Advertising specification

for formats displayed on allegro.pl
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I. Display principles for advertising formats

1. Display terms

All advertisements intended for display on Allegro should meet the conditions specified in the Sale and Advertisement Display on Allegro Terms & Conditions available at https://allegro.pl/reklama , and comply with all legal regulations, including the Act of May 9, 2014, on the prices of goods and services (Journal of Laws from 2014, item 915), the Act of April 7, 2022 on medical devices (Journal of Laws from 2022, item 974), and the Regulation of the Minister of Health of April 21, 2023 on advertising medical devices (Journal of Laws from 2023, item 817), the rights of third parties or entities. Allegro may verify advertisements for compliance with the aforementioned Acts and block or discontinue their display if the aforementioned conditions have not been met.

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 Polish diacritics (ą, ę, ć, ń, ó, ś, ź, ż) 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

Advertisements constituting the subject of an Order may not violate the rules for announcing price reductions of goods as specified in the Act of May 9, 2014, on communicating the prices of goods and services (Journal of Laws from 2014, item 915), or the Explanations of the President of the Office of Competition and Consumer Protection (UOKiK) on communicating price reductions, and may not be misleading regarding the lowest price of the advertised goods from the past 30 days or price reduction totals when advertising a group of goods. Detailed guidelines in this respect can be found in the Technical Specification of the Allegro Terms & Conditions for the Sale and Display of Allegro Advertisements. The Ordering Party advertising a price reduction of a specific product is obliged to indicate next to the promoted product not only the promotional price, but also the Lowest Offer Price from the last 30 days before the reduction. The price needs to be provided within the Advertisement, in the product offer, and on the Listing, and described with the following appropriate wording **"The lowest offer price from 30 days before the reduction" (minimum font size 10pt)**

2.4.1. Neutral ways of communicating price reductions

supercena	**popularne**
niskie ceny	**wybrane dla ciebie**

2.4.2. The ways of communicating price reductions in compliance with the Omnibus Directive

okazja	**sale**
promocja	**black friday**
%%%	**-50%**
do -70%	**wyprzedaż**
przecena	**Smart!Week**

2.5. Requirements related to the rules for advertising medical devices

An Advertisement constituting the subject of the Order must be in compliance with the Act of April 7, 2022 on medical devices (Journal of Laws from 2022, item 974), and the Regulation of the Minister of Health of April 21, 2023 on advertising medical devices (Journal of Laws from 2023, item 817)

2.5.1. An Advertisement of a medical device or an in vitro diagnostic medical device should include:

- specification of the advertising entity;
- name of the manufacturer and the authorized representative, if appointed;
- a warning with the following wording: **"This is a medical device. Use it in accordance with the instruction manual or label guidelines."**
- name or trade name of the product and the intended use

2.5.2. An Advertisement of a product without any intended medical use,

listed in Appendix XVI to Regulation No. 2017/745, and an Advertisement of medical device equipment should include:

- the name of the advertising entity;
- the name of the manufacturer and the authorized representative, if appointed;
- a warning with the following wording: **"For safety, use in accordance with the instruction manual or the label guidelines."**
- name or trade name of the product and the intended use

2.5.3. Method of presenting warnings in the case of visual advertising:

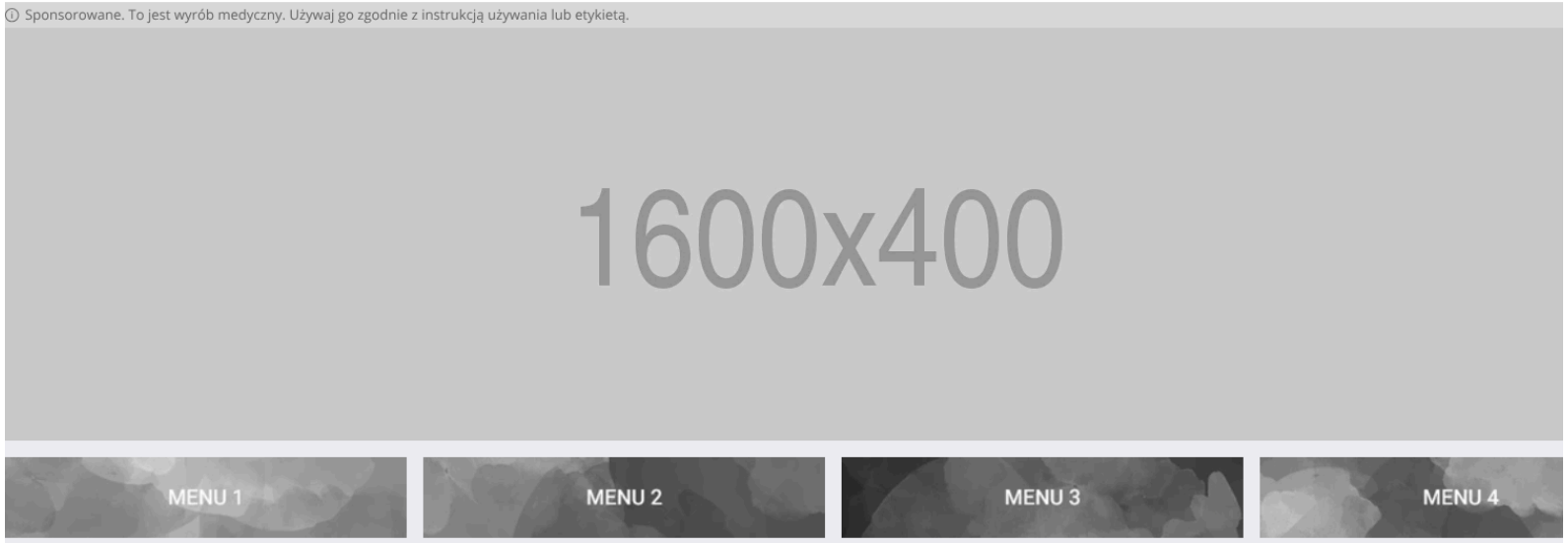
- In the case of Premium advertising formats: Top Header, Branded Shop displayed on the Allegro Home Page, Category Showcase displayed on the Allegro Category Home Pages and Special Project format: Brand Place, the information required by the Act will be displayed automatically, and the ordering party is obliged to send the advertising materials and the required data to be included on the advertisement, in particular:
    - specification of the advertising entity;
    - name of the manufacturer and the authorized representative, if appointed;
    - warning content;
    - name or trade name of the product and the intended use
- In the case of other advertising formats, the content of the warning should be placed:
    - in the lower part of the advertisement, on a space of not less than 10% of its area;
    - in a manner making the text distinguishable from the space background, visible, legible, stable, horizontally oriented, with the distance between the letters and the lower and upper edge of the advertisement space background not greater than 1/2 of the letters' height, and the distance between the inscription lines not greater than the letters' height

➔ **Visualization of the advertisement of a medical device**

- **for Premium advertising formats**: Top Header, Branded Shop displayed on the Allegro Home Page and Special Project format: Brand Place, disclaimer is required: "This is a medical device. Use it in accordance with the instruction manual or label guidelines."

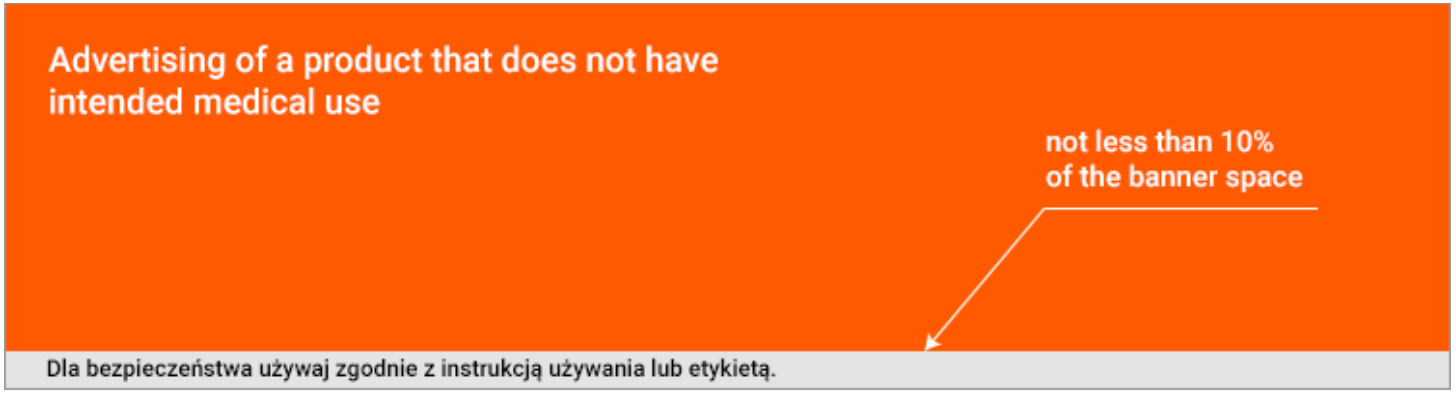


- **for Premium advertising format**: Category Showcase displayed on the Allegro Category Home Pages, disclaimer is required: "This is a medical device. Use it in accordance with the instruction manual or label guidelines."

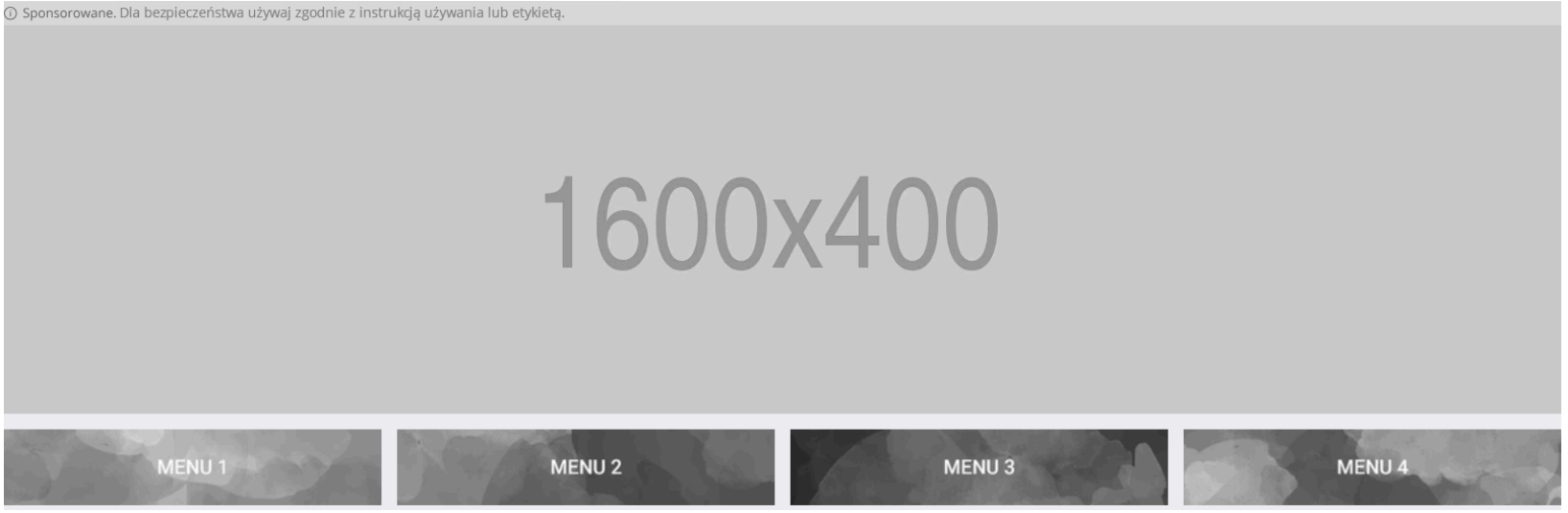


➔ **Visualization of the advertisement of a product without any intended medical use**

- **for Premium advertising formats:** Top Header, Branded Shop displayed on the Allegro Home Page and Special Project format: Brand Place, disclaimer is required: "For safety, use in accordance with the instruction manual or label guidelines."



