Ad Manager display specification (https: /support.google.com/admanager/answer/7046799?hl=pl)
- Correct implementation of a clickTag is particularly important.
- The creatives prepared in Google Web Designer must be developed in accordance with GAM principles.
- HTML5 serving code must be tested and accepted by the Publisher each time after delivery by the Client.
- All components of the code must be hosted entirely by the Partner, e.g. Sizmek / GAM or entirely on the Publisher's servers.
- The permitted size of the creative (including the requested code) may be twice as large as the standard one (without taking into account JavaScript libraries). In this case it is necessary to prepare a so-called preloader (not applicable to layers). A preloader is a lightweight graphic element that is displayed to users before the right creative is downloaded.
- Creatives must be prepared with responsive display in mind (correct operation when changing the size of the container).
- Creatives may not use jQuery libraries.
- The code may not explicitly invoke global event handlers, e.g. Window.onload.
- The code must be compatible with Friendly iFrame.
- The Publisher does not provide data related to user interaction within the HTML5 creative. Such functionality should be provided on the creative's code side.
- The Publisher reserves the right to formulate additional requirements to be met before display for non-standard, expandable creatives or creatives containing video.

2.4. Requirements for rules for informing about the price reductions of goods

The ad being the subject of the Order must not contradict the European Commission's Guidelines for the Omnibus Directive, which means that it cannot be misleading about the lowest price of the advertised goods over the past 30 days or the amount of the discount when a group of goods is advertised.
Detailed guidelines in this regard are provided in the Terms & Conditions for the sale and display of ads on Allegro

II. Graphical and Technical Guidelines for formats without Video

1. Allegro buttons for partners – correct arrangement of label elements and buttons

Important! The following buttons, price labels and product labels should be used only for creatives linking to pages inside Allegro. Such elements (or deceivingly similar ones) must not be used for creatives linking to external websites.

Creatives linking to external websites should be marked as “ADVERTISEMENT”, as shown in the PSD template below
(this does not apply to display placements shared with programmatic advertisement (750 x 200, 750 x 300, 932 x 250, 160 x 600, 300 x 600 px).

1.1. Allegro buttons for partners – guidelines for applications.

For creatives for desktop formats, it is not recommended to use buttons on them.

1.1.1. Price label – types:

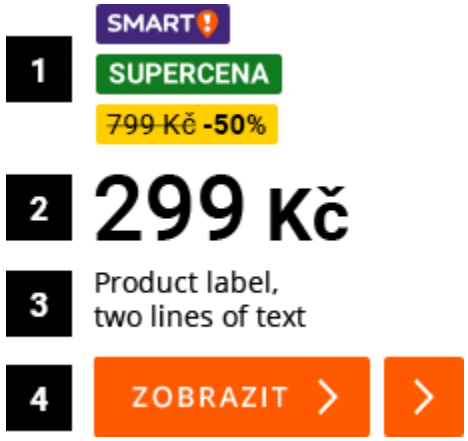
Correct location of price label elements **for desktop formats**:



1 Listing parameters badge
2 Actual price / price from
3 Product name, description

- Actual price color – black: RGB: 0/0/0, **#000000**, on a dark background – white RGB: 255/255/255, **#ffffff**;
- Color and texts for badges – as per the PSD template, badge structure is described below
- Price name color – black: RGB: 0/0/0, **#000000**, on a dark background – white RGB: 255/255/255, **#ffffff**;
- The badge, the actual price, the button and the product name should be aligned **to the left**.

Correct location of price label elements **for mobile formats**:



1 Listing parameters badge

2 Actual price / price from

3 Product name, description

4 "Check it out" button >" / ">"

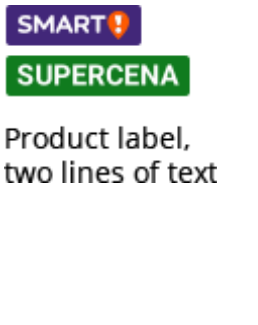
Important!

The "check it out" button is only used in formats displayed on mobileWeb and in the app.

- Actual price color – black: RGB: 0/0/0, **#000000**, on a dark background – white RGB: 255/255/255, **#ffffff**;
- Color and texts for badges – as per the PSD template, badge structure is described below
- Price name color – black: RGB: 0/0/0, **#000000**, on a dark background – white RGB: 255/255/255, **#ffffff**;
- The badge, the actual price, the button and the product name should be aligned to the left.
- **Regardless of the format, the button dimensions are always: 135x40 px – for "check it out >" and 40x40 px for the arrow only ">"**
- **Button color: RGB: 255/90/0, #ff5a00; text color: RGB: 255/255/255, #ffffff.**

1.1.2 Product label for desktop formats — variants

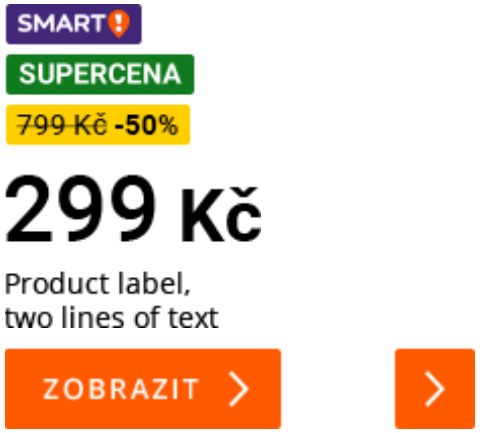
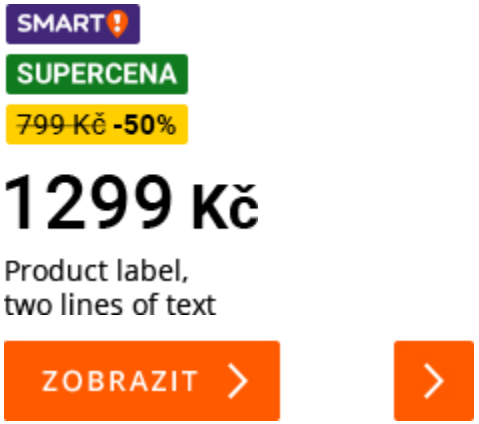
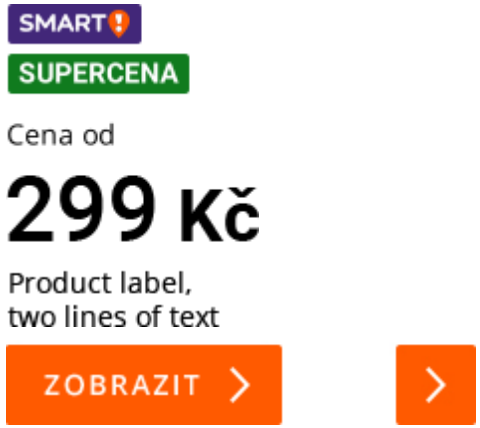
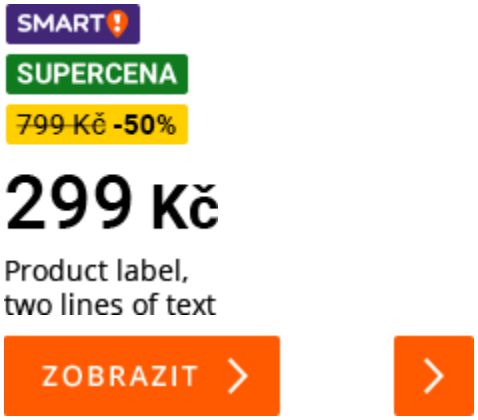
Label comes in 6 variants that generally should address all communication models; labels' appearance is as follows:

		
Basic label - linking to a specific offer	Label with a price above 999.99 Kč - linking to a specific offer	Label with a price "from" - for creatives link to a listing / Brand Place
		
Mini label - for use on smaller formats or when we have a large amount of content on the creative - linking to a specific offer	Percentage discount communication label - linking to a specific offer	Label when we do not communicate a price / discount - for creatives link to a listing / Brand Place

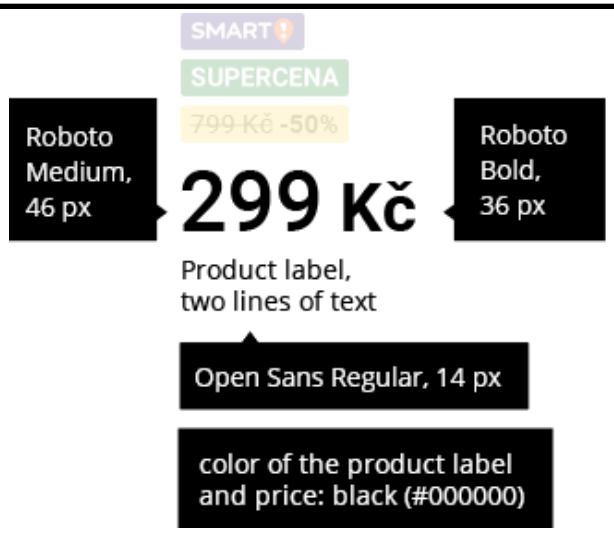
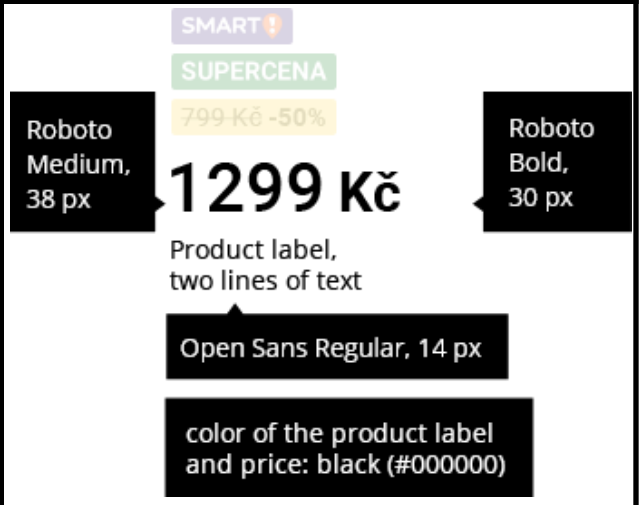
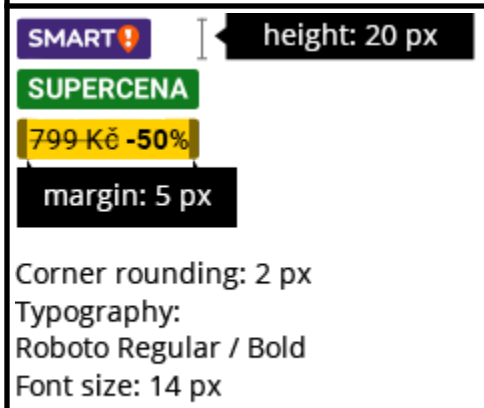
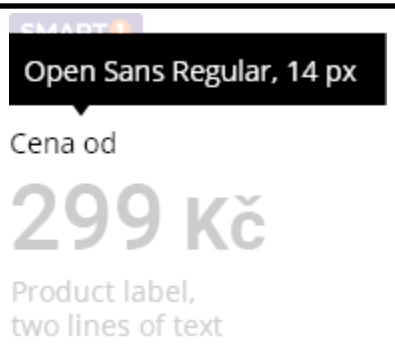
If artworks redirect to a group of products (list of offers/Landing Page), the following note must be used:

"**Price from XXX.XX Kč"/up to XX%, or a label without the communicated price.**

1.1.3 Product label for mobile formats — variants

		
Basic label - linking to a specific offer	Label with a price above 999.99 Kč - linking to a specific offer	Label with a price “from” - for creatives link to a listing / Brand Place
		
Mini label - for use on smaller formats or when we have a large amount of content on the creative - linking to a specific offer	Percentage discount communication label - linking to a specific offer	Label when we do not communicate a price / discount - for creatives link to a listing / Brand Place

1.1.4 Price label — components

Distances between label components	Label with a price up to 999.99 Kc	Label with a price above 999.99 Kc
		
Badge – structure:	"Price from" communication label	Percentage discount communication label
		

	The label may be adjusted depending on the background it is to be featured on –if the background of the creative is dark – use a white price and product label (**#ffffff**).

1.1.5 Alternative versions of buttons

If the background does not provide enough contrast for the button (orange, red), an inverted version of the button should be used, i.e., the background of the button should be white, with the word "see" and arrow in orange:

If the artwork had an orange/vivid background, inverted buttons are permissible:
Button color: **RGB: 255/255/255, #ffffff,**
text color: **RGB: 255/90/0, #ff5a00;**



We use labels in this form in **all mobile formats displayed on Allegro**

1.2. Badge — communicating the offer's parameters



Badges, a **maximum of three per creation**, communicate the parameters of the presented offer. Their order can be changed. However, **badges communicating discounts should always be over/ next to the proper price**. Badges are assigned specific colors that **must not be changed.**

Important: Badges placed in artworks must reflect **the actual parameters of the offer** that the artwork redirects to. The offer itself must be eligible for a particular badge. For example, **an offer with a discount communication must be in the Deal Zone; to have the SMART! badge, the relevant offer must be covered by the Allegro Smart! program, etc.**

Creations redirecting to the listing/Brand Place can only utilize the badges **that refer to all or the vast majority of offers** they redirect to. The badge-based communication of a discount can only be used for the product whose price we refer to.

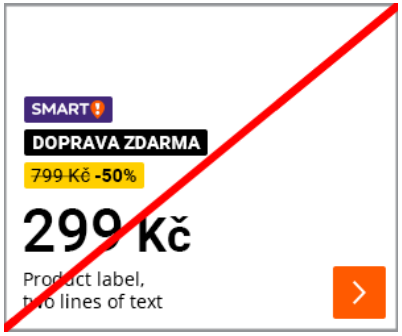
1.3. Rules for placing labels in formats

1.3.1. Display terms

It is permissible to move the label (as a whole and a single unit) in the advertising format, but attention must be paid to the spacing from the edges and the safe areas described in particular templates.

1.3.2 Prohibited use

Label elements **must not be modified other than by** typing in the relevant price, product description, discount amount, discount percentage, or selecting badges to display (from the available pool, without modifying them or adding new ones).

			
Correct template.	Do not add new badges.	Do not modify element size.	Do not modify the colors.

			
Do not modify the position of the components in relation to each other.	Do not modify the order of the components.	Do not modify the fonts.	Do not use bold in descriptions.

1.4 Allegro buttons for partners — additional information.

- Do not change the button sizes.
- Do not change the fonts, their color, size, or bolding.
- Fonts used in labels:
  Roboto - download free fonts from Google Fonts
  Open Sans - download free fonts from Google Fonts
- Do not change the spacing between elements or rearrange them, e.g., switch prices and badges. An exception here are the formats where the block in the basic layout would not fit in the creation (932x125 px, 750x200 px, 1600x72px); in this case, keep the original order of elements: badges, price, description, and button.

- The block with the label may be placed anywhere in the artwork (while maintaining the appropriate margins for the format) to best match the Key Visual selected by the partner; however, do not change its layout or order of elements.

1.5 Maximum file size

The maximum file size is specified per format. All format-specific guidelines are provided later in the document.

Important! To optimize the platform's functioning, Allegro reserves the right to apply additional compression to files.

1.6 Disclaimers, legal notices

For all formats displayed on the Allegro home page, all disclaimers ("fine print") must be legible and cannot exceed two lines of text. For desktop formats, the minimum suggested font size is 12px. In contract, mobile formats, minimum font sizes are provided for particular formats.