- **for Premium advertising format**: Category Showcase displayed on the Allegro Category Home Pages, disclaimer is required: "For safety, use in accordance with the instruction manual or label guidelines."



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**.

Creations with links outside of the Allegro platform **should have an "AD" tag**, in accordance with the PSD template for a given format.
Do not change the location of the tag and its size in relation to the original template.
(does not apply to display locations shared with a programmatic-type advertisement (750x200, 750x300, 932x250, 160x600, 300x600 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. Badge with offer parameters (max. 3)
2. Actual price / price from
3. Product name, description
4. Obligatory disclaimer related to the Omnibus Directive (only in the case of offers with price reductions).

- 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**:



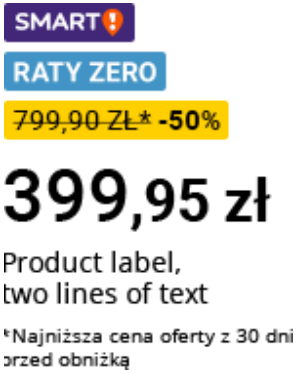
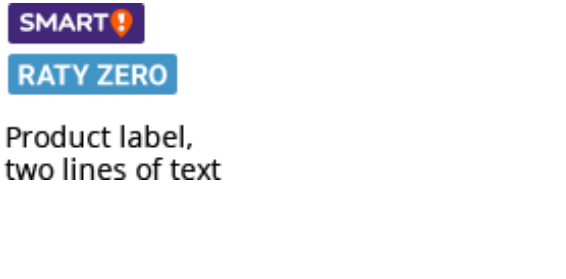
1 Listing parameters badge
2 Actual price / price from
3 Product name, description
4 "Check it out" button >" / ">"
5 Obligatory disclaimer related to the Omnibus Directive (only in the case of offers with price reductions).

The "Buy It Now" button is no longer used.

- 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:

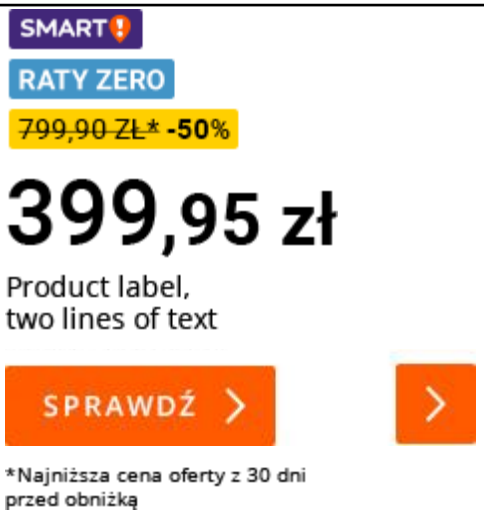
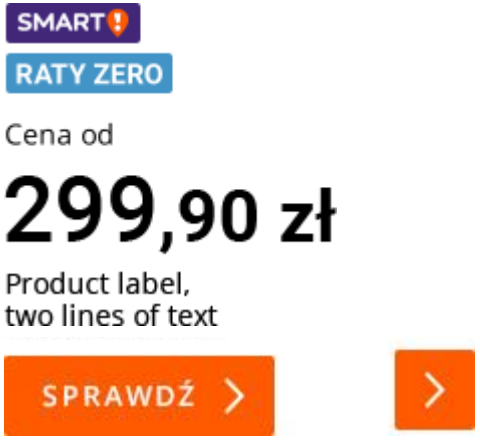
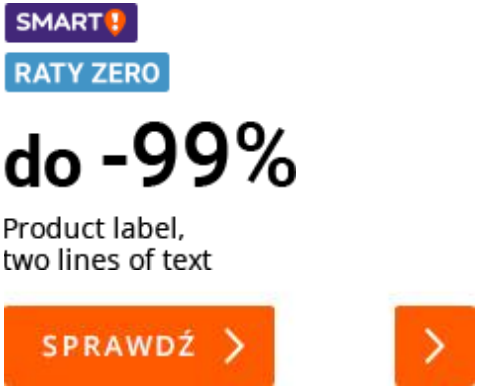
		
Basic label - linking to a specific offer	Label with a price above 999.99 zł - linking to a specific offer	Label with a price "from" - for creatives link to a listing / Brand Place
		
Mini label - for use on smaller formats or when we have a large amount of content on the creative - linking to a specific 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/Brand Place), the following note must be used:

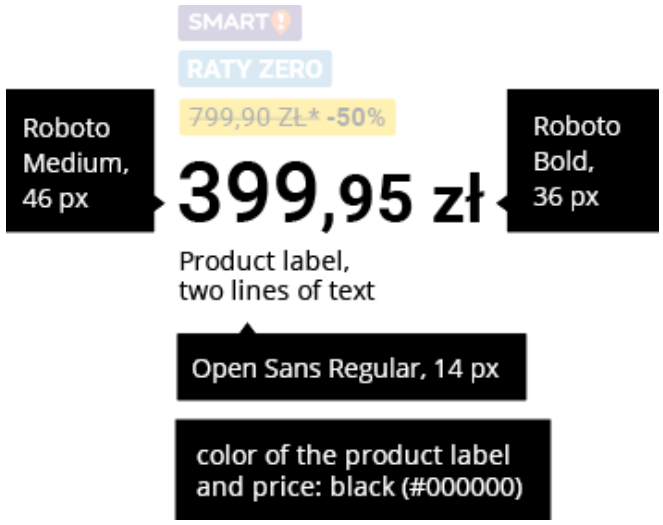
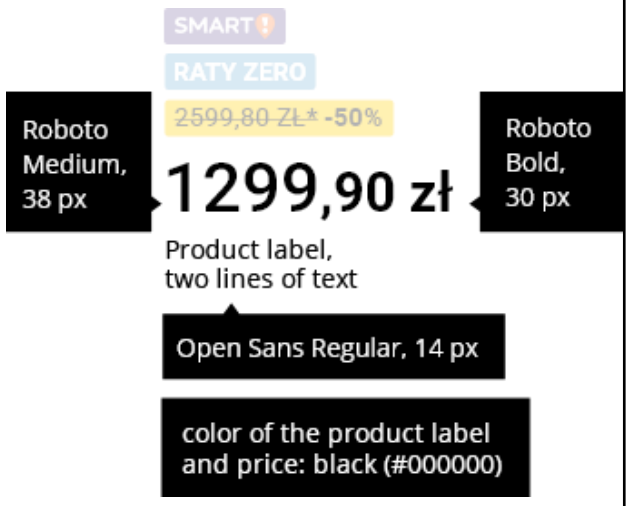
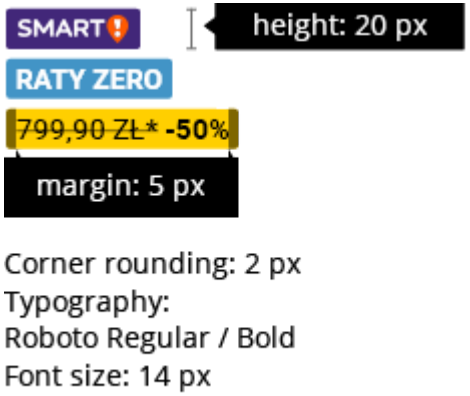
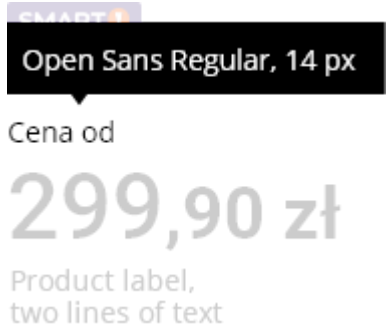
"**Price from XXX.XX zł/up to XX%, or a label without the communicated price.**

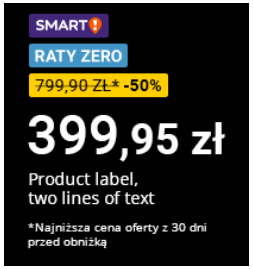
1.1.3 Product label for **mobile formats** — variants

Labels used on mobile formats **must** have buttons.

		
Basic label - linking to a specific offer	Label with a price above 999.99 zł - 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 zł	Label with a price above 999.99 zł
		
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.

1.2.1 List of available badges:



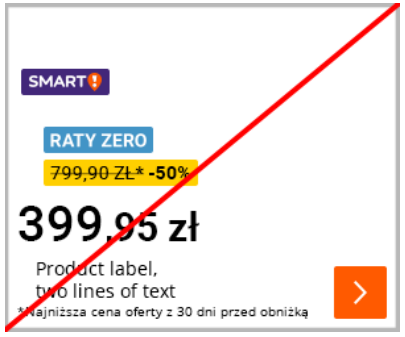
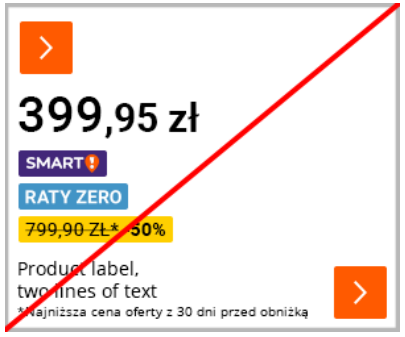
1.3 Rules for placing labels in formats

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
Top Header - Allegro Home Page	1600x72 px	70 KB	jpg, png, gif (no animation)	10 px	2 lines of text maximum
Showcase - Category Pages	1600x200 px Mweb 600x200	150 KB (static formats)	jpg, png, gif (no animation)	25 px	
Top-Listing Banner - listings	1196x125 px App 1080x288	50 KB (static formats) 100 KB (HTML5)	jpg, png, gif (no animation), HTML5	10 px	App minimum font size – 15 px
Skyscraper - listings	160 x 600 px	40 KB (static formats) 80 KB (HTML5)	jpg, png, gif (no animation), HTML5;	10 px	
Half Page - listings and Thank You Page	300 x 600 px	100 KB (static formats) 200 KB (HTML5)	jpg, png, gif (no animation), HTML5;	25 px	
Double Billboard - listings	750 x 200 px	40 KB (static formats 80 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Triple Billboard - listings	750 x 300 px	50 KB (static formats) 100 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Wide Board - listings	1196 x 250 px	75 KB (static formats) 150 KB (HTML5)	jpg, png, gif ((no animation), HTML5;	10 px	
Parallax	1920 x 640 px Mweb: 768x256	200 KB Mweb: 50KB	jpg, png, gif (no animation)	25 px mweb10 px	
Inspirational Tile	250 x 415 px	80 KB	jpg, png	n/a	30 characters maximum
Branded Shop	1600x128 px (desktop) 1280x80 px (mWeb) 224x364 px (App)	100 KB (desktop) 80 KB (mWeb) 80 KB (App)	jpg, png, gif (no animation);	10px (Desktop i mWeb) 15pk (Aplikacja)	Specification tutaj
In Listing Banner - App	1080x288 px (360x96)	100 KB	jpg, png, gif (no animation);	25 px	Minimum font size – 15 px
Top Listing banner - RWD	320x100 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)	300x250 px	40 KB	jpg, png, gif (no animation), HTML5;	10 px	
Login Box	500x380	50KB	jpg, png, gif (no animation);	20px	
Mailing	width - 600 px	500 KB (100 KB for HTML + 400KB for the remaining elements)	HTML + jpg, png, gif	n/d	Specification tutaj
Push					Title 30 characters maximum, Content 110 characters maximum

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.

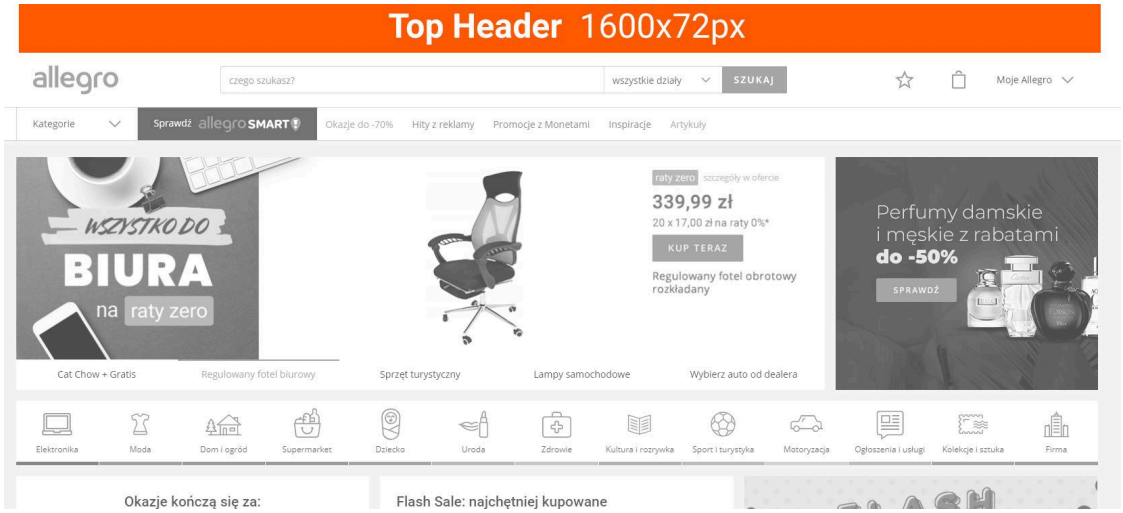
3. Allegro advertising formats with Video – abridged graphic specification

	Wartości rekomendowane
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, surowe 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 / 1080x1080
	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 / **1080x1920***, 1440x2560, 2160x3840, 2880x5120, 4320x7680
Number of frames	24, **25***, 30, 48, 50, 60
Maximum file size	512 mb

**Recommended parameters*

IV. Products

1. Home Page – Premium formats



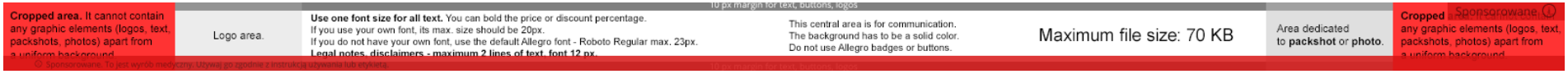
1.1. Top header - desktop

Wide reach

A top header ad loads faster than the rest of the page, is good for displaying wide contents and attracts the user's attention before other elements. Wide-reaching campaigns can contain internal links only.

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

Top header - desktop



Location: Allegro Home Page;

Technical specification:

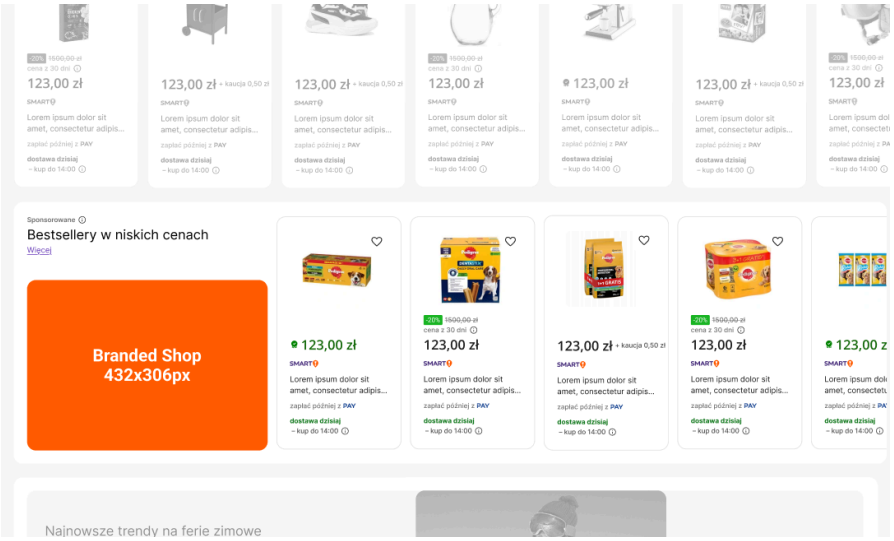
Dimension: **1600x72 px**;
Max file size: **70 KB**;
File type: jpg, png, gif (no animation);
Margin: 10 px for text and logos;
All kinds of disclaimers inc. legal disc. - **2 lines of text max., font 12 px**

Optional: code tracking impressions in the <img> format, click tracking code

Detailed guidelines:

- Display exclusively on desktops, scaled to 769 px resolution
- The Partner can place the logo, copy and graphics only in predefined locations (logo on the left side, copy in the middle, product on the right side)
- Background: uniform color, and maintaining the safe areas is obligatory
- Text: one size, one style, one font type, one weight (exception: price bolding is acceptable)
- The Partner can use the font from their own Brand Book, otherwise use Roboto Regular
- In copy, one or two lines of text can be used with maximum height of 20 px (if using a font from the Partner's Brand Book) or 23 px (if using Roboto Regular)
- It is not permitted to use the Allegro logo or to use orange on the background or in the typography; orange also cannot be the dominant color on the image on the right side of the banner.
- It is possible to rotate 4 creations

Download template (PSD file)

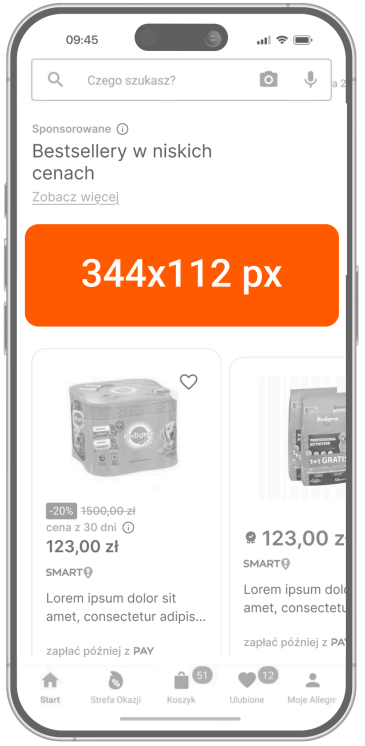


1.2. Branded Shop - desktop, mWeb, Allegro App

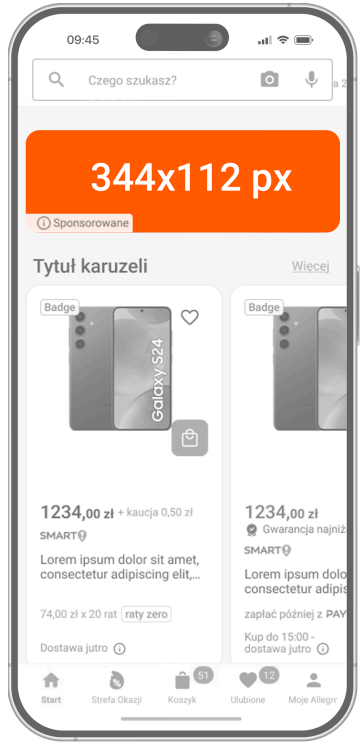
Diversified communication with the user

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.

mWeb



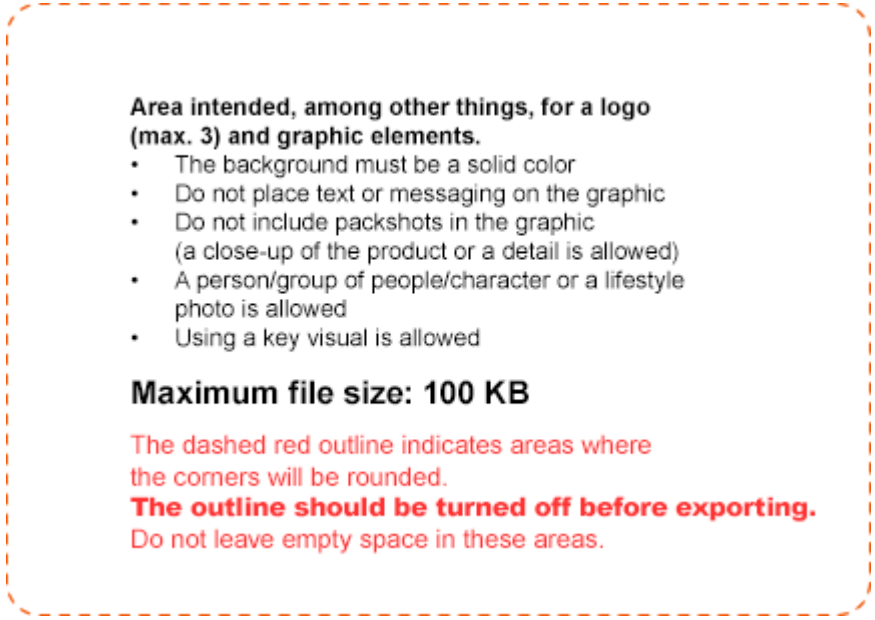
App



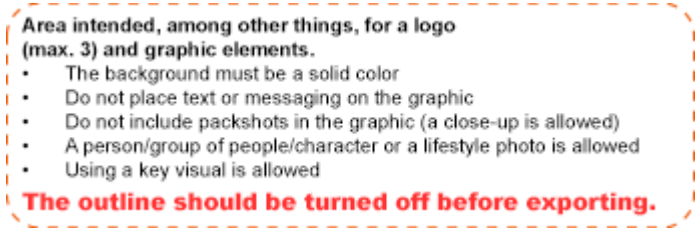
Targeting - yes	Only links to Allegro are allowed	Settlement model – FF

Branded shop

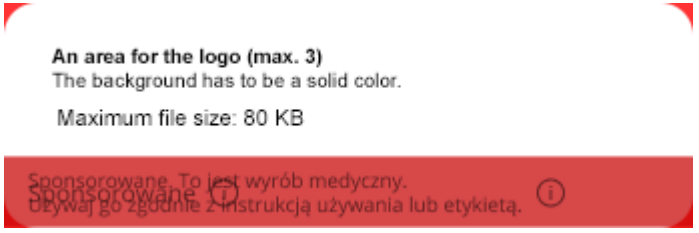
Desktop view



mWeb view



App view



Location: Allegro Home Page

Technical specification:
Dimension:
desktop - 432x306 px;
mWeb/App - 344x112 px

Max file size::
desktop - 100 KB;
mWeb/App - 80 KB

File type:
jpg, png, gif (no animation);

Download template (PSD file)

Graphic requirements

- Solid background color
- The banner may feature a person, a group of people, a character, or a lifestyle image; the use of a key visual is permitted. Product packshots (products in packaging) are not allowed, but close-ups of the product or product details are permitted; the product must not appear in both the banner and the carousel.
- On the graphic:
    - Text is not allowed; the tagline goes in the carousel description; this improves readability; max 2 lines of text
    - Logos – allowed (max 3 logos)
    - Avoid using exclamation marks (!); don't "shout" at the user in your communication
    - The copy should be placed in the carousel title

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 12px 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.

1.2.1. 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:

1.2.1.1. 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

1.2.1.2. 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.

1.2.1.3. 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.