1.7. The Allegro logo

No artwork displayed on Allegro can contain the Allegro logo, regardless of whether and how they redirect.
For campaigns displayed outside the platform, **the logo may be used only subject to the relevant consent from its owner, namely Allegro.**

2. Allegro advertising formats without Video – abridged graphic specification

Format name and display location	Dimensions	Maximum file size	File type	Margin	Notes
Brand Zone Banner – Allegro Homepage	Desktop: 1248 x 250 px; Mobile: 768 x 250 px	150 KB	jpg, png, gif (no animation)	15 px	
Branded Shop – Allegro Homepage	224 x 364 px	80 KB	jpg, png, gif (no animation)	10 px	2 lines of text maximum
Product Carousel– Allegro Homepage	N/A	N/A	N/A	N/A	N/A
Category Showcase – category pages	1600 x 200 px 600 x 200 px	150 KB	jpg, png, gif (no animation);	20 px	
Top-Listing Banner – product lists	932 x 125 px App: 1080 x 288 px	50 KB (static formats) 100 KB (HTML5)	jpg, png, gif (no animation), HTML5	10 px	App minimum font size – 15 px
Skyscraper – product lists	160 x 600 px	40 KB (static formats) / 80 KB (HTML5)	jpg, png, gif (no animation), HTML5;	10 px	
Half Page – product lists and Thank You Page after buying an offer	300 x 600 px	100 KB (static formats) 200 KB (HTML5)	jpg, png, gif (no animation), HTML5;	25 px	
Double Billboard – product lists and Thank You Page after buying an offer	750 x 200 px	40 KB (static formats 80 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Triple Billboard – product lists	750 x 300 px	50 KB (static formats) 100 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Wide Board – product lists	932 x 250 px	75 KB (static formats) 150 KB (HTML5)	jpg, png, gif (no animation), HTML5;	10 px	
Parallax - category pages, product lists, product sheet;	1920 x 640 px Mweb: 768 x 256 px	200 KB Mweb: 50 KB	jpg, png, gif (no animation)	25 px mweb 10 px	
In Listing Banner – Mobile app	1080 x 288 px (360 x 96)	100 KB	jpg, png, gif (no animation);	25 px	Minimum font size – 16 px
Top Listing banner – RWD	320 x 100 px	40 KB	jpg, png, gif (no animation);	5 px	Minimum font size – 10 px. All kinds of disclaimers / legal notices – 2 lines of text maximum
Rectangle – Mobile (RWD)	300 x 250 px	40 KB	jpg, png, gif (no animation), HTML5;	10 px	

III. Graphic and Technical Guidelines for formats with Video

1. Background for video ads

Video formats that are not displayed in the HTML5 form should be prepared in the same way as static formats – the file will be a background image on top of which the video will be displayed. Free space should be left on the image for the video player to be displayed.
The aspect ratio of the video should be taken into account – 16:9 or 21:9.

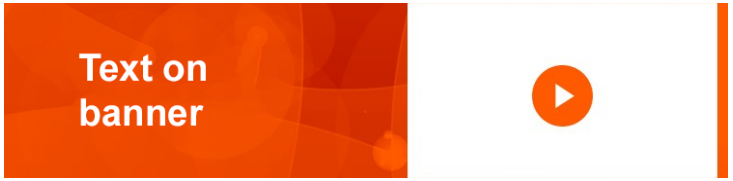
An area with this aspect ratio should be left free from communications, but it should not be distinguished in any way.

When placing a video on the background image you can specify in which part of the creative the player should be displayed (left / center / right) – you need to take this into account when designing the creative.

For example, the following background file for the double billboard video format:



will look like this when the ad is displayed (assuming that the video has the aspect ratio of 16:9 and is embedded on the right):



2. Guidelines for video files

- Acceptable formats of the source file provided by the Advertiser: MPEG, AVI, MOV, QT, MP4, WMV.
- The base film in the source file should have the best possible quality. The maximum file size of the source file is 512 mb.
- The maximum video duration is 3 minutes.
- Minimum requirements for the source material:
    - The resolution for the 16:9 video format is 1920 x 1080.
    - The resolution for the 21:9 video format is 2560 x 1080.
    - The nominal audio level: -18 dBFS.
    - The maximum level: -14 dBFS.
    - Bitrate: 4500 – 6000 kbps
    - Frames per second: 25.

3. Allegro advertising formats with Video – abridged graphic specification

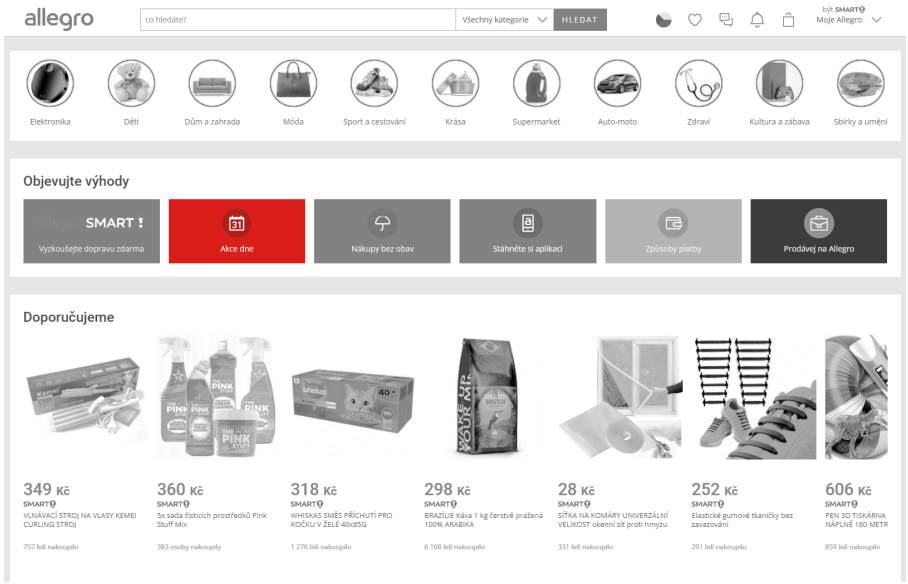
	Recommended values
Video codec	H.264, H.265, MPEG-2 Video, DV, MPEG-4 Video (Part 2), H.263, WMV, webM
Audio codec	AAC, MPEG Audio Layer I-III, WMA, AMR, AC-3, raw PCM
Bitrate video	1 MB/s, 2.5 MB/s, 5 MB/s, 8 MB/s, 12 MB/s, 16 MB/s, 35-45 MB/s
Bitrate audio	384 kb/s
Aspect ratio/Size	1:1 / 1080 x 1080
	16:9 / 1280 × 720, 1366 × 768, 1600 × 900, **1920 × 1080***, 2560 × 1440, 3840 × 2160, 5120 × 2880, 7680 × 4320
	21:9 / **2560 × 1080***, 3440 × 1440, 5120 × 2160
	32:9 / **3840 × 1080***, 5120 × 1440
	9:16 / **1080 x 1920***, 1440 x 2560, 2160 x 3840, 2880 x 5120, 4320 x 7680
Number of frames	24, **25***, 30, 48, 50, 60
Maximum file size:	512 mb

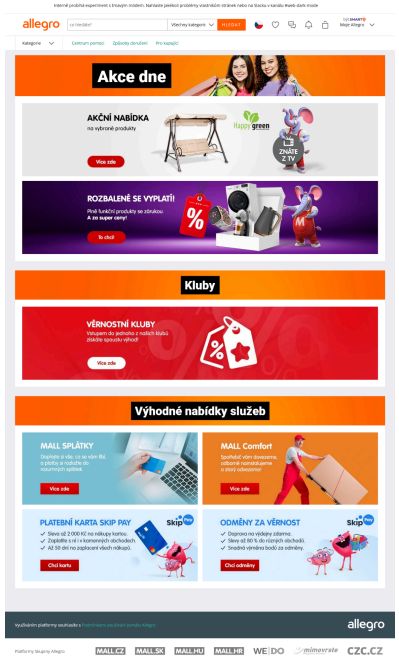
Recommended parameters

IV. Products

1. Home Page – Premium formats

1.1. Brand Zone Banner - desktop, mobile (RWD) and Allegro app





Brand Zone is a highly visible advertisement, displayed on a dedicated Brand Place linked directly from Home Page entry point “Action of the day”. Wide size of the banner attracts users’ attention. Enables brands high visibility and supports conversions for special promotions like “Action of the day”

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Brand Zone banner - desktop:



Brand Zone banner - mobile (RWD) and Allegro app:



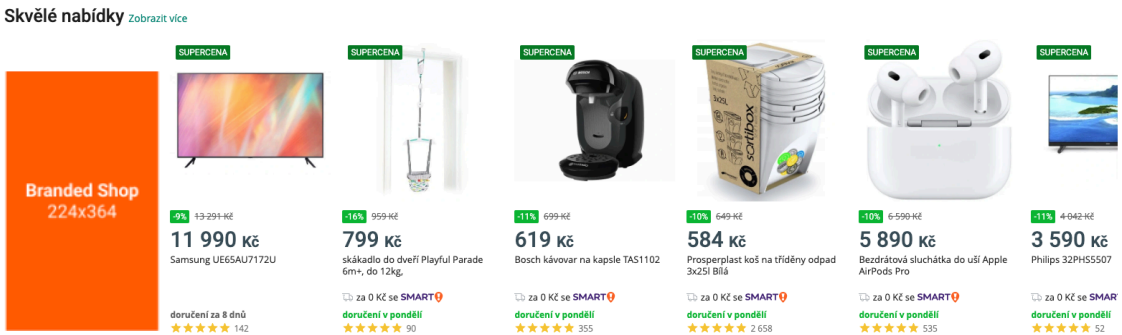
Download template (PSD file)

Location of banners: Brand Place - linked to “Action of the day”

Technical specification:

Dimension desktop : **1248 x 250 px**;
Dimension mobile: **768 x 250 px**
File type: jpg, png, gif (no animation),
Max file size: **150 KB**
Margin: 15 px for text, logos

1.2. Branded Shop – desktop, mobile (RWD) and Allegro app



Diversified communication with the user

Branded Shop is a section on Allegro homepage, composed of a specific number of components, aimed mainly to support conversion. The format is dedicated to advertising campaigns that direct traffic inside the website. A native ad with predefined modules for presenting the client's offers / contents. The technical and graphic details are described below.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Branded shop



Location: Home Page

Technical specification:

Dimension: **224 x 364 px**;
File type: jpg, png, gif (no animation),
Max file size: **80 KB**
Margin: 15 px for text, logos

Download template (PSD file)

1.2.1. Header and background — detailed guidelines

- Uniform background color
- A banner can contain a person/group of people/character or lifestyle; the use of a key visual is permissible. What cannot be used are product packshots (products in a packaging), but a close-up of a product or its details can be included; it is not permissible to duplicate the product over the banner and in the carousel.
- Details for desktop:
- Text is permitted, but it is recommended to use logos only (max. 3 logos). The text can be placed in the carouse title — this improves readability; the logo should be centered, and the optional copy text should be below the logo
  - If the client/partner has a font specified in their Brand Book, it can be used for the copy text on desktop
  - If the client/partner does not have a font specified in their Brand Book, use Roboto Regular
  - One or two lines of text up to 20px in height (for fonts from the client's Brand Book) or 23px (for Roboto Regular)
- Details for mobile
  - Only logo allowed on the image
  - Copy text should be placed in the carousel title

1.2.2. Technical requirements

- The text can only be placed in the locations specified above
- Price labels, buttons, badges, and Allegro logo are not permitted
- Branded shop can only have one carousel
- Do not use 3d rendered images, illustrations, vector images, or drawing-like photos. We recommend using simple, meaningful photographs; this does not apply to brands with a strictly defined brand identity based on vector or 3d rendered images,
  illustrations or drawings

- Do not add images with unnatural effects, heavily retouched, in black and white, or with funny animals. If in doubt, please refer to Allegro's guidelines for images.
- Use of disclaimers: Up to 2 lines, a 10px font, below the main text

No option to embed codes.

Product images are automatically retrieved from offers according to the offer ID.

If you present offers, add the list of their IDs separated by commas.

1.2.3. Defining product lists for Branded Shop purposes

A Branded Shop is used to present products listed on Allegro; you need to define lists of products. This can be done in several ways:

1.2.3.1. Defining a product list on the basis of listing IDs:

A separate list of listing IDs should be provided for the product carousel.

You should prepare a list that contains only listing IDs, i.e. the sequence of digits assigned to the given listing, which can be found in the listing itself, in the tools for sellers or as the last element of the URL.

The list should be provided in a text file, a doc / xls file and should contain only, or in a separate column, product IDs (separated by a comma in the case of text files).

An example of an ID list for a group of products is presented below. The list should be preceded with the title of the module to be displayed on the page:

```
TV sets – best prices:
7657206536,7562962165,7586132459,7586128287,7431237338,7575375821,7657172155,7760527383,7718999727,7655595440
```

The above list for a Branded Shop will result in displaying TV set listings with the following Allegro URLs:

```
https://allegro.pl/telewizor-40-4k-led-samsung-ue40nu7192-smarttv-i7657206536.html
https://allegro.pl/oferta/telewizor-65-samsung-ue65nu7172-3840x2160-smarttv-7562962165
https://allegro.pl/oferta/telewizor-kiano-slim-tv-40-cale-gw24-pl-super-cena-7586132459
```

```
https://allegro.pl/oferta/telewizor-kiano-slim-tv-22-cale-gw24-pl-super-cena-7586128287
https://allegro.pl/telewizor-samsung-ue55nu7172u-4k-uhd-smart-tv-wifi-i7431237338.html
https://allegro.pl/samsung-ue55nu7172-telewizor-led-smart-ultra-hd-4k-i7575375821.html
https://allegro.pl/telewizor-40-4k-samsung-ue40nu7122-smarttv-i7657172155.html
https://allegro.pl/telewizor-4k-led-uhd-lg-70uk6500-smart-tv-srebrny-i7760527383.html
https://allegro.pl/telewizor-49-kruger-matz-4k-ultra-hd-smart-i7718999727.html
https://allegro.pl/oferta/telewizor-led-43-samsung-ue43nu7092-4k-uhd-smart-7655595440
```

IMPORTANT – within a given group, listing IDs must not be repeated.

Allegro uses such lists to create product groups, which can be attributed one of the following sorting methods, the most important of which are:

- No sorting – listings will be displayed in the order given in the list;
- In an order optimized for CTR by Allegro's internal algorithm;

In random order for each visit; Sorting can also be used:

- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;
- Newest listings first

1.2.3.2. Defining a product list on the basis of listing URL:

No specific product IDs are provided, but the Allegro search and filter mechanisms are used instead. The product list is generated automatically using the selected Allegro **listing URL.**

Where can you find this URL?

Use the website navigation / search engine + filters on the listing and after obtaining the required content of the listing, save the URL and then attach it to the insertion order.

An example path to get such an address – let's assume that you want to create a carousel displaying all listings for **Samsung** TV sets with a screen diagonal from **40 to 60 inches**, located in **Warsaw**, which are additionally rewarded with **Coins**.

From the Allegro home page go to the **Electronics** category and immediately to the **TV sets** category, then using the search engine enter the phrase **Samsung**, and in this way you get the following URL:

https://allegro.pl/kategoria/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&string=Samsung

Then, using the filters in the left column, select the location – **Warsaw** and the screen diagonal from **40" to 60" + Allegro Coins**, the result will be the following URL:

https://allegro.pl/kategoria/tv-i-video-telewizory-257732?string=Samsung&bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&city=Warszawa&state=7&przekatna-e_kranu-od=40&przekatna-ekranu-do=60&monety=1

Defining such a list resulted in populating the Branded Shop product module with the exact products displayed in the listing, but not always in the same order.

Such product list can be sorted according to the same parameters as the one based on product ID:

- In an order optimized for CTR by Allegro's internal algorithm;

In random order for each visit;

- Other available sorting methods:
- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;

- Newest listings first.

1.2.3.3. Specifying the number of items on a product list

When you create a list of products you should remember that, depending on the module where the products will be presented, you are able to display a specific number of products in the first view (before scrolling the carousel), e.g. for a full-width carousel (1600 px) the maximum number is 7 listings – you should remember, however, that some of the products may sell out or expire in the course of a Branded Shop promotion.

Consequently, for each full-page-width module you should prepare a list of products containing at least two times the number of displayed products – in this case 14 listings.

For the Homepage, the Branded Shop limit is 15 listings.