1.2.1.4. Combining both methods

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

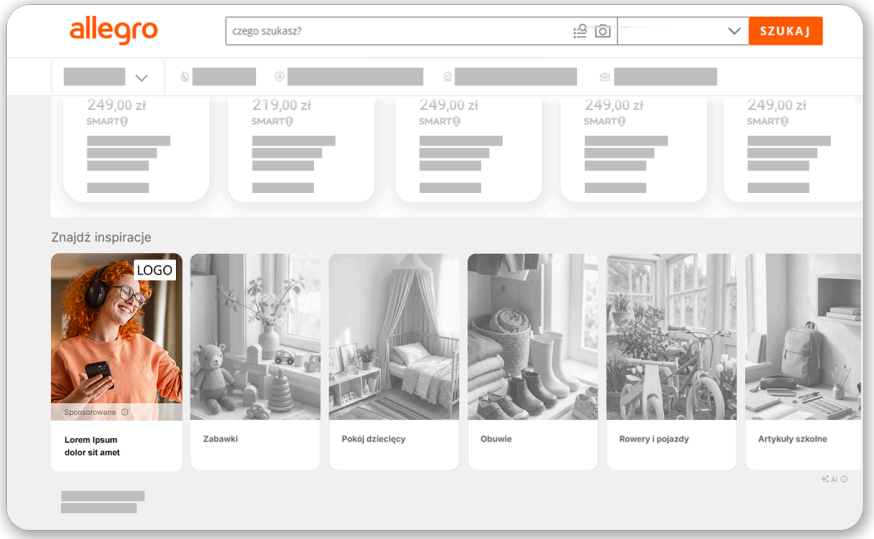
For example, you have selected 3 products to be displayed as the first items of the carousel:
https://allegro.pl/oferta/telewizor-thomson-55ud6306-8255142963;
https://allegro.pl/oferta/telewizor-50-lg-50um7500-led-4k-uhd-hdr-smart-tv-9128481035; https://allegro.pl/oferta/telewizor-lg-led-55um7510-4k-uhd-smart-hdr-8499871917.

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. Inspirational Tile - desktop, mWeb, Allegro App

The inspirational tile is presented to Allegro Users in the "Be inspired" section on the Allegro homepage.

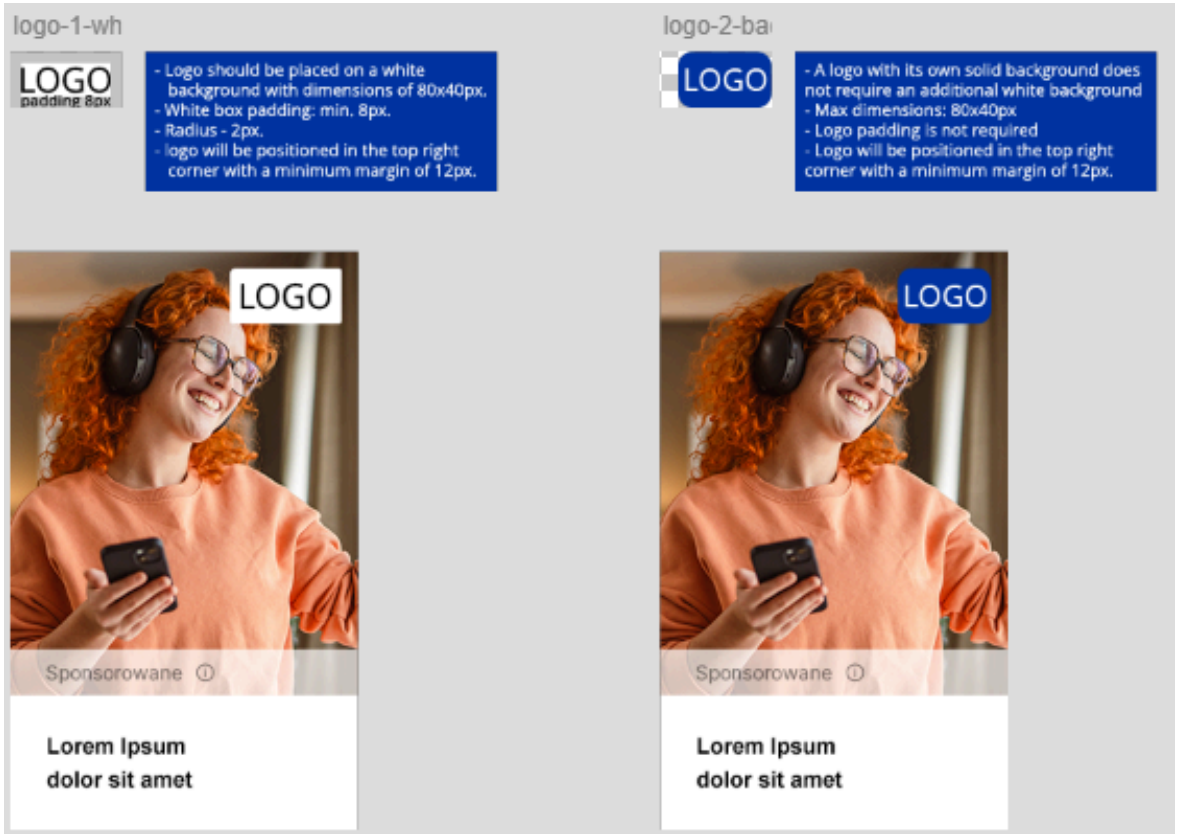
Lifestyle graphics with your Brand logo are designed to draw the attention of customers and help them discover new categories and listings, redirecting traffic to them. Allegro directs a category to a user based on the history of their recommendations, both in relation to the whole structure and single tiles. Structure display is available on desktop, in mWeb and in the App.

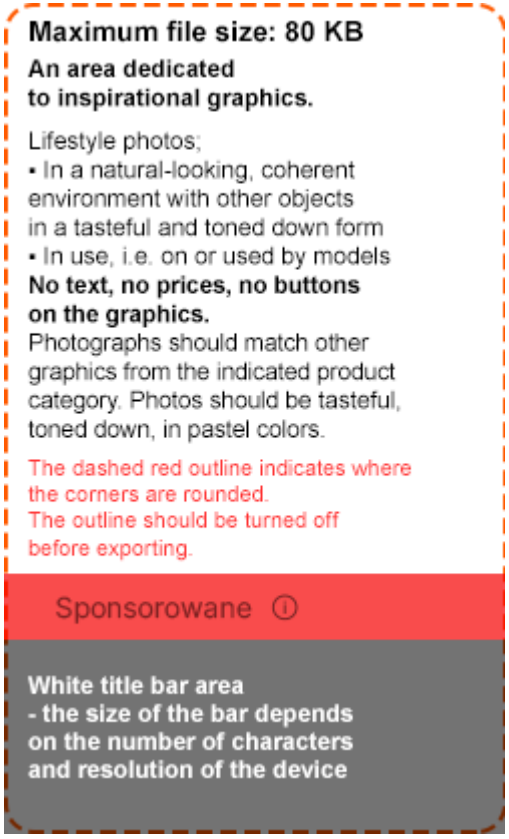
Location: Allegro Home Page;

Technical Specification:

Dimension:	**250x415 px**;
Max file size:	**80 KB**;
File type:	jpg, png;
Text:	**max 30 characters.**

Download template (PSD file)



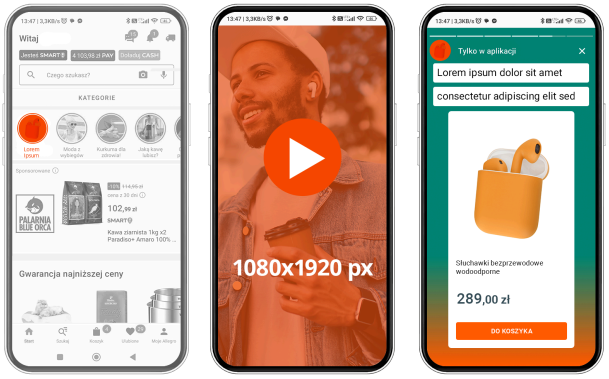


Visual requirements

The "Be inspired" section, as the name suggests, was created to inspire the user. The photographs it uses are aimed to excite the imagination, but without clear placement of a specific brand or product. Advertisement in this section should meet the following aesthetic and thematic conditions:

1. ✅ Photographs should be of lifestyle character; if a buyer is using shots of specific products, they should be presented:
    - In a natural looking, consistent environment with other objects, in an aesthetic and low-key form
    - In use, e.g. worn or used by models
2. ℹ️ It is best if the images are from a dedicated photography session (this is a recommendation, not a requirement)

3. ✅ Photographs should match the other graphics placed in the "Be inspired" carousel. The applicable color scheme is a **low-key pastel tone, the dominant colors are gray and beige.** . It is not required for the advertising graphics to be 100% consistent with the indicated colors, however, remember that graphics drastically different in color from others can be banned from display.
4. ❌ do not place too many details or too many composition elements; images should be aesthetic and low-key
5. ❌ striking, high-contrast images with dominant aggressive colors are unacceptable; the non-commercial elements of the "Be inspired" component are in delicate, pastel color scheme, and advertising creations should be similar
6. ❌ the images cannot contain only a simple pack shot on a uniform or gradient background
7. ❌ visible collages, montages, unnatural effects and other visible traces of image editing cannot be found on the images; it should be one, natural photograph
8. ❌vector elements, large logos, illustration elements or obvious 3D renderings cannot be used
9. ❌ text, tags and prices cannot be added
10. ❌ cannot be placed on medical product graphics
11. ℹ️ if the partner would rather promote a specific product or brand than promote their brand as the source of inspiration for the user, it is recommended to use a different advertising format



1.4. Brand Video Story

The Brand Video Story is a format of content solutions available in the Allegro APP where the product or its application is described in the form of video content. The product video is linked to specific cards with the IDs of the Offers.

The entry point for the video is a static clip on the App Home Page. The video material itself, thanks to its short and dynamic form of product presentation, attracts the user's attention to inspire and encourage them to make the purchase.

The Brand Video Store is available in 4 versions:

- **Context:** created based on a contextual script, ensures the placement of the Client's product in the script prepared by Allegro
- **Tailored:** created based on a script dedicated to the Client's brief; a film production
- **Graphic:** created based on a script dedicated to the Client's brief; art board production based on images or videos provided by the Client (acc. to the specifications)
- **Client's version:** a video format meeting the requirements of the specifications provided by the Client. The video material should be dedicated to Allegro or be displayed on the Polish market before being displayed on other markets.

Description of content, e.g.:

- Inspirational or lifestyle content, embedded in the context of an event, season, or trend
- Product content — showing the product and its properties
- Product content — showing how the product is used
- Product content — showing a new product
- Product content — showing the diversity of the Client's portfolio
- Informational content — showing the benefits for the user



Brand Video Story - App

Location: Allegro Home Page, App

Basic Information

- Components: one short, dynamic video + up to 2 static boards with the offers.
- Redirect to an offer video from the Clips section on the Home Page in the Allegro App.
- Objective: inspiring users, consideration, shortening the user's purchase journey
- Targeting: none.
- Tracking codes: no option to embed codes
- Linking: internal to the offer, listing, SmA or Brand Place.
- Available metrics: PV (page views), CTR (click-through rate).
- Subtitles required for videos with voice-over.

Display model:

1. Regular display: FlatFee + SCORER (algorithm to match the content with the user) for 2 days.
2. Event-related display (e.g., Allegro Days, Black Week, Smart! Week): FlatFee + SCORER 1 for 1 day.

Technical specifications for images and text under the images:

File type:	.jpg, .png
Minimum size	256x256px
Recommended size	512x512px
Ratio	1:1
Safe area:	circle
Text:	up to 20 characters with spaces

Additionally:

- The image cannot be Brand's logo.
- It is permitted to include Brand's name in the caption.
- The caption cannot only consist of the Brand name.

Technical specifications for video content:

File type:	.mp4, .mov
Duration:	15 seconds for films, or 8 or 15 seconds for animations; The video cannot have a running time of 9 or 13 seconds.
Ratio:	9x16
File weight:	max. 40 MB
Size:	width of 1080p, height in portrait mode: 1920 px, height in landscape mode: 1920 px, width consistent with the ratio.
Safe area of the video:	150px for the right and left margin, 300px for the top. 350px for the bottom
Disclaimer:	Disclaimer margin– 16 px. Solid background: background color in the color of the image Background - image: white plane - transparency 80%.

Additionally:

- The video/animation must not show the price, percentage of price reduction, or discount in the subtitles.
- The price can only be shown in tiles with the offer in Stories.

Technical specifications for video subtitles:

Subtitles:	should not be longer than 3 lines of text per subtitle.
Font size:	45px
Font:	Roboto
Area:	safe area for the subtitles: 150x220 px.
Subtitles:	should contrast with the video, preferably consisting of white letters on a dark background (#222222).
Transcription:	is required for video where there is a voiceover. The minimum font size for transcription at a resolution of 1080x1920 px is 50 px and it is mandatory apla under the text if the text is not displayed on a solid background

-

Technical specifications for captions on a board with the offer:

The captions above the offer may have the form of 1 or 2 lines depending on the total number of characters.

- 1 line: up to 27 characters with spaces
- 1 lines: up to 56 characters with spaces

Download template (PSD file)

Visual requirements

Entry point image (circle)

1. ✅ Natural, lifestyle photos are recommended.
2. ✅Place the most important components of the composition in the central part of the image.
3. ✅ Where possible, fill the entire safe space of the photo.
4. ✅ Follow the rule of minimalism — less is more.
5. ✅ Make sure that the thumbnail is consistent with the content of the video or image.
6. ✅ Use simple icons for the thumbnail icon versions.
7. ✅ You can use photos of people using a uniform background. Mild backlighting is permitted.
8. ❌ Avoid blurred movement in photos.
9. ❌ Avoid overcomplicated compositions and elements.
10. ❌ Avoid long-distance shots.
11. ❌ Avoid text formats because they are more difficult to read in small sizes.
12. ❌ Photos should not include visible collage, editing, unnatural effects or other visible traces of photo editing; it should be one natural-looking lifestyle photo
13. ❌ Do not use grayscale or low-saturation black and white photos or photos with animals in unnatural poses. If in doubt, please refer to Allegro's photo guidelines.
14. ❌ Graphics for Entry Point must not only include a simple packshot on a solid or gradient unnatural background or the product itself.
15. ❌ The product should not dominate the composition or be in the foreground. It can be part of the background or part of a lifestyle scene, such as one depicting a person cleaning a bathroom, where the cleaning product appears natural and off-center. It would be inappropriate to show the product as the focal point of the graphic.

Examples of correct images:







Examples of incorrect images:



Do



Do



Do



Do



Do



Don't
Too much blur



Don't
Too wide frame with too small contents



Don't
Indistinguishable topic



Don't
Poorly cropped



Don't
Too complicated



Don't
Show product



Don't
Show logo

Entry Point (caption):

1. ✅ The number of characters under the graphic may be up to 20 characters with spaces
2. ❌The signature may not consist of only the Brand name or the Product name alone, nor may it consist of uppercase letters (capital letters) throughout the copy.
3. ❌The signature must not contain: semicolon ";", an ellipsis "...", a dash "-" or an emoticon.

Video

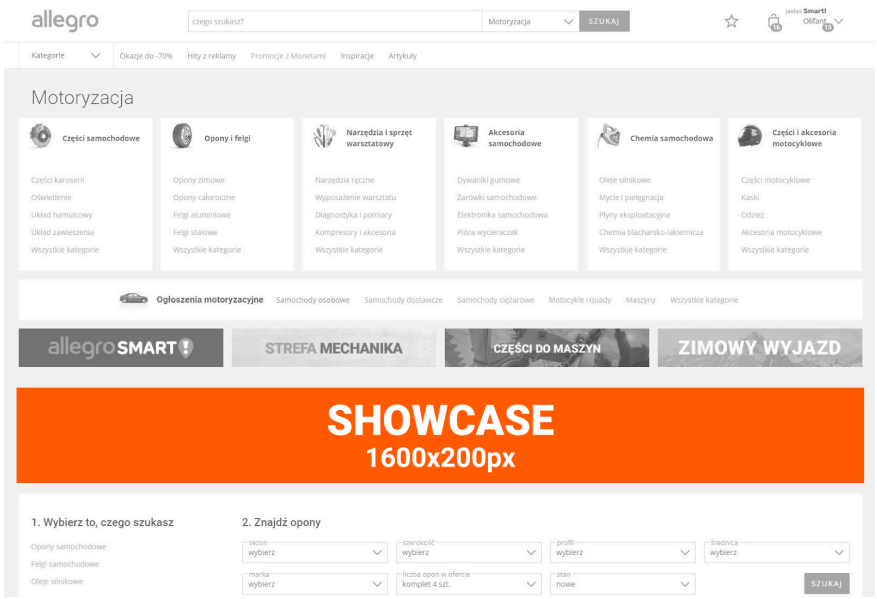
1. ✅ The most engaging content is video and animation - it's our main type of content, so it's a good idea to create a story in the form of video or animation, which will increase the chances of attracting users' attention.
2. ✅ It is possible to prepare several versions of the video, so that you can choose the best one when broadcasting....
3. ✅ Focus on the goal of your story: one story = one goal. Combining several objectives in one story makes it difficult for users to understand it.
4. ✅ Make the story close to the user. The video should look authentic. In videos created in studios, models may not be seen as similar to the user. Video should inspire, and it helps to shorten the distance between video and reality.
5. ✅ It is possible to add a single link directly to the video itself. Hence, it is best to prepare a video that tells the story of one product.
6. ✅ External brand logos should be shown during the close-up on the product, it is possible to show the logos at the end of the video, no longer than 2 seconds. Along with the logotype, copy is acceptable.
7. ✅ The material presented must be prepared in Stories format, filling the entire screen. Other formats are not acceptable, e.g. 1:1 on a blotted background or others.
8. ✅ Transcription is required for video where there is a voiceover. The minimum font size for transcription at a resolution of 1080x1920 px is 50px and apla under the text is mandatory if the text is not displayed on a solid background.
9. ook.
10. ❌The brand logo (separate from the product) must not be at the beginning of the video or visible throughout the video.
11. ❌ The Allegro logo must not be used, and orange must not be the dominant color either, unless orange is the official color from the brand's brand book.
12. ❌ Do not link from the CTA button to external sites, and do not report on actions that are going on on external sites and include external site addresses on copy Stories or mention them in voice over.
13. ❌ Create videos dedicated to a specific product, avoid adapting the same scenario to different products.Example: A video of cooking dinner as the first story in the set, and a product that can change daily as the second story.
14. Why: Users may skip the set if the first story is the same one they have seen before.
15. Solution: If you are promoting specific products in the video, link them directly in the video. Create a separate set consisting of products that are updated daily.
16. ❌ Avoid a CTA (call to action) that suggests "going to Allegro." The user is already using our app, so there is no need to encourage him to enter again. Instead, offer him something to do in the app.
17. ❌ The "novelty" badge should not be used.
18. ❌ Avoid images with text as a background filling the screen. There is a high risk of stretching the text, which negatively affects its readability.
19. ❌ Do not link from the CTA button on the st.
20.

Examples of correct videos:





2. Category Home Page



2.1. Category Showcase (in each category)- desktop, mWeb, Allegro App

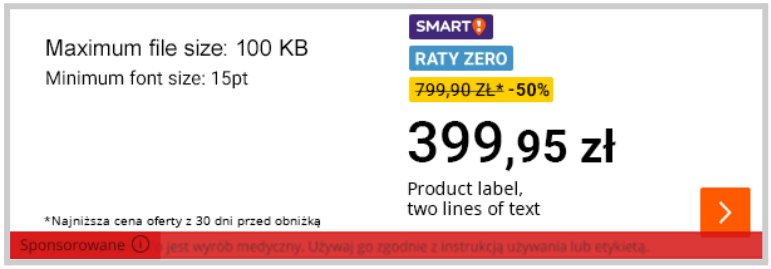
Premium format on category home pages – makes it possible to precisely reach users interested in listings in a particular category.

Targeting - Yes	Links to external websites allowed	Settlement model - FF

Category Showcase - desktop



Category Showcase - mobile web/app



Location: Category Page;

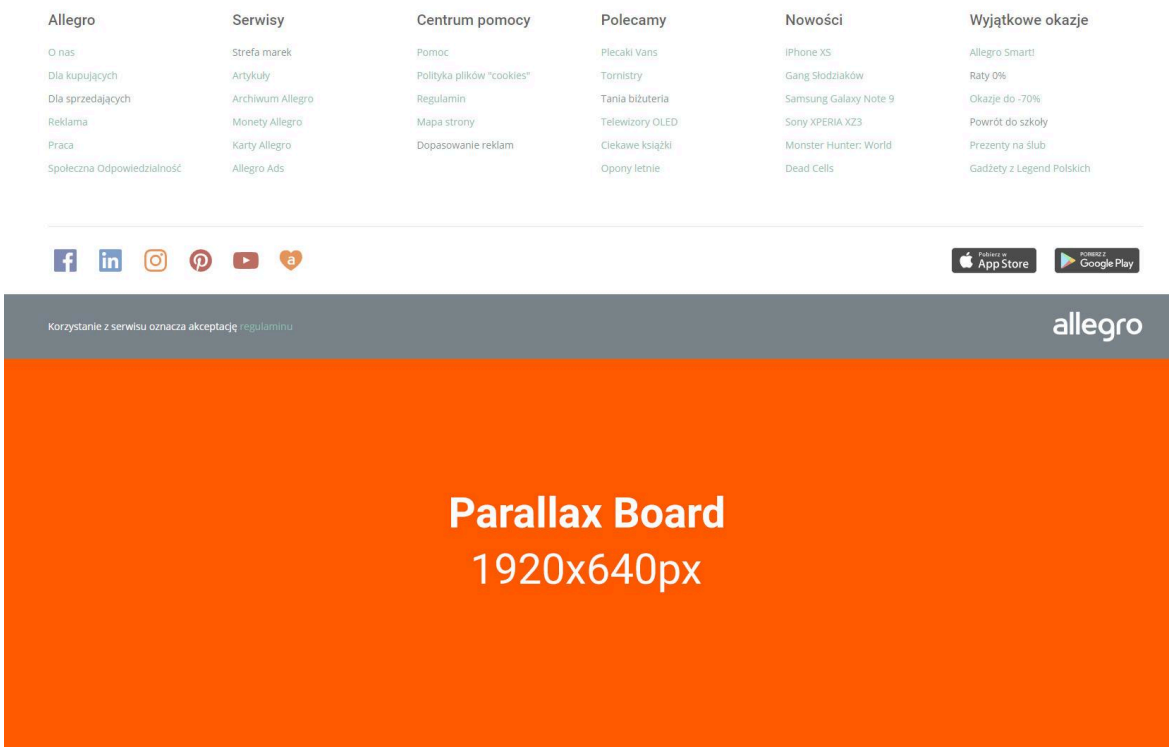
Technical specification:
Desktop dimension: **1600 x 200 px**;
mWeb/app dimension : **600 x 200 px;**
Max file size: **150 KB (desktop)**; **100 KB (mWeb/app)**
File type: jpg, png, gif (no animation);
Margin: 20 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