There are two types of limits on the number of listings:

1. The size of the group, resulting either from the number of listing IDs provided or from the maximum number of listings which can be set manually.
2. The number of listings **displayed in a Branded Shop.**

The first number can be significantly higher than the second number, which gives you a margin of listings, in case the initially displayed ones sell out.

For example, there are 15 products displayed within the carousel module in the Branded Shop, but the list of products to be featured in this module includes 40 listings – initially, the first 15 listings will be displayed, but after one of these 15 listings is sold out or expires, the next one from the list of 40 will be drawn into the carousel.

In addition, to prevent shortages in the product carousel resulting from individual listings having sold out or expired, you can combine both methods of defining the product list so that the products defined by listing ID are displayed first but they are supplemented with a backup list created on the basis of the listing URL. This was explained below.

1.2.3.4. Combining both methods

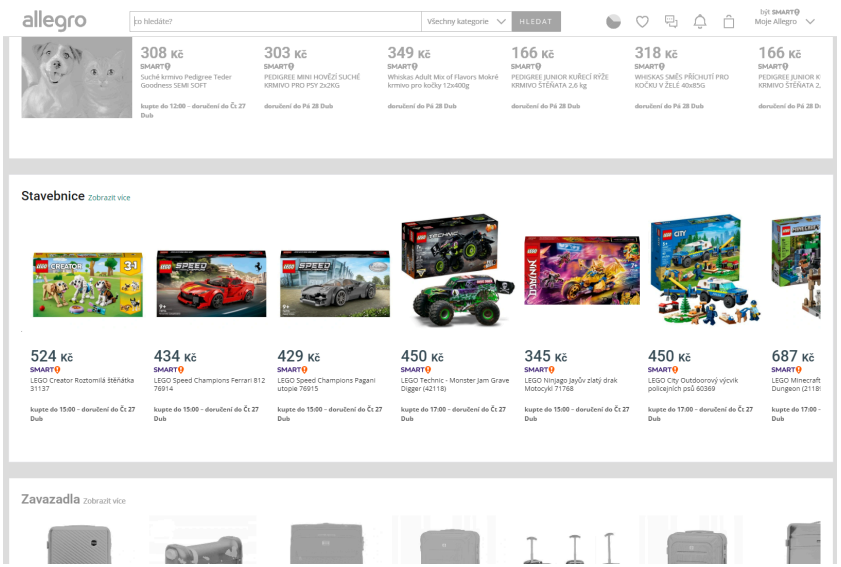
Both methods of defining product lists can be combined to create groups using both product IDs and listing URLs.

For example, you have selected 3 products to be displayed as the first items of the carousel:
https://allegro.pl/oferta/telewizor-thomson-55ud6306-8255142963;
https://allegro.pl/oferta/telewizor-50-lg-50um7500-led-4k-uhd-hdr-smart-tv-9128481035;
https://allegro.pl/oferta/telewizor-lg-led-55um7510-4k-uhd-smart-hdr-8499871917.

And you want them to be followed by products from the listing below, sorted by price (lowest first):
https://allegro.pl/uzytkownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318

Your insertion order should include these 3 selected listing IDs: **8255142963, 9128481035, 8499871917**
and the URL: **https://allegro.pl/uzytkownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318**
with a note that the listings defined by their IDs are to be displayed in the given order, and the next items, taken from the list, should be sorted by price (lowest first).

The result will be a carousel with the first 3 positions occupied by listings defined by their IDs, and the remaining items taken from the list, using the selected sorting method.



1.3. Product Carousel - desktop, mobile (RWD) and Allegro app

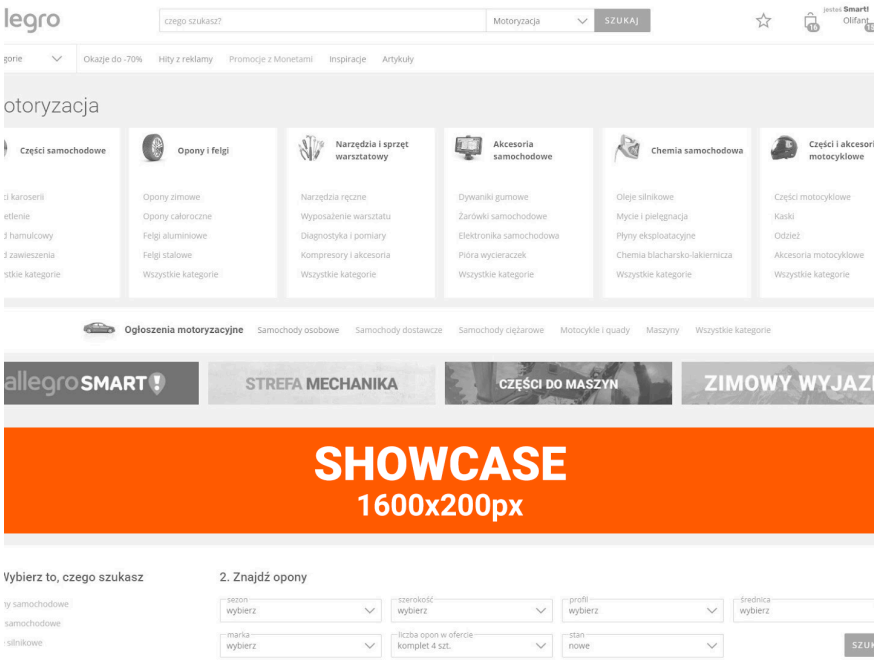
Product Carousel is dedicated to advertising campaigns that direct traffic inside the website. A native ad with predefined modules for presenting the client's offers / contents. The technical and graphic details are described below.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

1.3.1. Defining product lists for Product Carousel purposes

A Product Carousel is used to present products listed on Allegro; you need to define lists of products. This can be done in several ways. Go to the Instruction of defining product list (the same as for Branded Shop)

2. Category Home Page

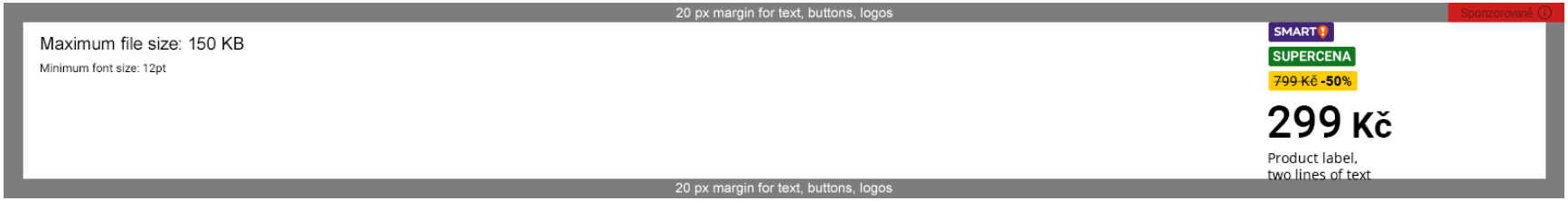


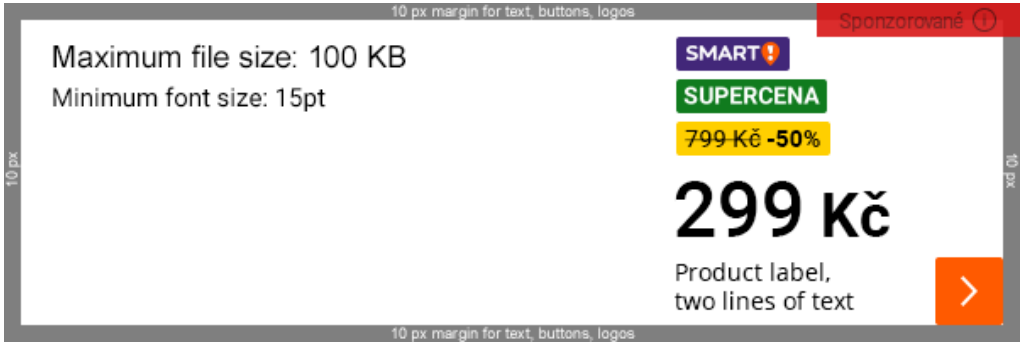
2.1. Category Showcase

Premium format on category home pages – makes it possible to precisely reach users interested in listings in a particular category.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Category Showcase: desktop, mWeb, App





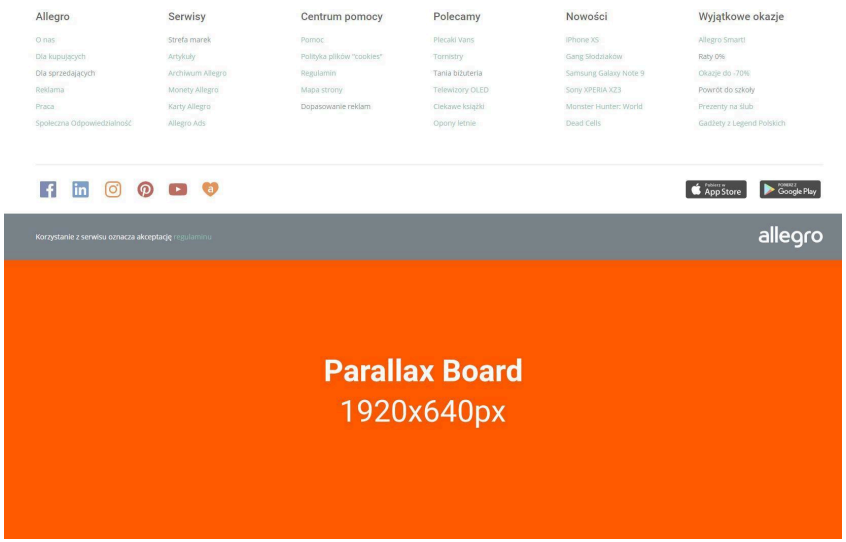
Location: Category Page

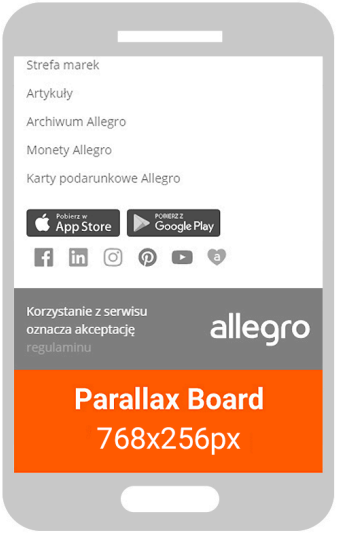
Technical specification:

Desktop dimension: **1600 x 200 px**;
mWeb dimension : **600 x 200 px**
File type: jpg, png, gif (no animation),
Margin: **20 px** for buttons, text, logos

Max file size: **150 KB (desktop), 100 KB (mWeb)**

Download template (PSD file)





2.2. Parallax

Large format

The ad is displayed after the user scrolls down to the bottom of the page. The Parallax format scales to the browser window.
Non-invasive, user-friendly, with exceptionally large advertising space.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Parallax - desktop



Location: Category Page

Technical specification:

Desktop dimension:	**1920 x 640 px**;
Max file size:	**200 KB**
File type:	jpg, png, gif (no animation),
Margin:	25 px for buttons, text, logos

Download template (PSD file)

Parallax - mobile web



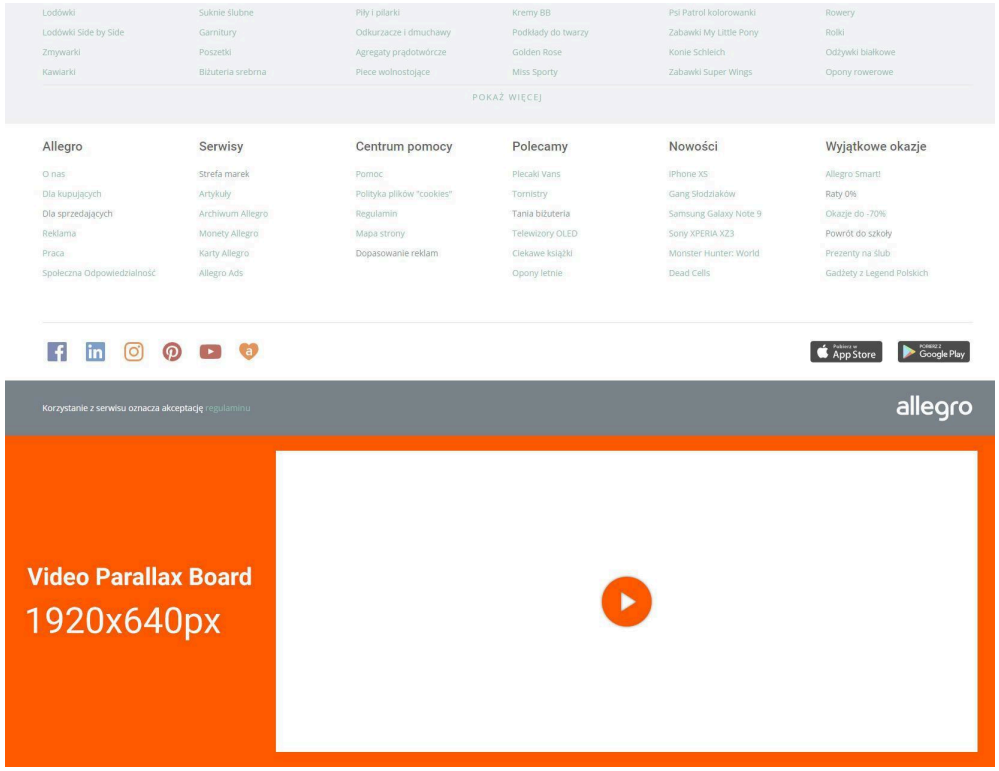
Location: category homepage, the ad is visible on the bottom of the page, expands as the user scrolls;

Technical specification:

Dimensions:	**768x256 px;**;
Maximum file size:	**50 KB**;
File type:	jpg, png, gif (no animation);
Margin:	10 px for buttons, text, logos;

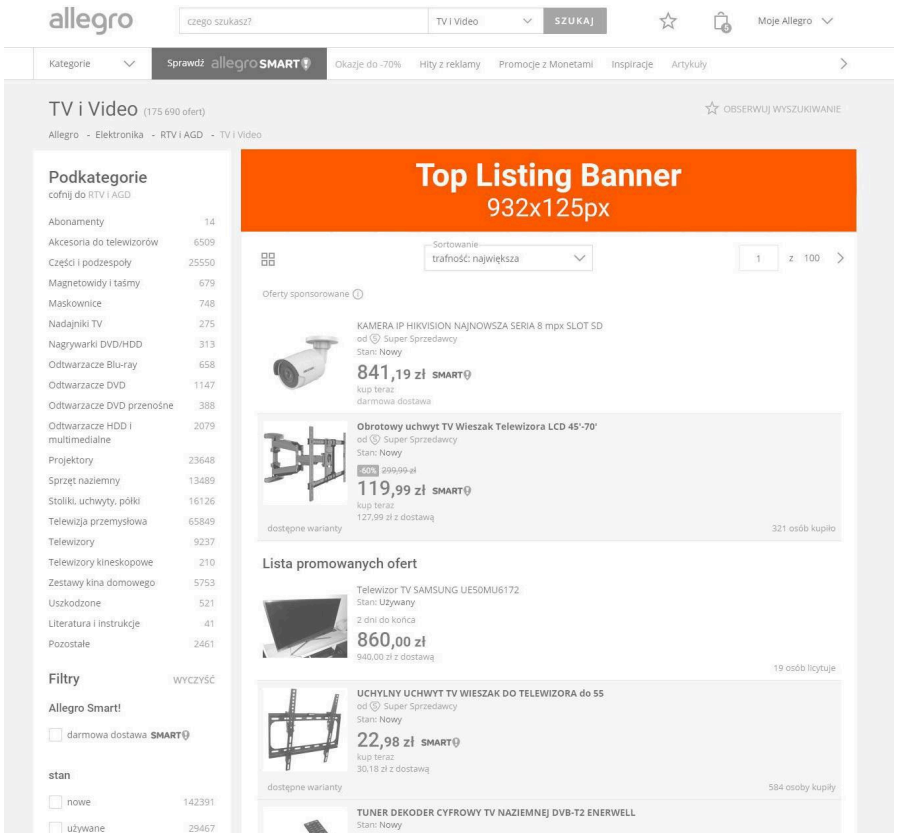
Download template (PSD file)

2.3. Parallax Video



Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

3. Listings – Standard formats



3.1. Top Listing Banner

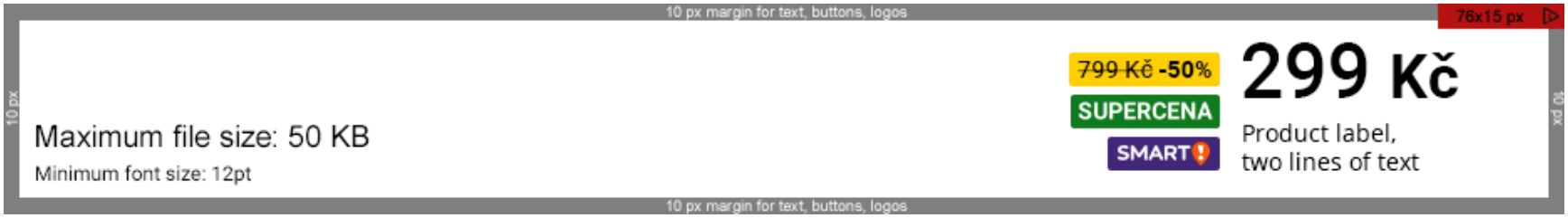
3.1.1. Top listing banner – desktop

Score with the product list!