2.2. Parallax



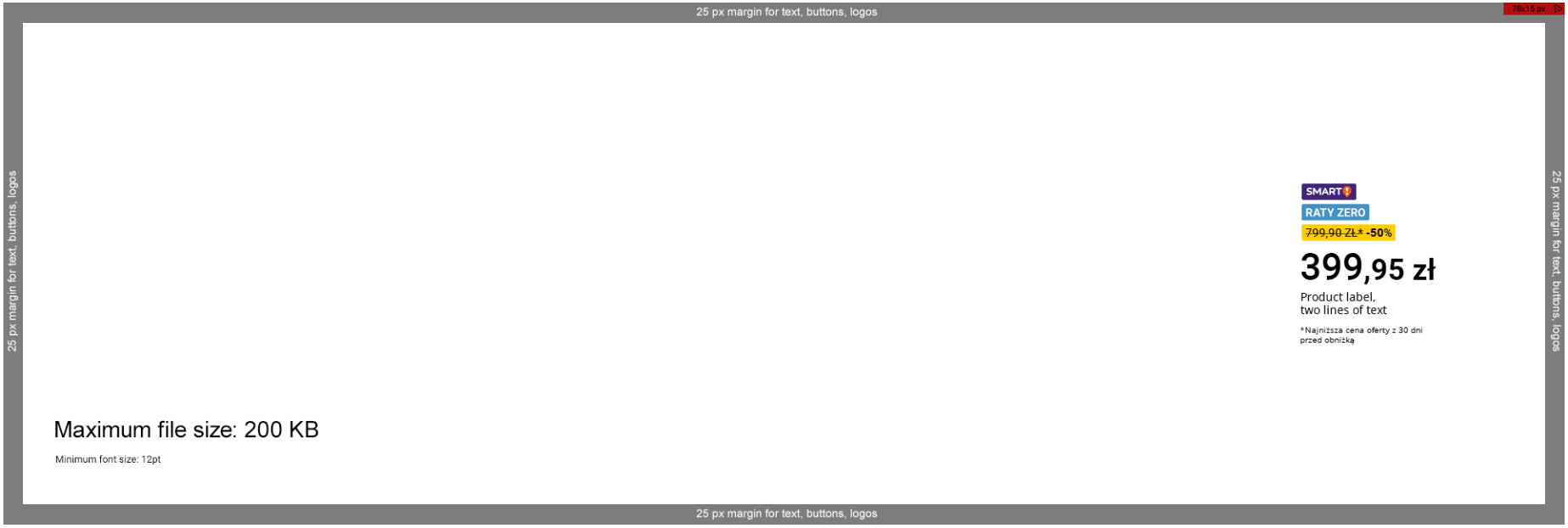
2.2.1. Parallax - desktop

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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model – CPM

Parallax - Category Page - desktop



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

Specyfikacja techniczna:

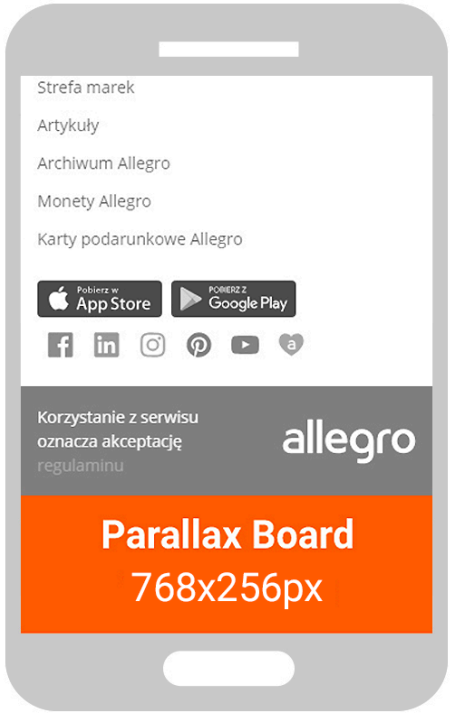
Dimensions:	**1920x640 px,** scales to the browser window width;
Maximum file size:	**200 KB**;
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed)..

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

2.2.2. Parallax - mobile web



Targeting – behavioral, keywords, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model – CPM

Parallax - listing - mobile web



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

Technical specification:

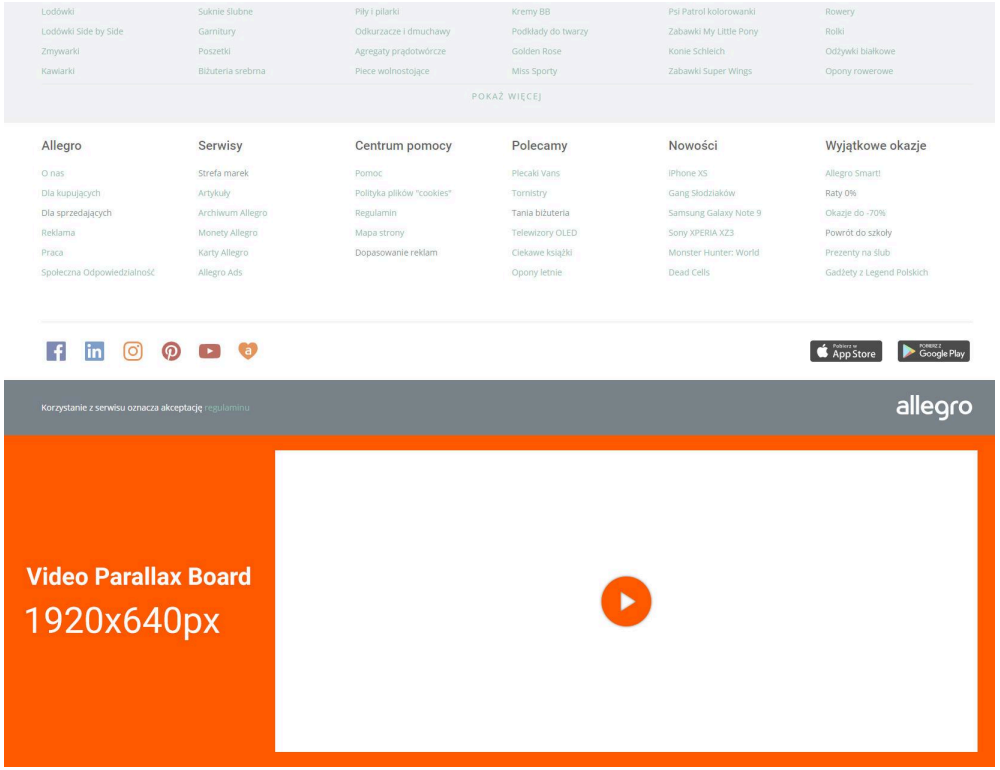
Dimensions:	**768x256 px;**;
Maximum file size:	**50 KB**;
File type:	jpg, png, gif (no animation);
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

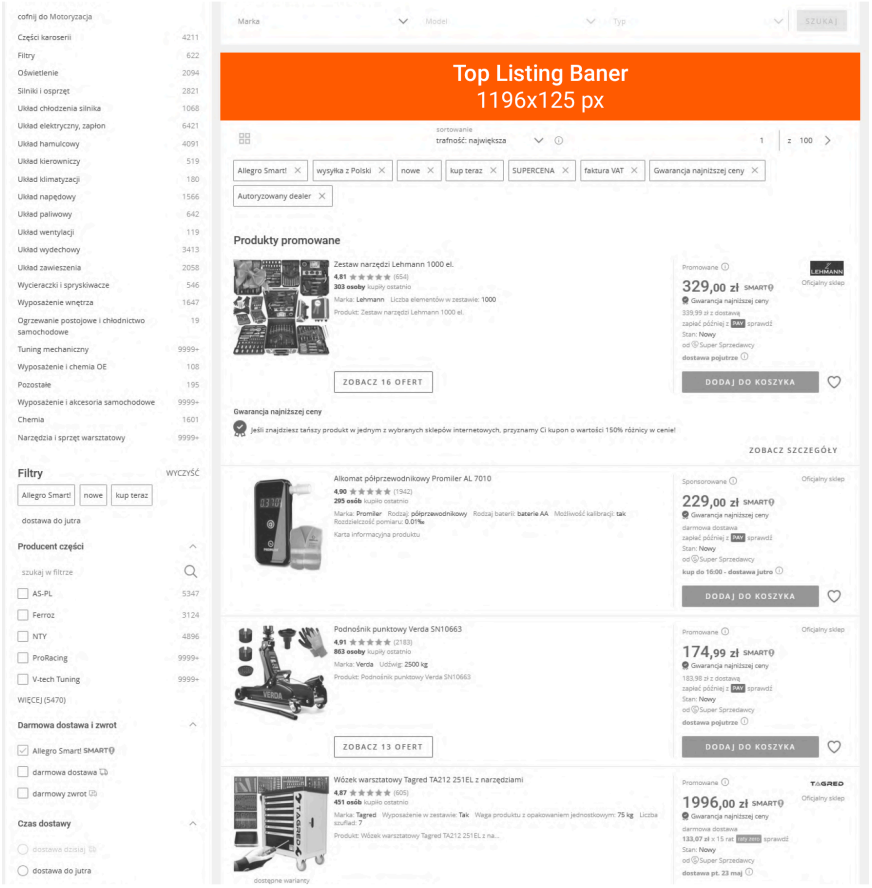
Download template (PSD file)

2.3. Parallax Video - desktop



Targeting – behavioral, context and category tree	Links to external websites allowed	Settlement model – CPM	Eventy Video - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

3. Listings - Standard formats



3.1. Top Listing Banner

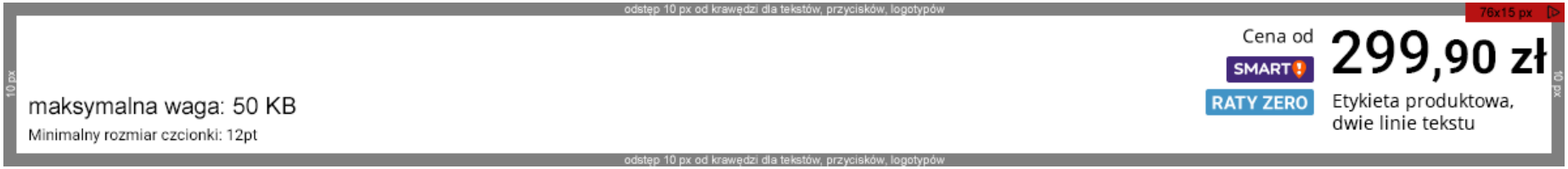
3.1.1. Top listing banner - desktop

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 – behavioral, context and category tree	Links to external websites allowed for Automotive Category	Settlement model – CPM

Top-Listing Banner - desktop - listings



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

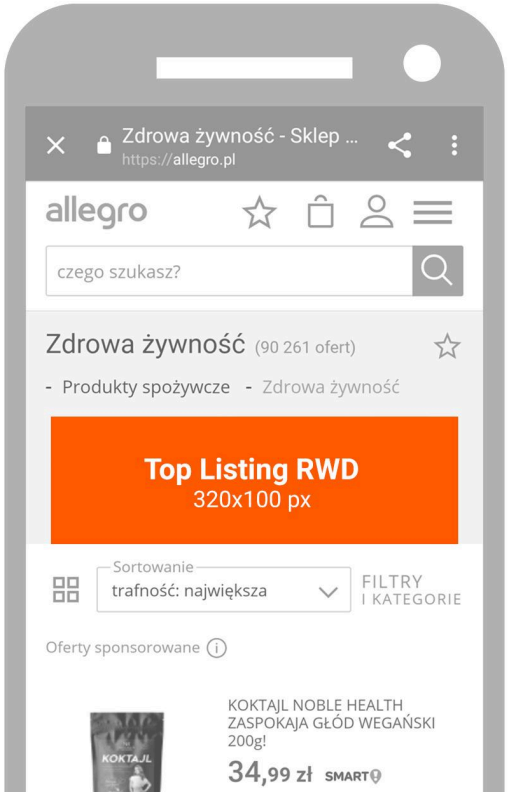
Technical specification:

Dimensions:	**1196 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;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



3.1.2. Top listing banner - mobile web

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 – behavioral, context and category tree	Links to external websites allowed	Settlement model – CPM

Top Listing - RWD - Listings



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;
Minimalny rozmiar czcionki – **15 px**
Wszelkiego rodzaju disclaimery / legale - **max 2 linie tekstu.**

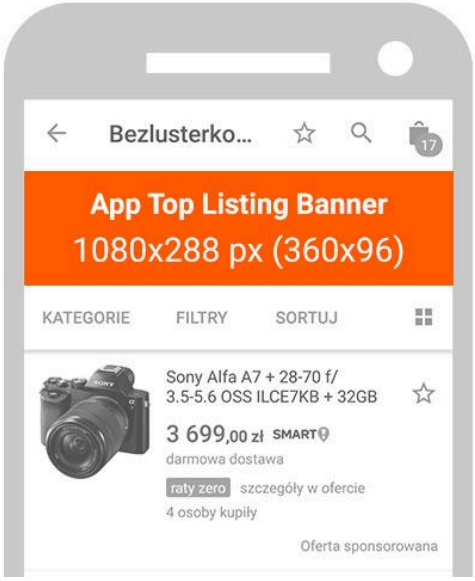
If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template
(its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

Due to the format size, using a
price reduction badge is not recommended, as it requires using an additional disclaimer:
"The lowest offer price in the 30 days before reduction."

Download template (PSD file)

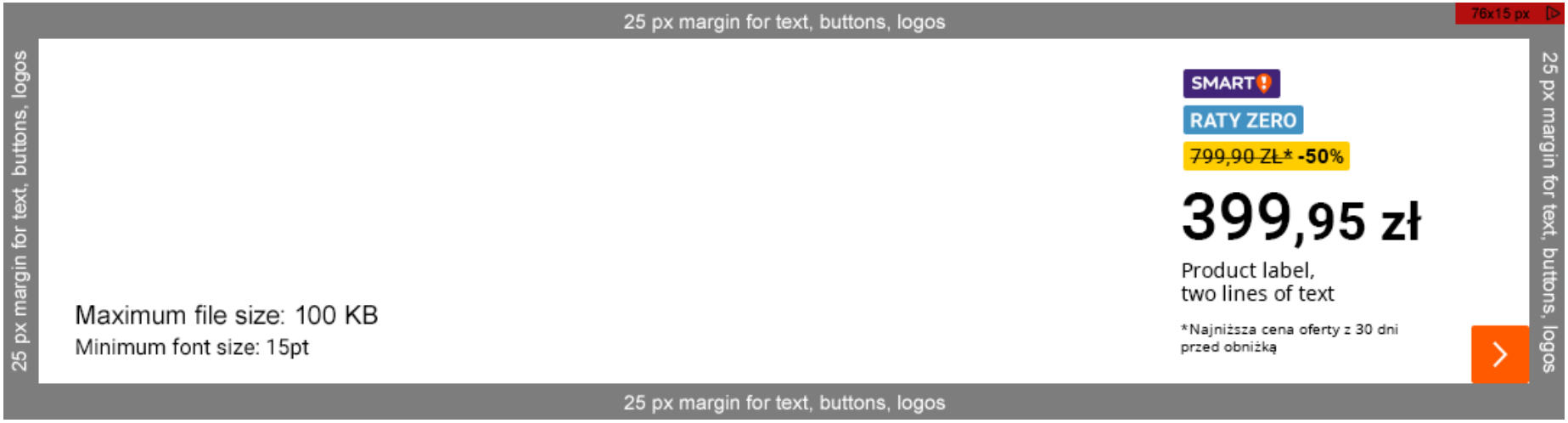


3.1.3. Top listing banner - Allegro App

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 – context, keywords and category tree	Only links to Allegro are allowed	Settlement model - CPM

Top listing banner - Allegro App



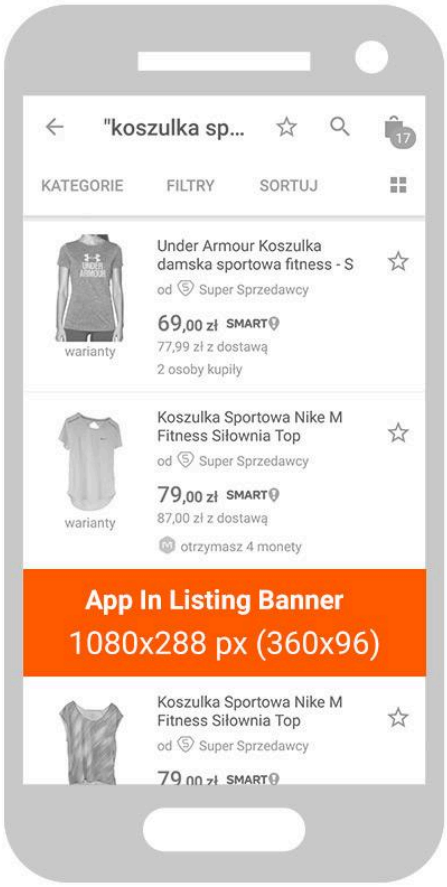
Location: Allegro App, product lists;

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)

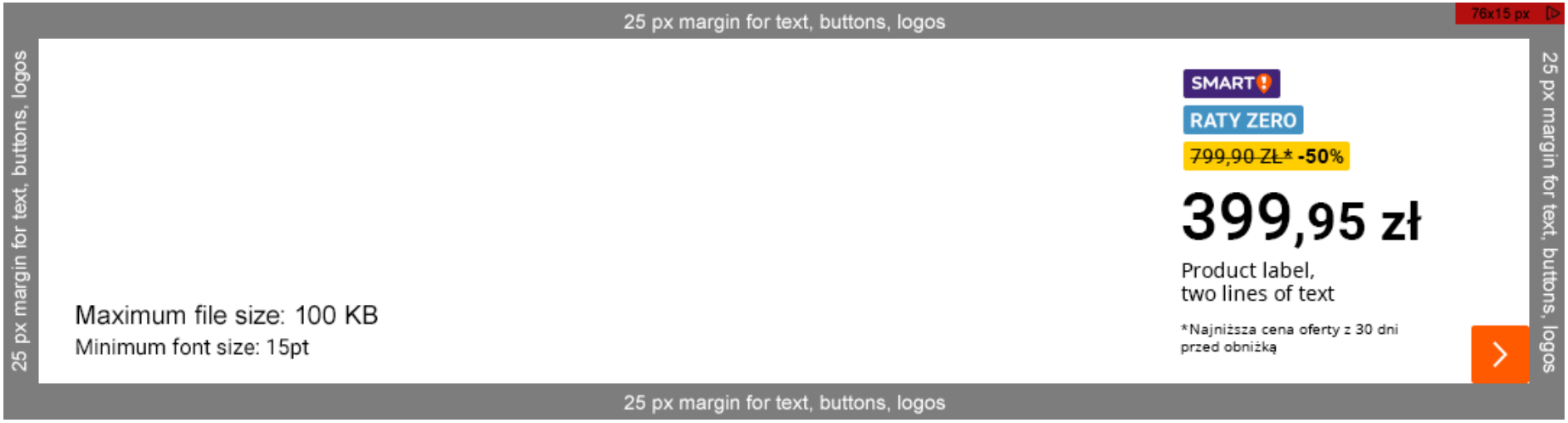


3.2. In listing banner - Allegro App

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 – context, keywords and category tree	Only links to Allegro are allowed	Settlement model - CPM

In listing banner - Allegro App



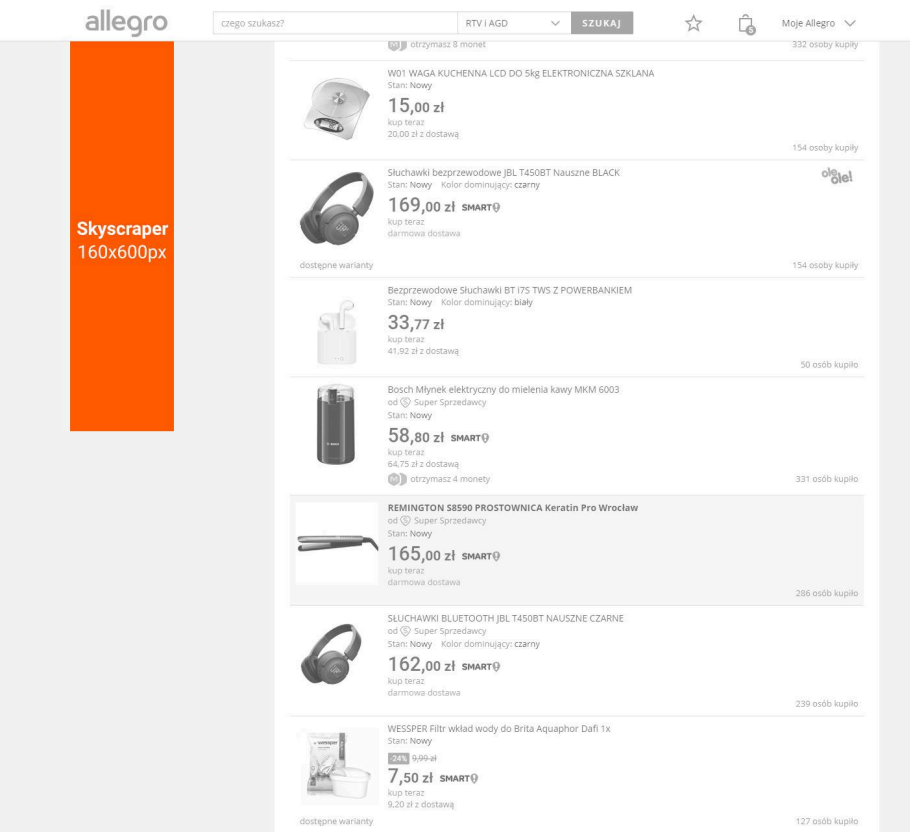
Location: Allegro app, product lists;

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)

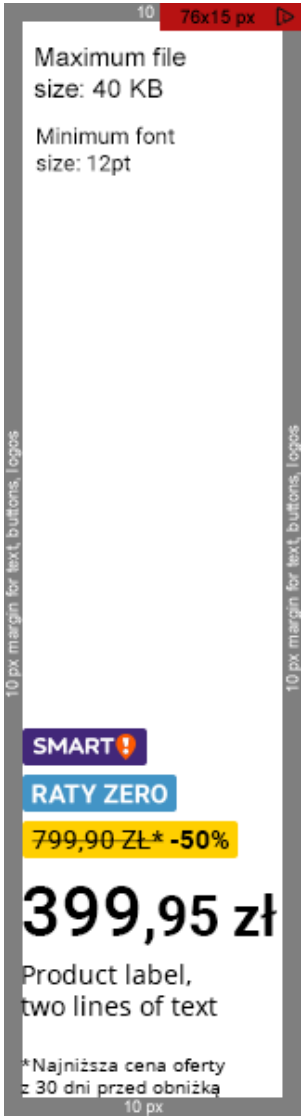


3.3. Skyscraper - desktop

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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM



Location: Product lists (left column);