A highly visible advertisement, displayed above the list of items, enabling you to reach people interested in a specific line of products and stand out from the competitors.
An effective tool to shape the purchasing decisions of your target group.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Top-Listing Banner – desktop - product lists

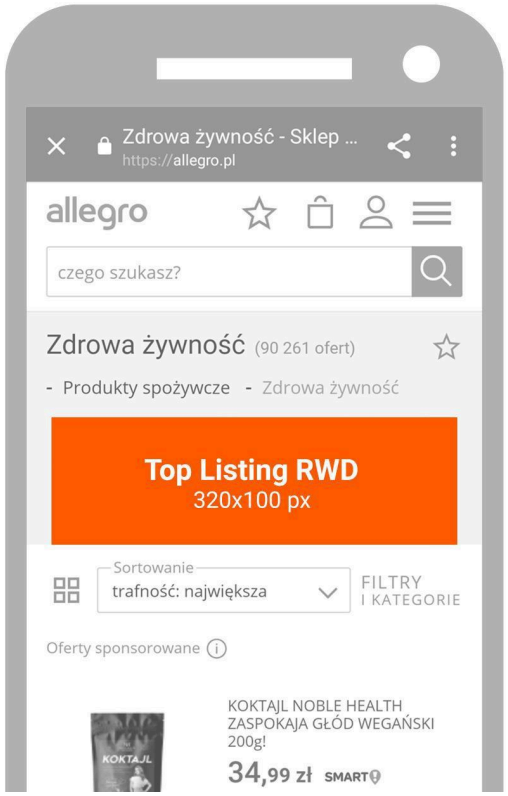


Location: Product lists, ad displayed above the list of items;

Technical specification:

Dimensions:	**932 x 125 px**;
Maximum file size:	**50 KB (static formats),** **100 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)



3.1.2. Top listing banner - mobile

Mobile at the top

Top-listing banner in mobile version is displayed on the RWD website. Its goal is to attract the interest of users with specific purchasing intentions who are looking for items on their smartphones and encourage them to choose your offer.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Top-Listing Banner – RWD – Product lists



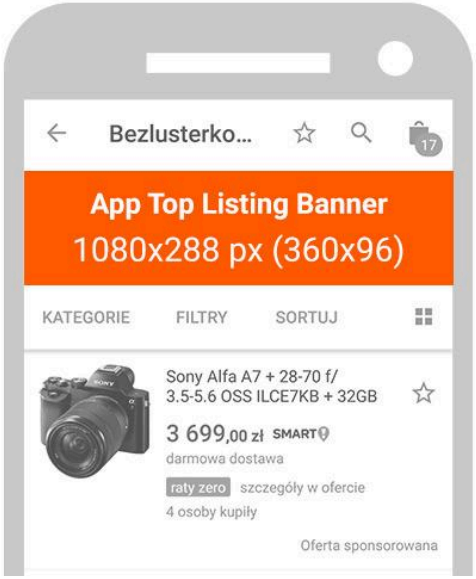
Location: product lists, advertisement visible in browsers on mobile devices;

Technical specification:

Dimensions:	**320 x 100 px**;
Maximum file size:	**40 KB**
File type:	jpg, png, gif (no animation)
Margin:	5 px for buttons, text, logos;
Minimum font size	**15 px**

All kinds of disclaimers / legal notices – **2 lines of text maximum.**

Download template (PSD file)

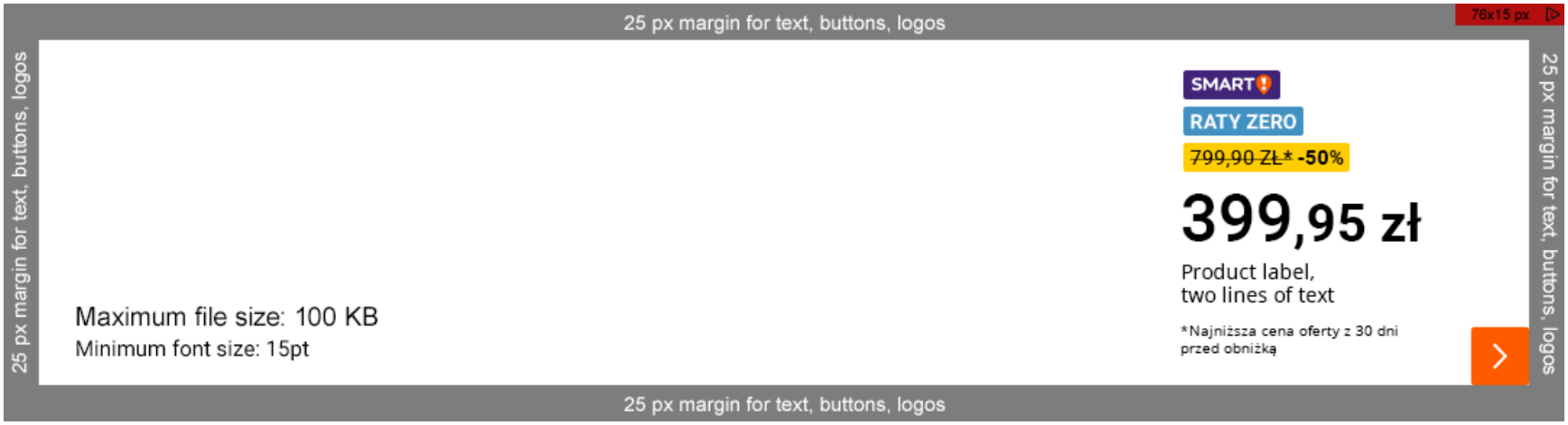


3.1.3. Top listing banner - Allegro App

A highly visible advertisement, displayed above the list of items. It reaches people interested in a specific line of products. Stands out among competitors and has an impact on purchasing decisions of the identified target group.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Top listing banner - Allegro App



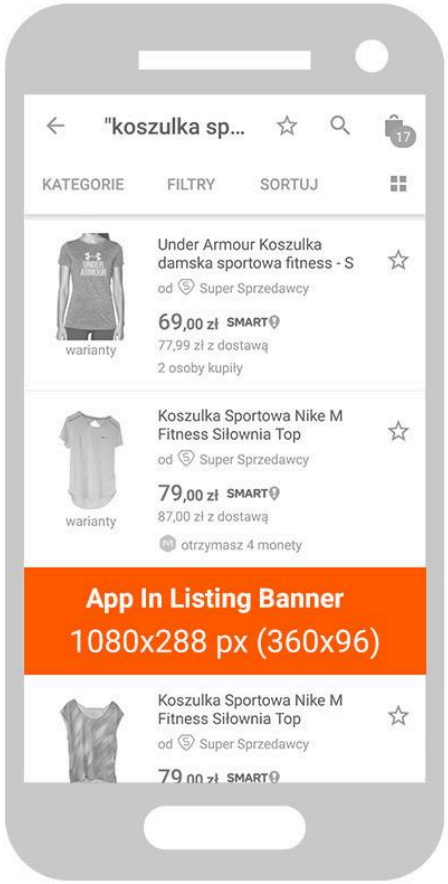
Location: Allegro App, product lists;

Technical specification:

Dimensions:	**1080x288 px**; (displayed as 360x96px)
Maximum file size:	**100 KB**.
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;
Minimum font size:	**15 px**

Optional: click tracking code, possibility to add an impression tracking pixel

Download template (PSD file)

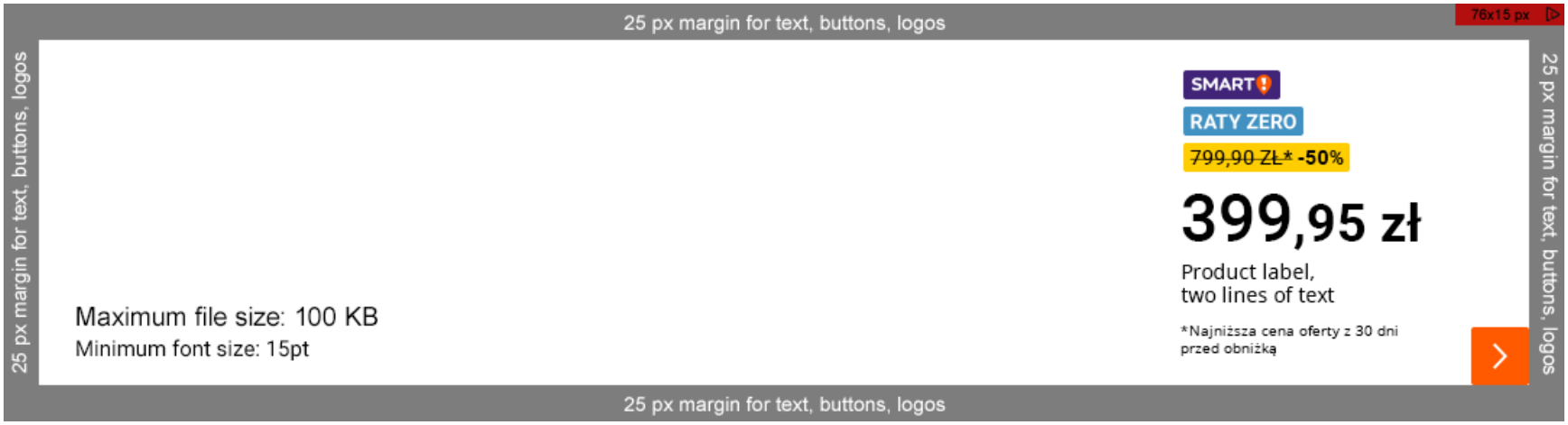


3.2. In listing banner - Allegro App

Advertising is displayed between listings in the product list. Every 12th listing appears, thanks to which it reaches users who are persistent in looking for the right product from the product line. It attracts attention thanks to the creative presentation of the product within the product list and is effective in encouraging users to learn the details of the listing.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

In listing banner - Allegro App



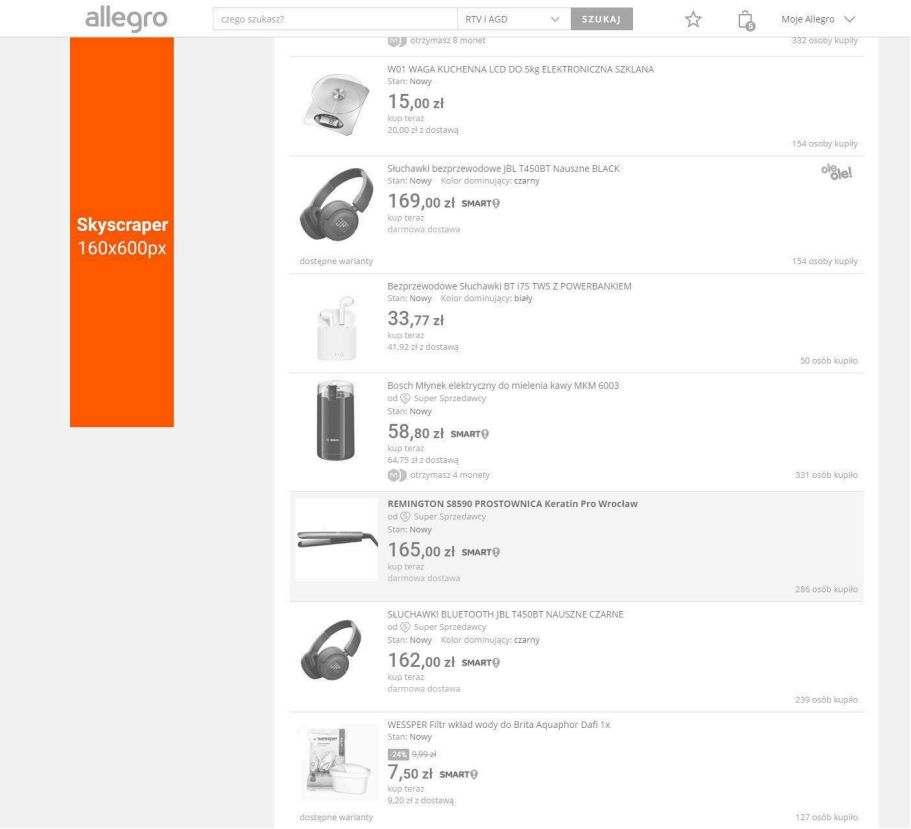
Location: Allegro app, product lists;

Specyfikacja techniczna:

Dimensions:	**1080x288 px**; (displayed as 360x96px)
Maksymalna waga:	**100 KB**.
Typ pliku:	jpg, png, gif (no animation);
Margines:	25 px for buttons, text, logos;
Minimum font size:	**15px**

Optional: click tracking code, possibility to add an impression tracking pixel

Download template (PSD file)



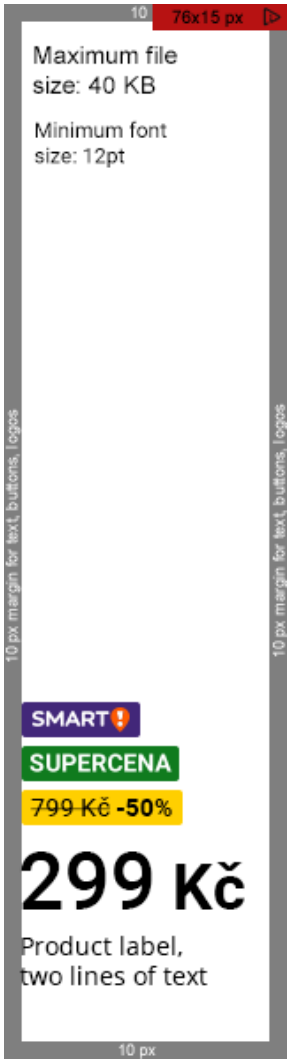
3.2. Skyscraper – desktop

Sky is the limit!

Displayed to the left of the product list, attracts users' attention and enables you to display advanced animations (HTML5). Animate your text, buttons, graphics! You can precisely define your target audience. An effective way to redirect traffic to your product.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Skyscraper – product lists

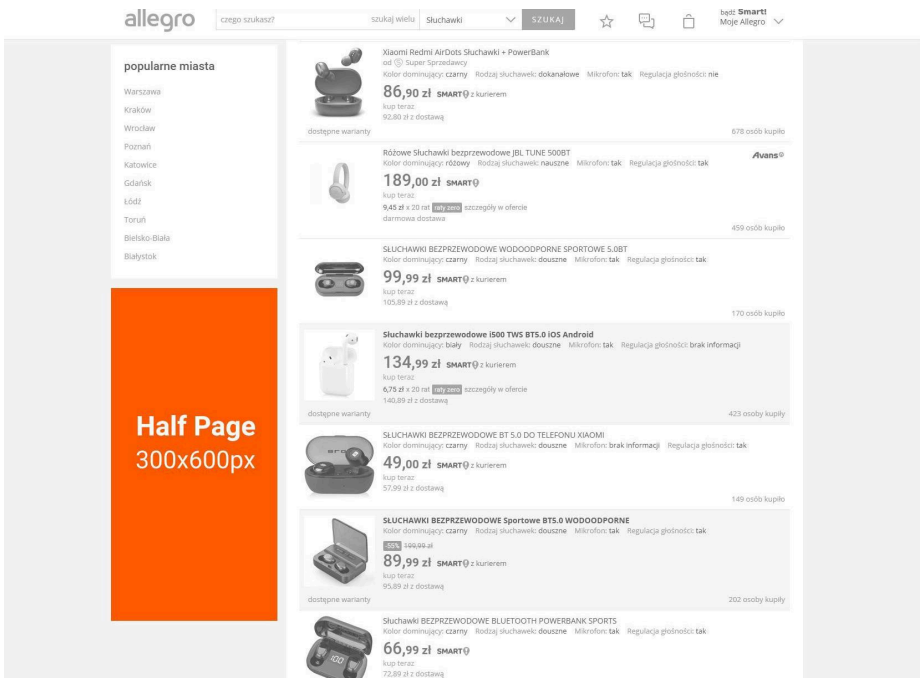


Location: Product lists (left column);

Technical specification:

Dimensions:	**160 x 600 px**;
Maximum file size:	**40 KB (static formats) / 80 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)



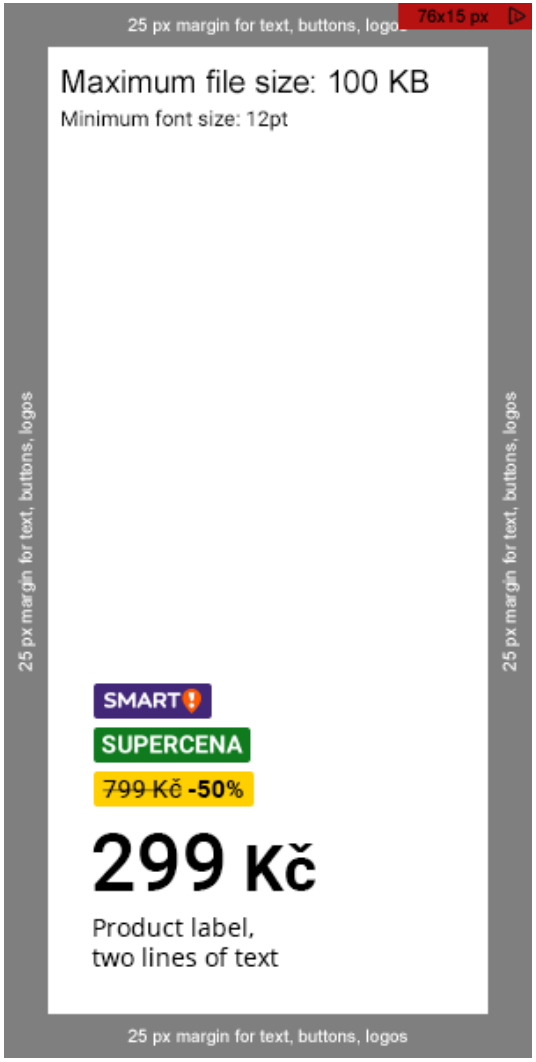
3.3. Half Page – desktop

Attracts full attention!

Almost 2 times wider than the skyscraper and also displayed to the left of the product list, it attracts users' attention.

It lets you reach a precisely targeted group of users with highly engaging creatives and animations, including ones in the HTML5 format. An effective way to redirect traffic to your product and present its advantages.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

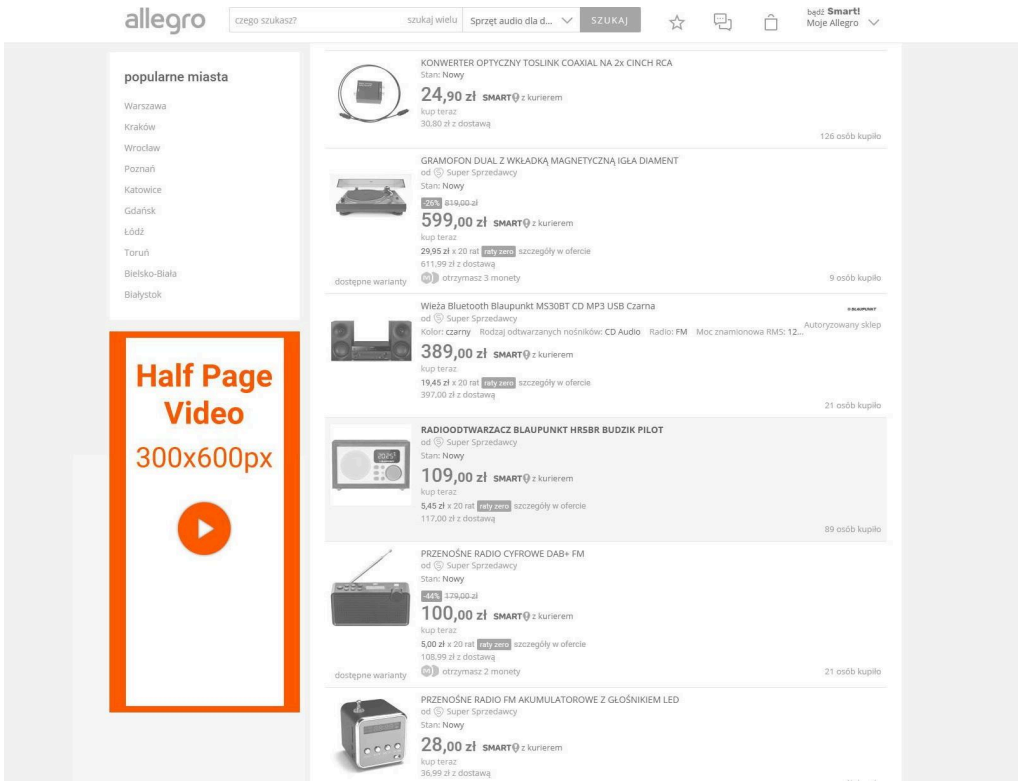


Location: Product lists (left column) and the page displayed after purchasing / listing an item;

Technical specification:

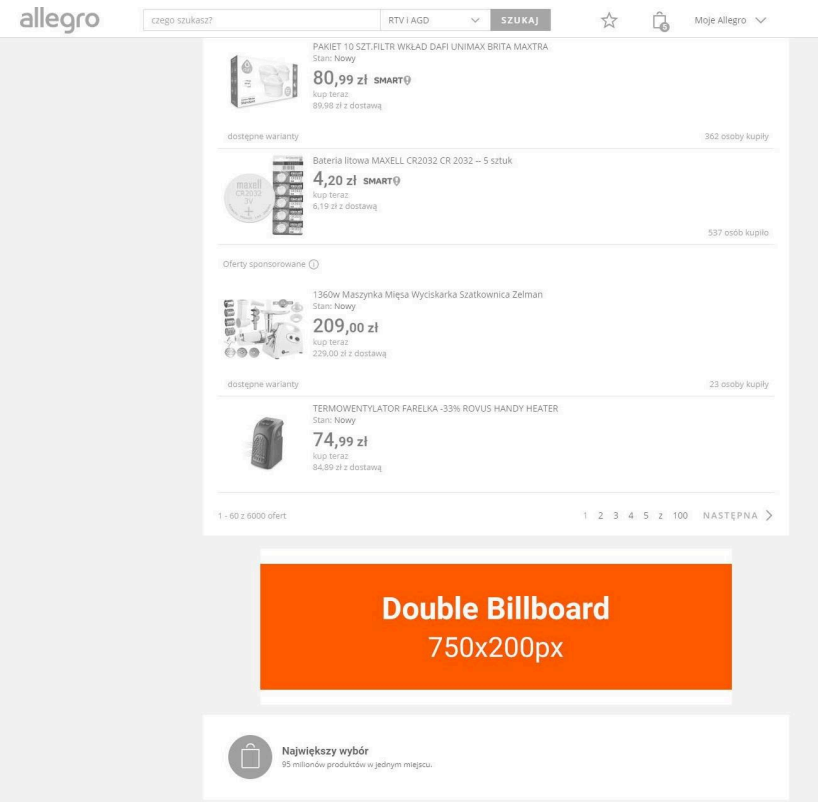
Dimensions:	**300 x 600 px**;
Maximum file size:	**100 KB (static formats) / 200 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	25 px for buttons, text, logos;

Download template (PSD file)



3.4. Half Page Video 9:21 - desktop

Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

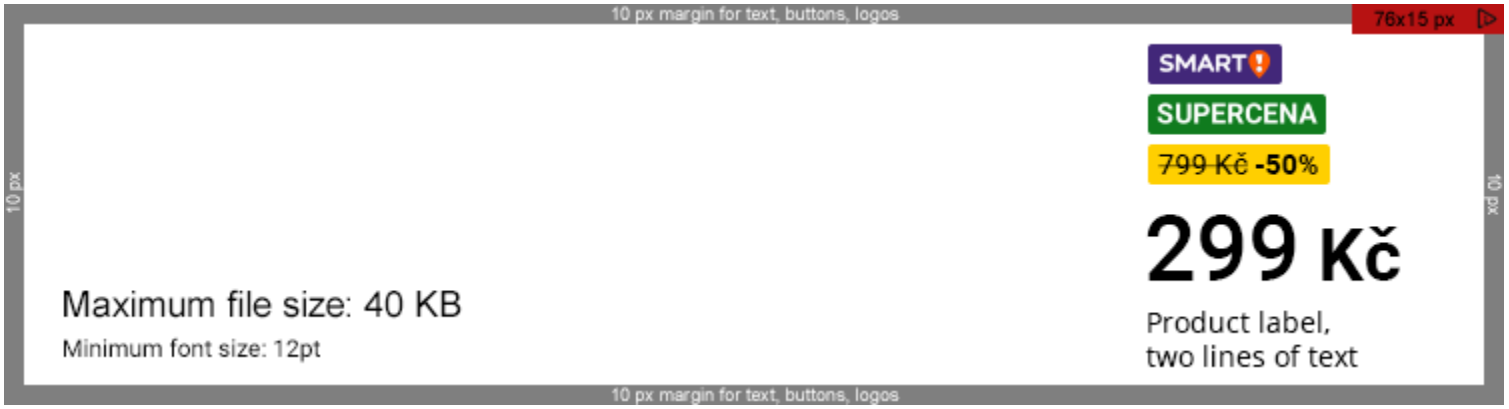


3.5. Double Billboard - desktop

Double Billboard is located under the product list, enabling you to reach out to those consumers who are looking for a specific offer, analyze various alternatives in detail, compare prices and are determined to find the best deal.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Double Billboard – product lists

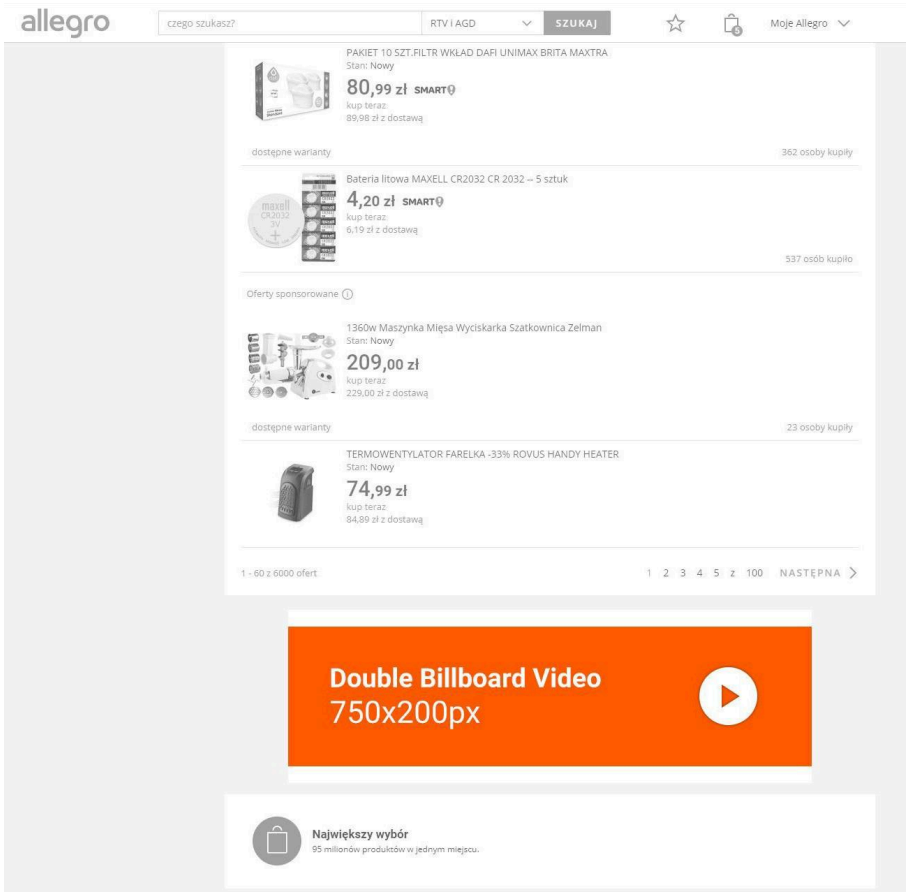


Location: Product list, ad displayed under the list of items;

Technical specification:

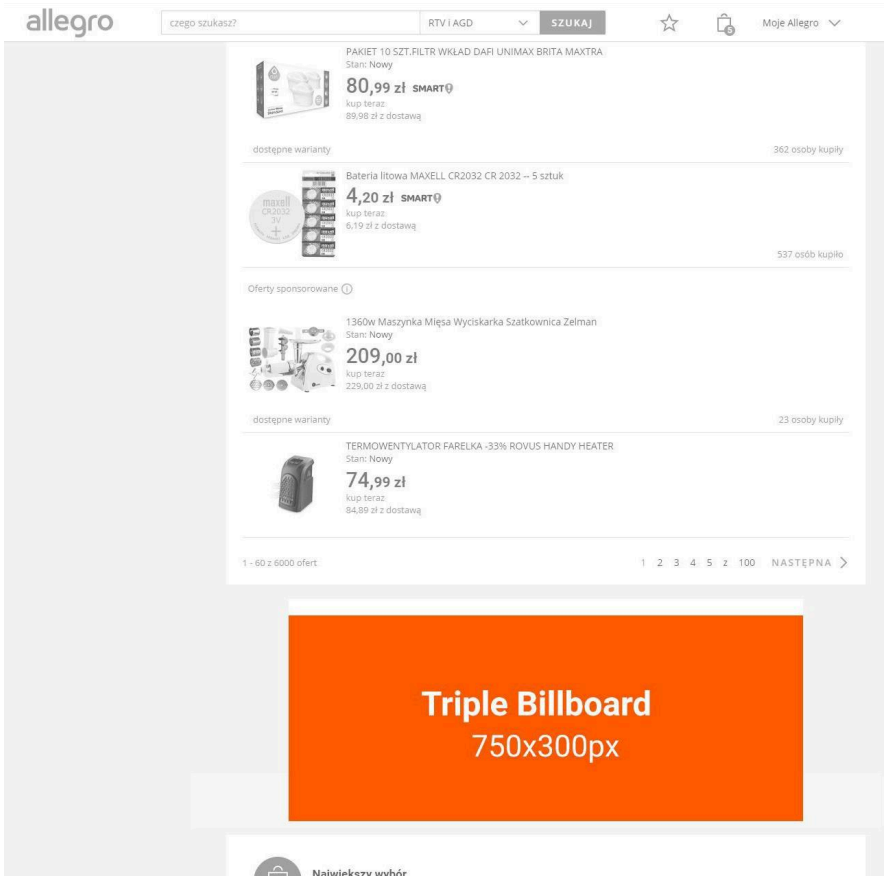
Dimensions:	**750 x 200 px**;
Maximum file size:	**40 KB (static formats) / 80 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)



3.6. Double Billboard Video – desktop

Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.7. Triple Billboard – desktop

Just like a Double Billboard, a Triple Billboard is located under the product list, enabling you to reach out to those consumers who are looking for a specific offer, analyze various alternatives in detail, compare prices, are determined to find the best deal. A Triple Billboard ad, however, gives you more space to communicate your message.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Triple Billboard – product lists

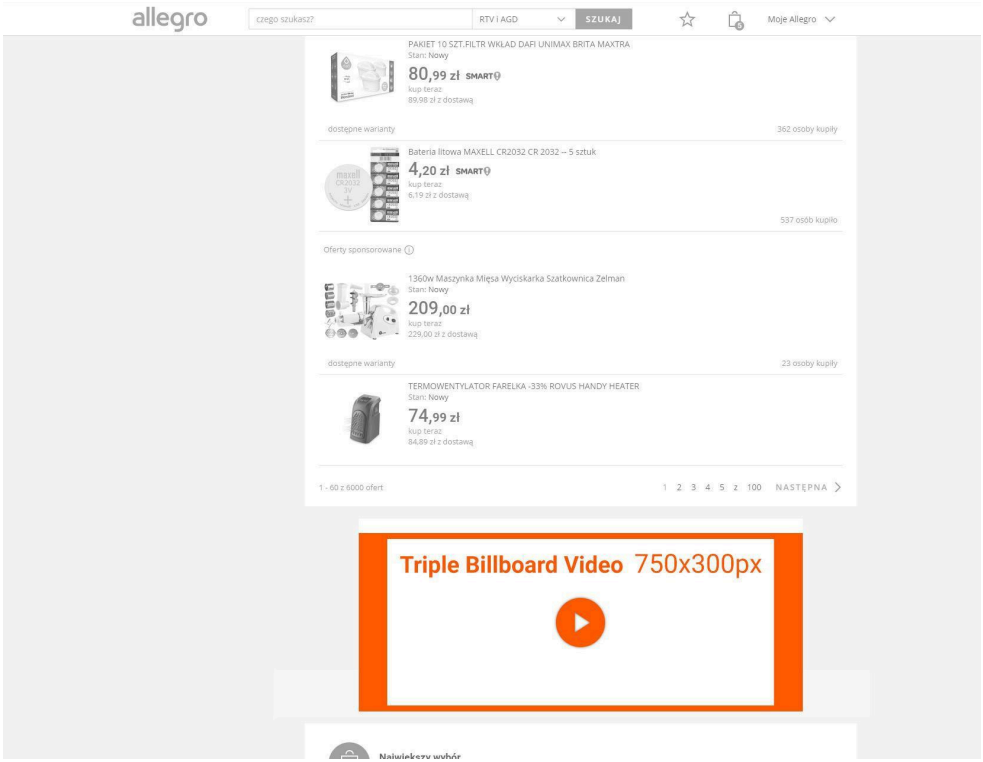


Location: Product list, ad displayed under the list of items;

Technical specification:

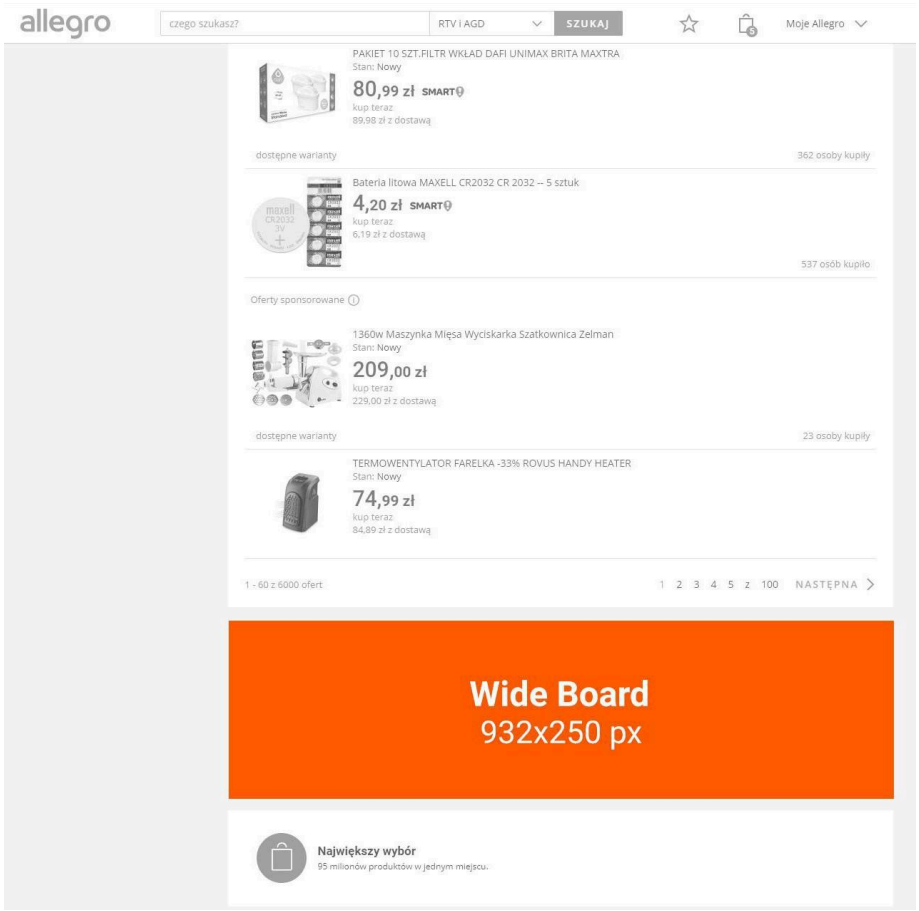
Dimensions:	**750 x 300 px**;
Maximum file size:	**50 KB (static formats),** **100 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)



3.8. Triple Billboard Video – desktop

Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.9. Wide Board – desktop

Located under the product list, with even more advertising space.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Wide Board – product lists

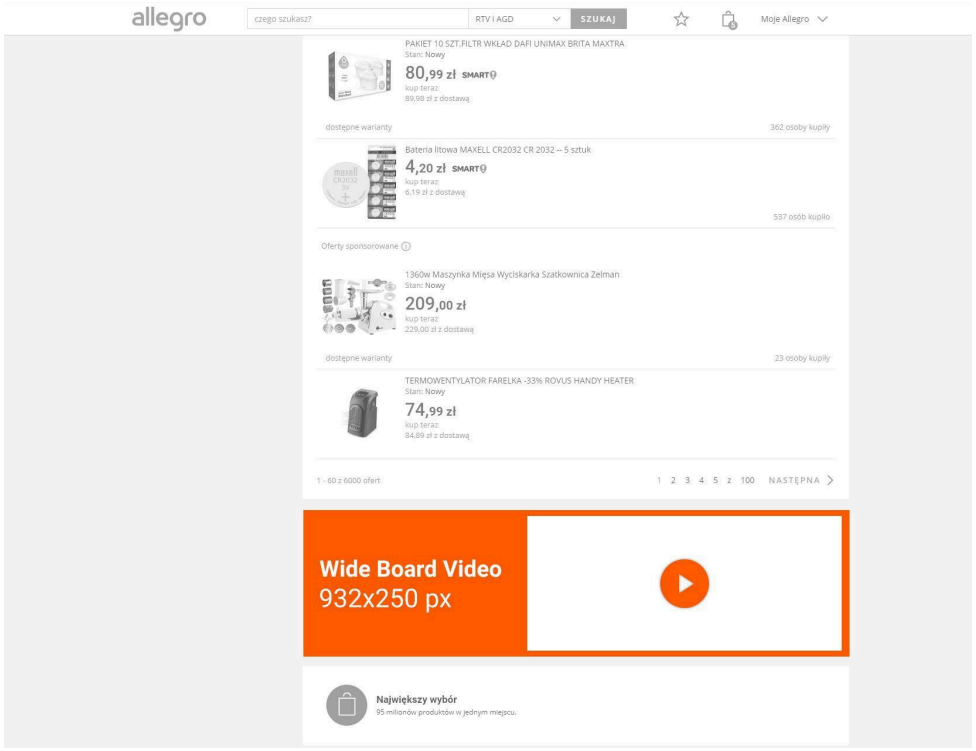


Location: Product list, ad displayed under the list of items;

Technical specification:

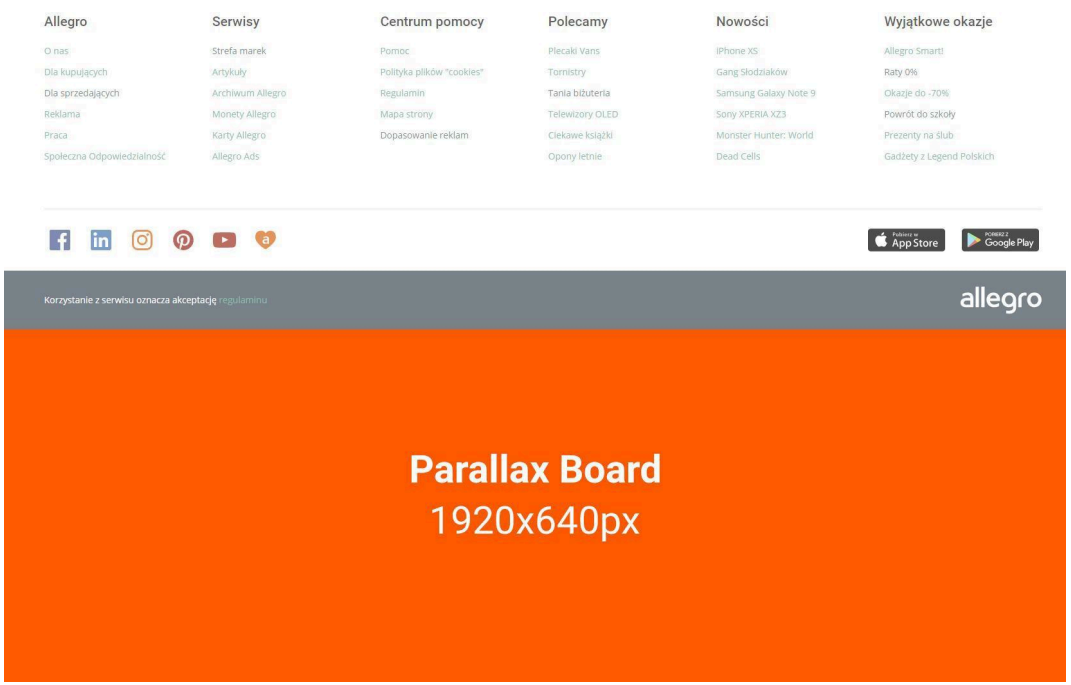
Dimensions:	**932 x 250 px**;
Maximum file size:	**75 KB (static formats)**
	150 KB (HTML5);
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)



3.10. Wide Board Video – desktop

Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.11. Parallax

Large format

The ad is displayed after the user scrolls down to the bottom of the page. The Parallax format scales to the browser window.
Non-invasive, user-friendly, with exceptionally large advertising space.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Parallax Board – product list – desktop



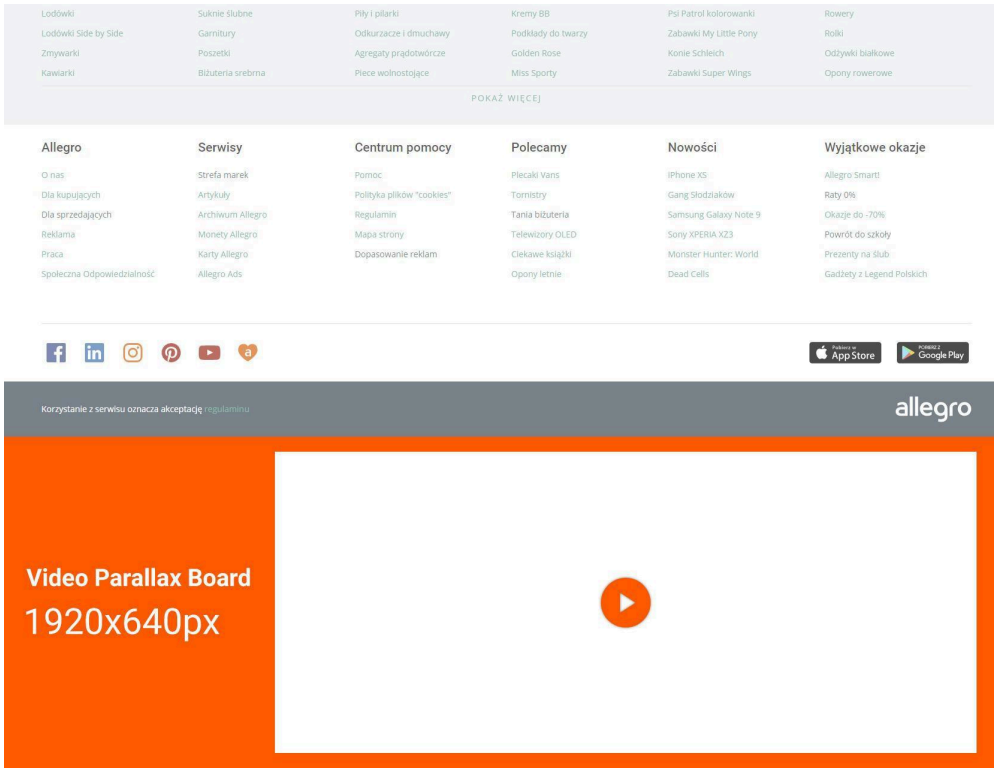
Location: product list; the ad is visible on the bottom of the page, expands as the user scrolls;

Technical specification:

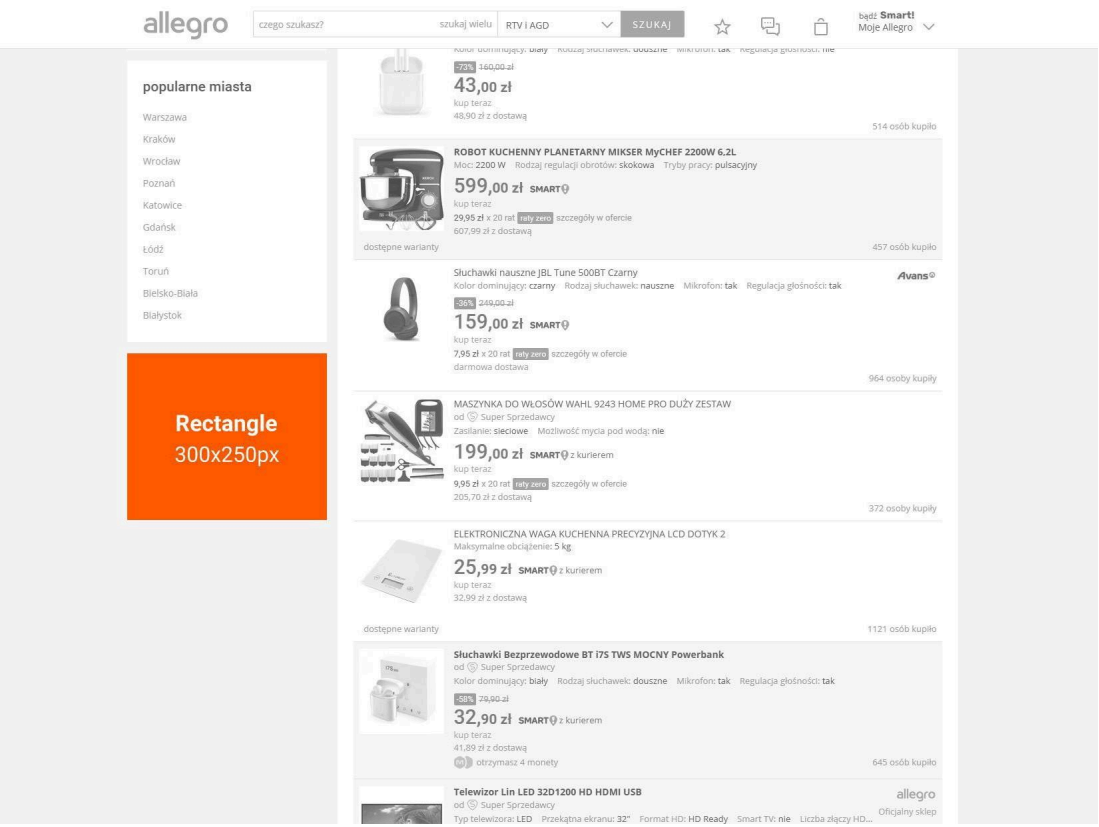
Dimensions:	**1920 x 640 px**;
Maximum file size:	**200 KB;**
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;

Download template (PSD file)

3.12. Parallax Video – desktop



Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.13. Rectangle

Located near the product list, this format enables you to reach out to those consumers who analyze various alternatives in detail, compare prices, are determined to find the best deal.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Rectangle – desktop, product lists



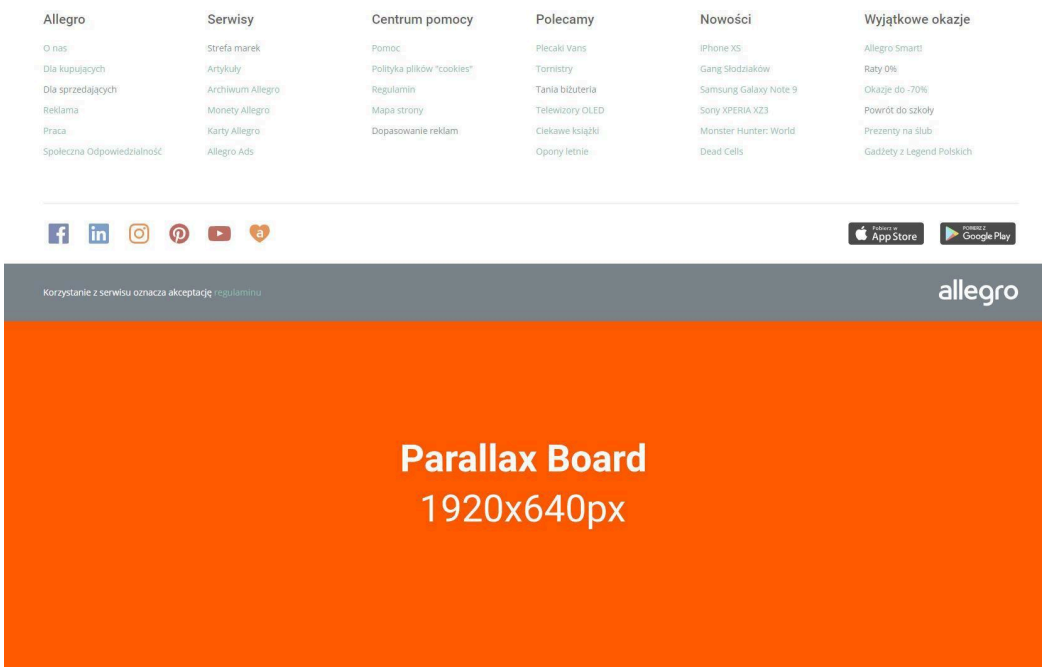
Location: product list;

Technical specification:

Dimensions:	**300 x 250 px**;
Maximum file size:	**40 KB (static formats)**
	75 KB (HTML5);
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

Download template (PSD file)

4. Product sheet – Standard formats



4.1. Parallax

4.1.1 Parallax – desktop

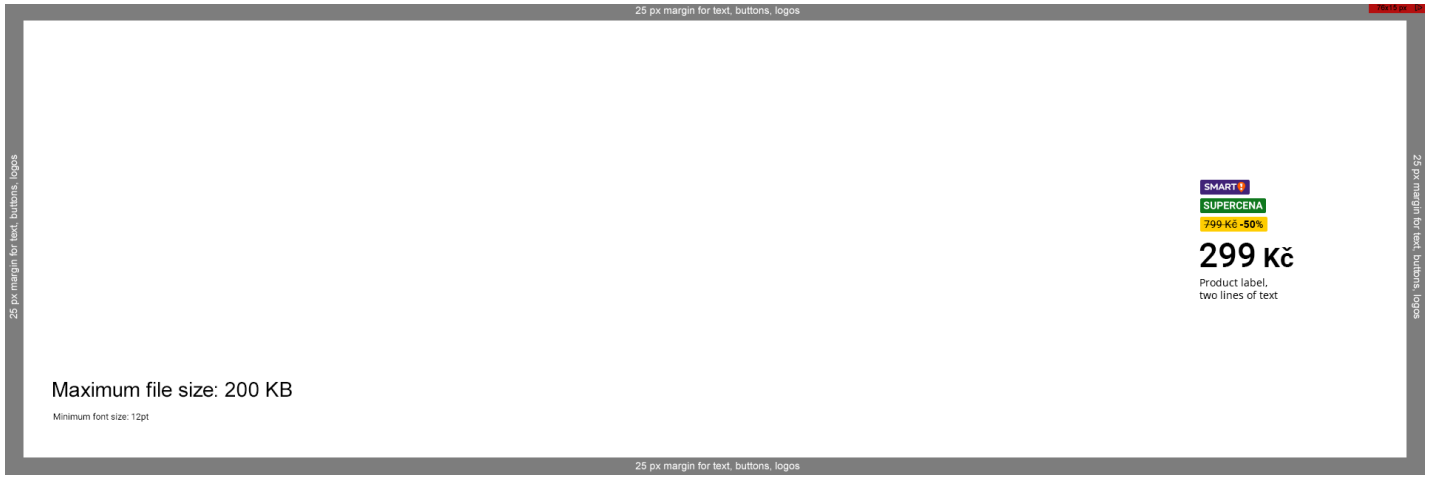
Large format

The ad is displayed after the user scrolls down to the bottom of the page. The Parallax format scales to the browser window.

Non-invasive, user-friendly, with exceptionally large advertising space.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Parallax Board – product sheet – desktop



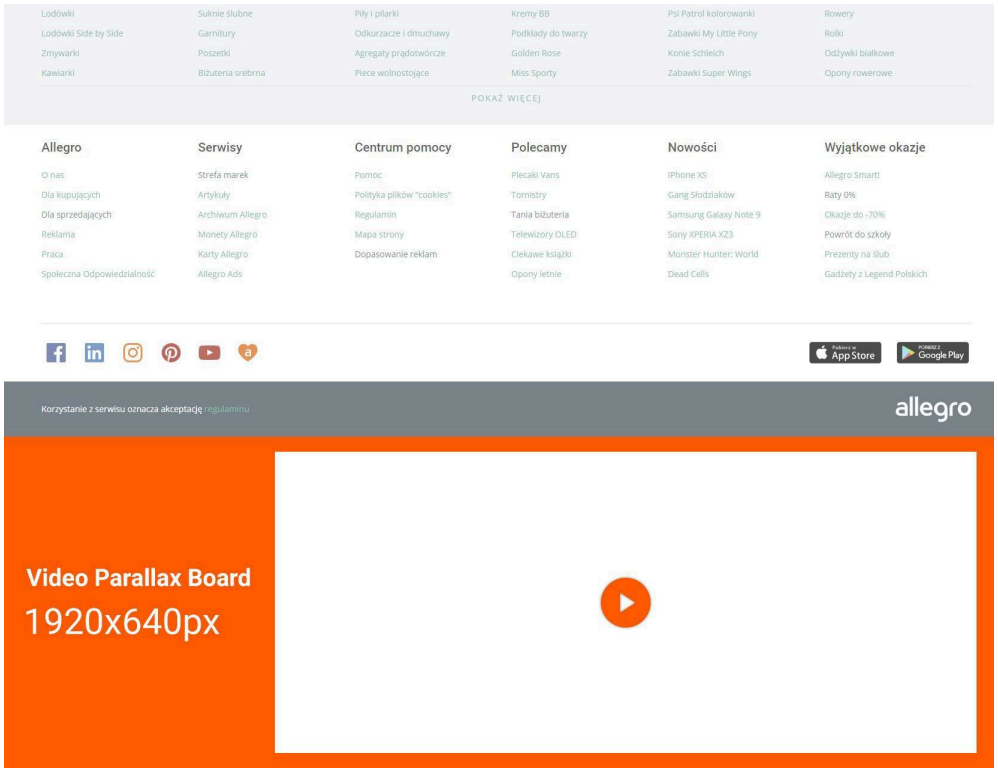
Location: product sheet, the ad is visible at the bottom of the page, expands as the user scrolls;

Technical specification:

Dimensions:	**1920 x 640 px**;
Maximum file size:	**200 KB;**
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;

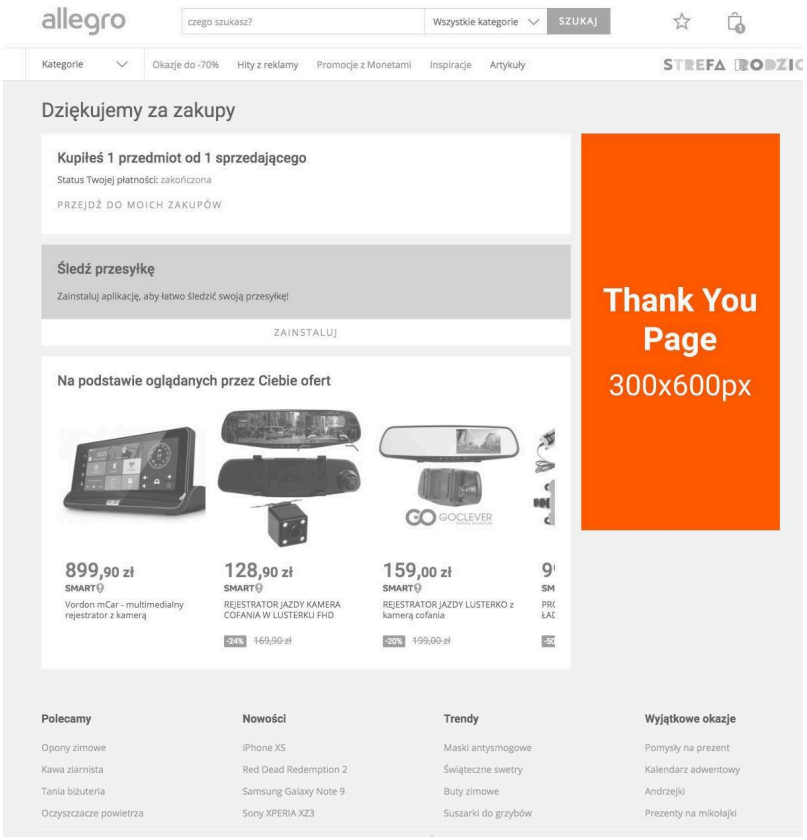
Download template (PSD file)

4.2. Parallax Video – desktop



Targeting – none	Only links to Allegro are allowed	Settlement model – FF	Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

5. Other Standard formats



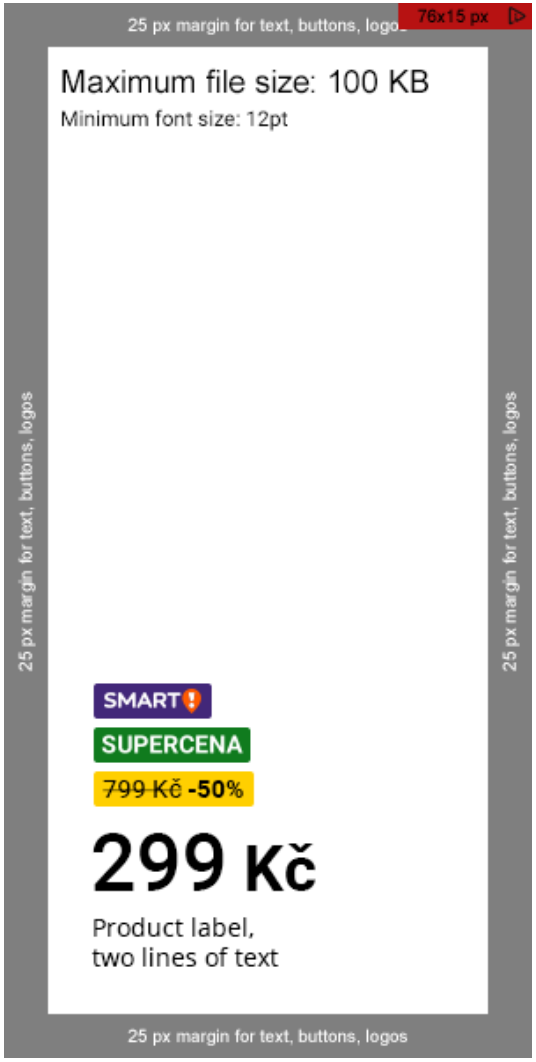
5.1. Thank you page after buying an offer – desktop

Message to active users

Perfect solution if you want to reach active Allegro users – those who buy and list items. This format enables you to prepare different creatives, displayed depending on the purchase category.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Thank You Page after buying an offer

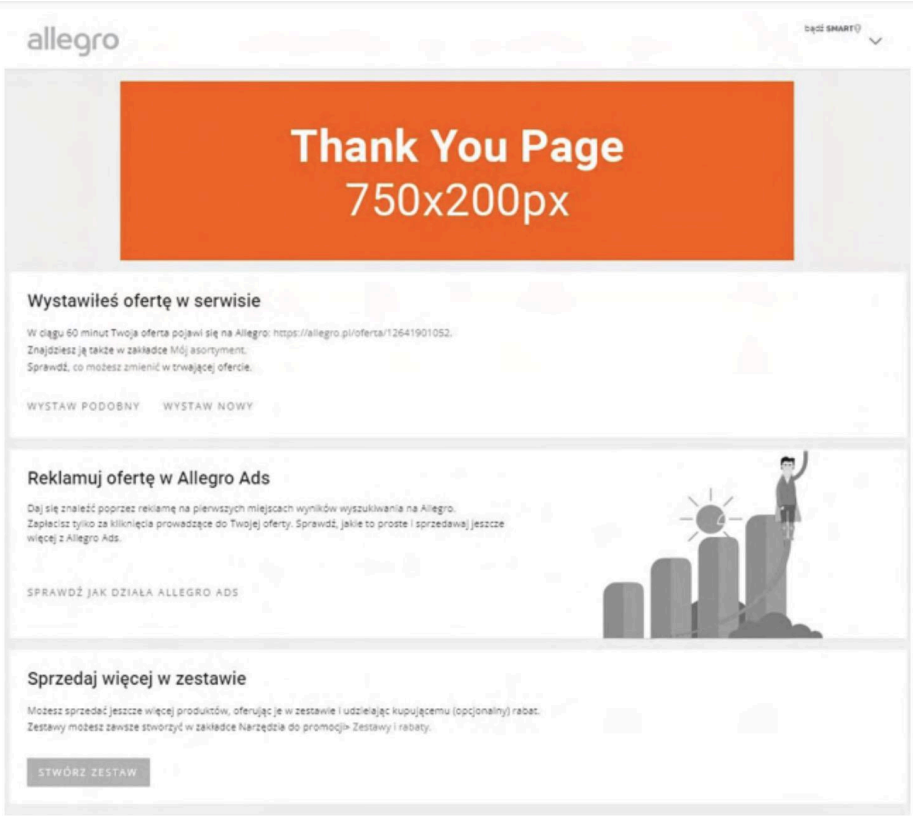


Location: Product lists (left column) and the page displayed after purchasing / listing an item;

Technical specification:

Dimensions:	**300 x 600 px**;
Maximum file size:	**100 KB (static formats) / 200 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	25 px for buttons, text, logos;

Download template (PSD file)



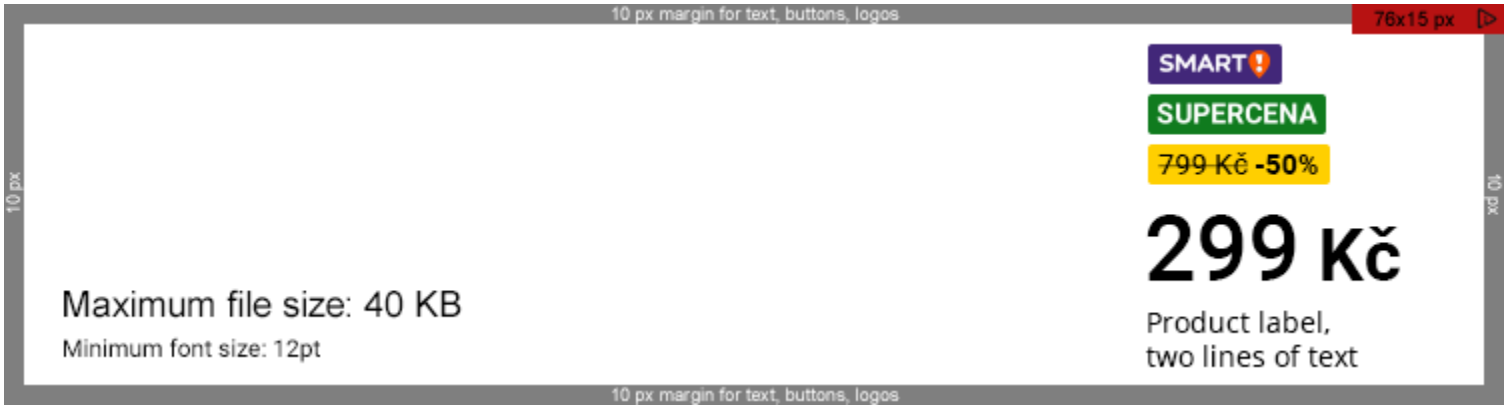
5.2. Thank you page after adding an offer – desktop

Message to active users

An ideal format for clients who want to reach active Allegro users - those who buy and place bids. It gives the possibility to prepare various creations, displayed depending on the shopping category.

Targeting – none	Only links to Allegro are allowed	Settlement model – FF

Thank You Page after adding an offer



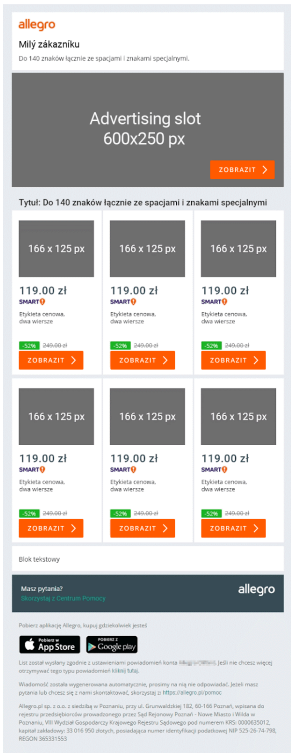
Location: the ad is displayed after adding an offer;

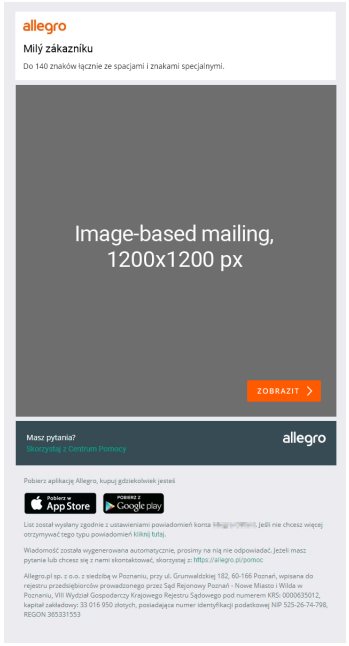
Technical specification:

Dimensions:	**750 x 2 px**;
Maximum file size:	**40 KB;**
File type:	jpg, png, gif (no animation);
Margin:	10 px for buttons, text, logos;

Download template (PSD file)

6. Mailings and push notifications





6.1. Internal mailing

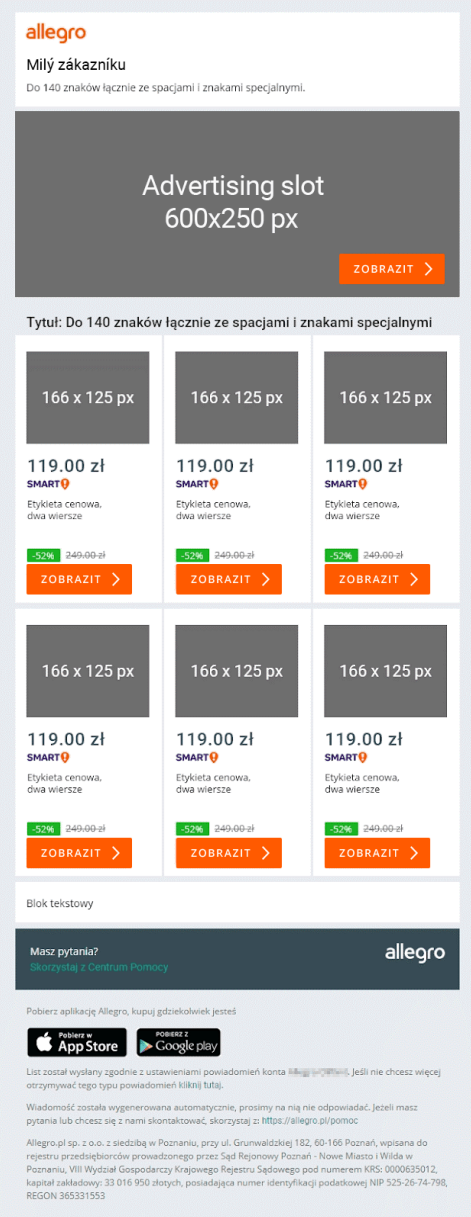
Emails with links to the Allegro website

You've got mail from Allegro!

Comfort and safety of Allegro Users' shopping is a goal that defines the paths to reach a precisely targeted group of users with the right advertising message. Purchasing data are processed in accordance with the RFM model (Recency – when the last purchase was made, Frequency – how often the purchases are made, Monetary – value of the purchases) to allow accurate targeting of email messages.

The base of active recipients of Allegro advertising emails is almost 6 million users. With a personalized message, the Users' involvement in a given shopping category and the mailing form of communication, Allegro reaches the most relevant target group.
With Allegro, the chance of making a purchase is higher.

Targeting – behavioral	Only links to Allegro are allowed	Settlement model - FF



6.1.1. Multi-offer mailing – main banner with offers displayed in three columns

Banner

Dimensions of the banner: 600x250 px;
CTA button: complying with the guidelines, located in the bottom right corner
File type: jpg, png, gif;
Maximum file size: up to 100 kB
Linking: The creative may be linked only to Allegro

Offers

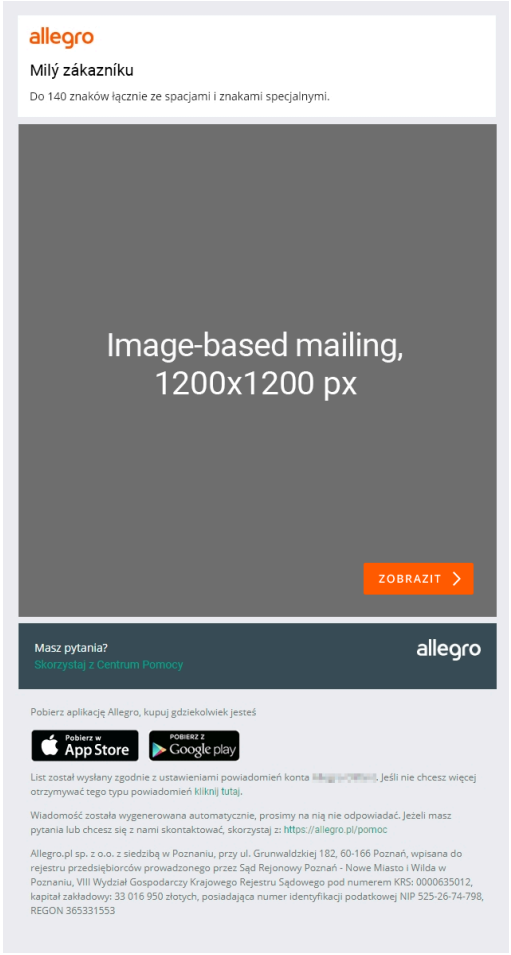
Product ID list - up to 9 IDs (max. 3 lines with offers)
Offers should be up to date throughout the duration of the planned campaign.

Text content

Welcome text above the banner: up to 140 characters with spaces and special characters
Subject line under the banner: up to 140 characters with spaces and special characters
Text block below the offers: up to 140 characters with spaces and special characters

All the emails are sent with Allegro header and footer

Full list of materials for mailing order



6.1.2. Branding mailing with banner

Main banner

Desktop version:

Creative width: 1200x1200px;

CTA button: complying with the guidelines, located in the bottom right corner

Typ pliku: jpg, png, gif;

Maximum file size: up 400 kB maximum

RWD version:

The components of a mailing creative should maintain the same quality and readability on mobile devices and in the desktop version

Text content

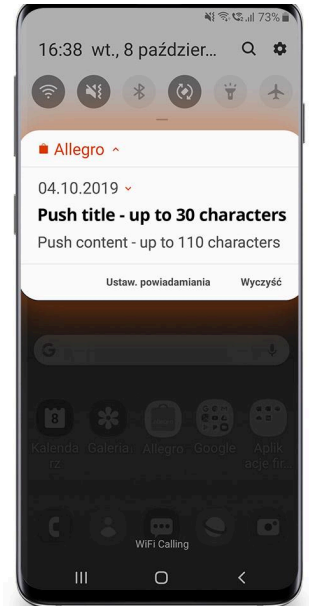
Welcome text above the banner: up to 140 characters with spaces and special characters

All the emails are sent with Allegro header and footer

Full list of materials for mailing order

Note!

Mailing creatives sent by the Ordering Party that do not meet the above requirements may be sent back for correction. Allegro will not make any corrections in the content sent by Ordering Parties. The Ordering Party is required to prepare the creative on his/her own, according to the above guidelines.





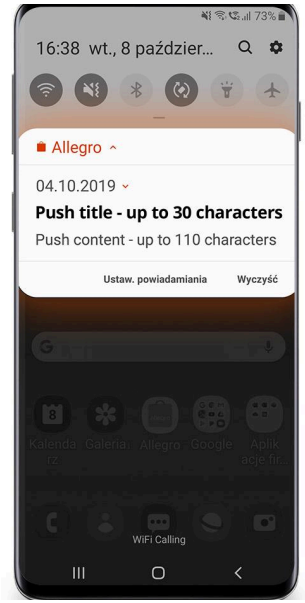
6.2. Push notifications

Push notifications in Allegro mobile app

A quick and effective element of the User communication – it guarantees that the ad reaches the user here and now. The message is displayed on the smartphone; it catches the recipient's attention, but no interaction is needed.

Push notifications are targeted at carefully selected and narrow groups of recipients, which is why Allegro reaches an average Open rate of 6.5%. Push notifications may be sent to more than 1.3 million recipients.

Targeting – behavioral	Only links to Allegro are allowed	Settlement model - FF





6.2.1. Text push notifications

Subject line length:	up to 30 characters;
Push notification content length:	up to 110 characters;
File type:	text;
Emoji:	max. 2 characters allowed
Links:	notifications only links to Allegro

Full list of materials for pushAd order

6.3. Display conditions for emails and push notifications

All advertisements to be displayed on Allegro's pages have to meet the conditions specified in the ad display regulations, available at https://allegro.cz/reklama, and in the technical specification for advertisements featured on Allegro. Allegro may verify the advertisements for compliance with the above-mentioned specifications and prevent or halt their display if the above conditions are not met.

Sending/displaying an advertisement on the website and in Allegro mobile app does not automatically mean that Allegro has confirmed the advertisement's compliance with the advertising specification.

Allegro cares about the functionality of individual pages, apps and advertising messages and in their design takes into account how they are perceived by users (user experience) and reserves the right to refuse to display or to stop displaying any advertisement if it considers the ad to be bothersome, misleading or harmful to the website's users.

6.3.1. General requirements

6.3.1.1. Naming convention

It is recommended to follow the following file naming convention:
[brand/client]_[campaign-name]_[product]_[size: length x width]_[version]
(e.g.allegro_autumn-campaign_umbrella_600x250_v2.jpg)

6.3.1.2. Use lowercase letters, underscores and numbers in filenames; no spaces or Czech diacritics (á, č, *ď, é, ě*, *í, ň*, ó, *ř,* š, *ť, ú, ů*, ý, ž) should be used in filenames.

6.3.1.3. URLs should refer to pages with an SSL certificate (they should start with https)

6.3.1.4. Clients who use tracking codes and configure a landing page linking to Allegro on their side should report the need to prepare the codes by Allegro. It is forbidden to use own UTM codes.

6.3.1.5. Linking requirements

Allegro carries out advertising campaigns using internal links.

- Internal links may direct to a listing, a Landing Page with listings or to a specific listing available on Allegro. Internal links are used in emails and push notifications.

6.3.2. Targeting requirements

Allegro's User insight allows for directing advertising campaigns to the right recipients. Allegro reaches individuals who are interested in making a purchase here and now. This is done with insight obtained from data analysis. The targeting mechanism uses demographic data, category-related interests and purchasing intentions of users. In the case of non-standard advertising messages, Allegro has the ability to create a dedicated profile for campaigns, as well as creates and develops machine learning methods to achieve even higher levels of campaign effectiveness through automation and targeting.

6.3.3. Mailing materials

6.3.3.1. Delivery deadlines

All ready-to-use advertising materials necessary to start the ad display, prepared in accordance with the Technical Specification, must be delivered not later than 3 (three) Business Days before the planned display date. In the case of special campaigns, the delivery deadline is agreed on an individual basis.

All the materials should be prepared in line with the document attached to the order and the graphic and technical guidelines specified later in this document.

Otherwise, Allegro cannot guarantee a timely start of the campaign.

6.3.3.2. Materials for ordering the delivery of emails with links to Allegro

Each email delivery order placed with Allegro must include an attachment with a list of materials that should be provided before delivery date.

- Mandatory materials for emails with links to Allegro:
  - Planned campaign dates

- Name of the sender
- Full name of the sender (footer)
- Email subject line (up to 80 characters with spaces and special characters)
- Preheader content (up to 40 characters with spaces and special characters)
- Salutation content (up to 140 characters with spaces and special characters)
- Creation in jpg/gif format
- Links to/IDs of listings featured on the main banner (recommended list of listings) as well as links to/IDs of individual product listings
- Target group – quantity and description
- Email addresses of the Ordering Party for testing purposes

- Optional materials for emails with links to Allegro:
  - Subject line under the main banner (up to 140 characters with spaces and special characters)
  - Additional text block below the module with individual listings (up to 140 characters including spaces and special characters)
  - Tracking codes: click tag and pixel

Note!
Materials intended for display should be high quality. The readability of details on RWD email creations cannot differ from the quality of creations displayed on the desktop. Creatives which are illegible on mobile devices cannot be displayed by Allegro and must be corrected by the Ordering Party.

6.3.4. Materials for ordering push notifications

- Mandatory materials for ordering text push notifications
  - Date and time of dispatch
  - Push title (30 characters with emoji)
  - Push content (110 characters)
  - Links

- Target group – quantity and description
- Email addresses for test purposes (only for Allegro account users who have agreed to push notifications, e-mails and profiling)

7. Special projects – Brand Place on Allegro

For more details ask Advertising Business Partners or email us on reklama_cz@allegrogroup.com