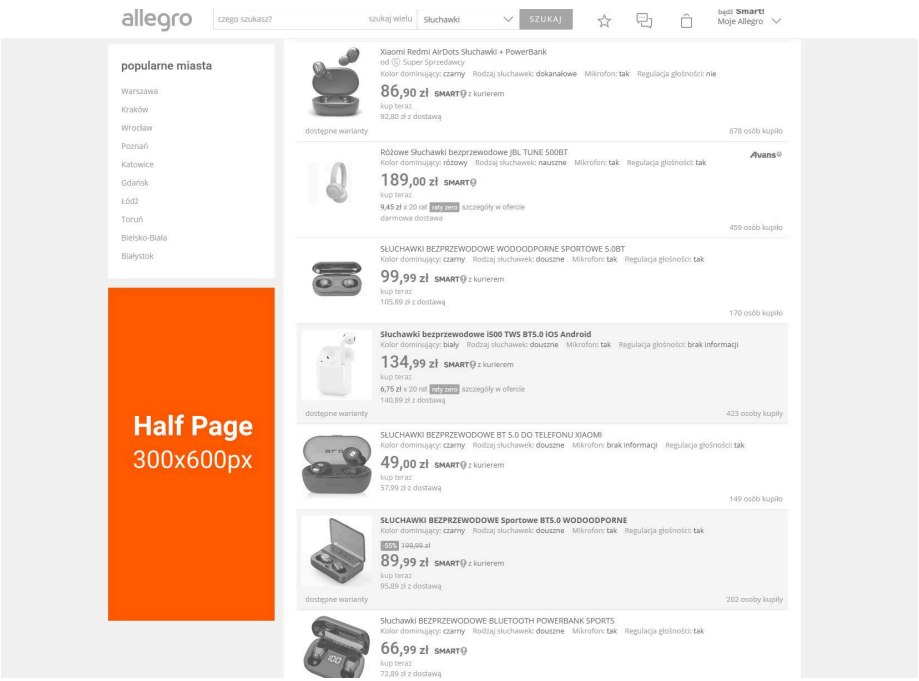
Technical specification:

Dimensions:	**160x600 px**;
Maximum file size:	**40 KB (static formats) / 80 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margi:	10 px for buttons, text, logos;

If the creative links to an external website:
no requirements.

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



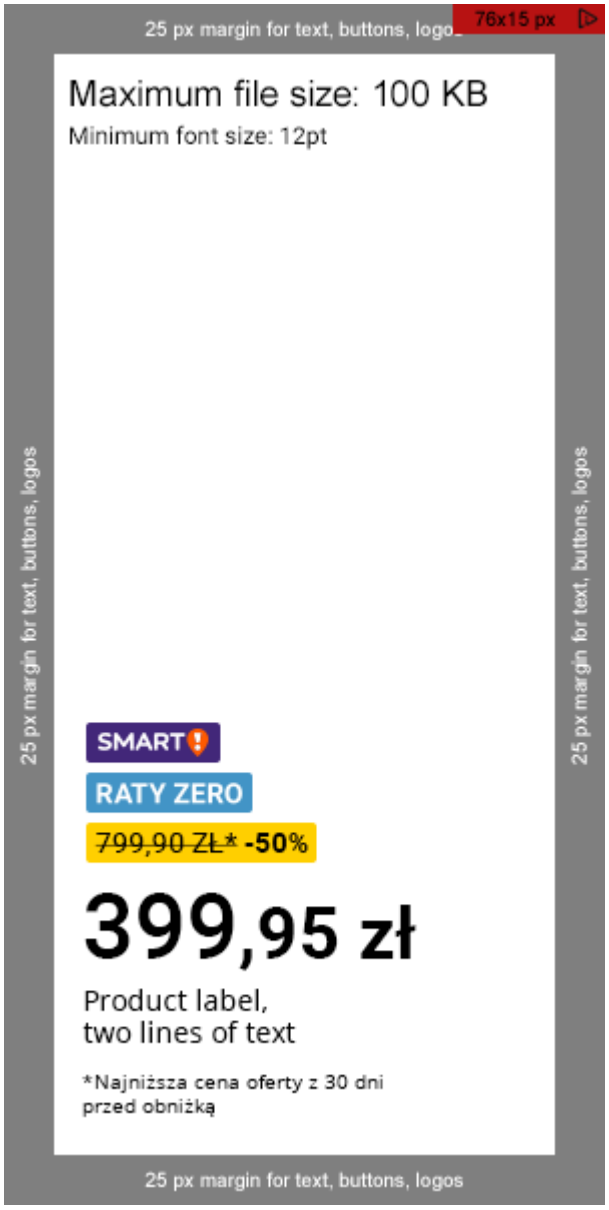
3.4. Half Page - desktop

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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Half Page - listings and Thank You Page



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

Technical specification:

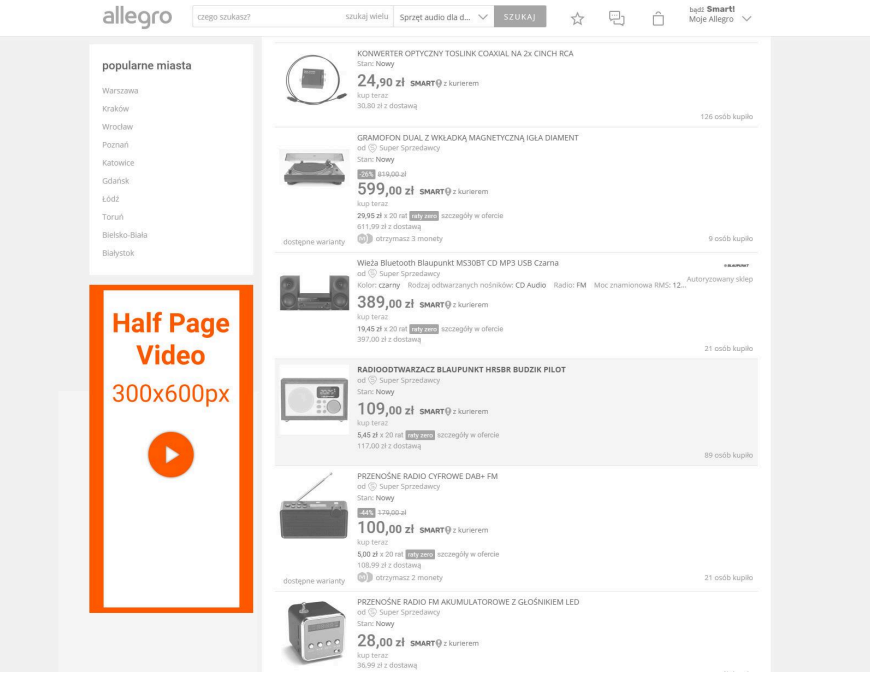
Dimensions:	**300x600 px**;
Maximum file size:	**100 KB (static formats) / 200 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	25 px for buttons, text, logos;

If the creative links to an external website:

no requirements.

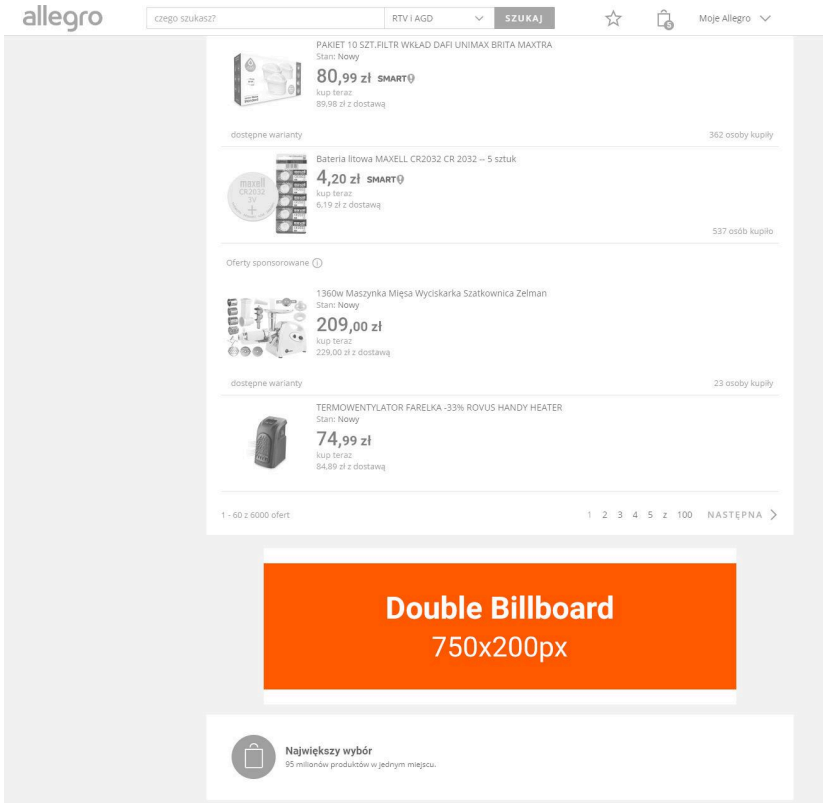
Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



3.5. Half Page Video 9:21- desktop

Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.6. 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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Double Billboard - listings, the page displayed after add an offer by merchant;



Umiejscowienie: Listing, reklama wyświetlana pod listą ofert;

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;

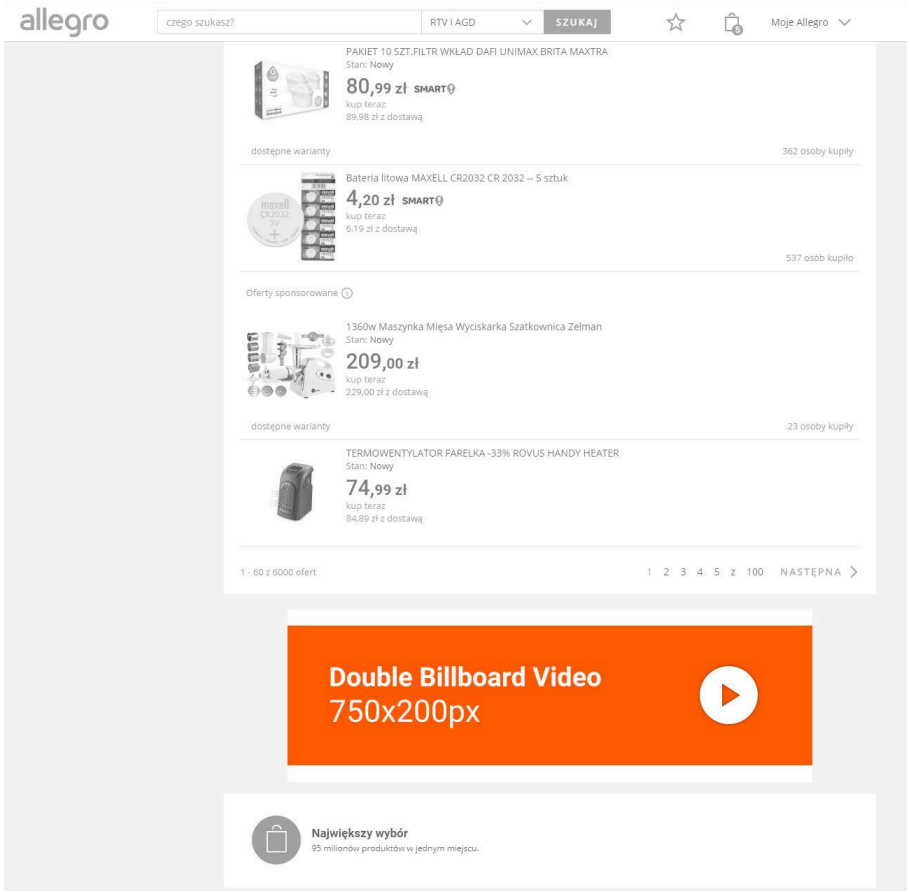
If the creative links to an external website:

no requirements.

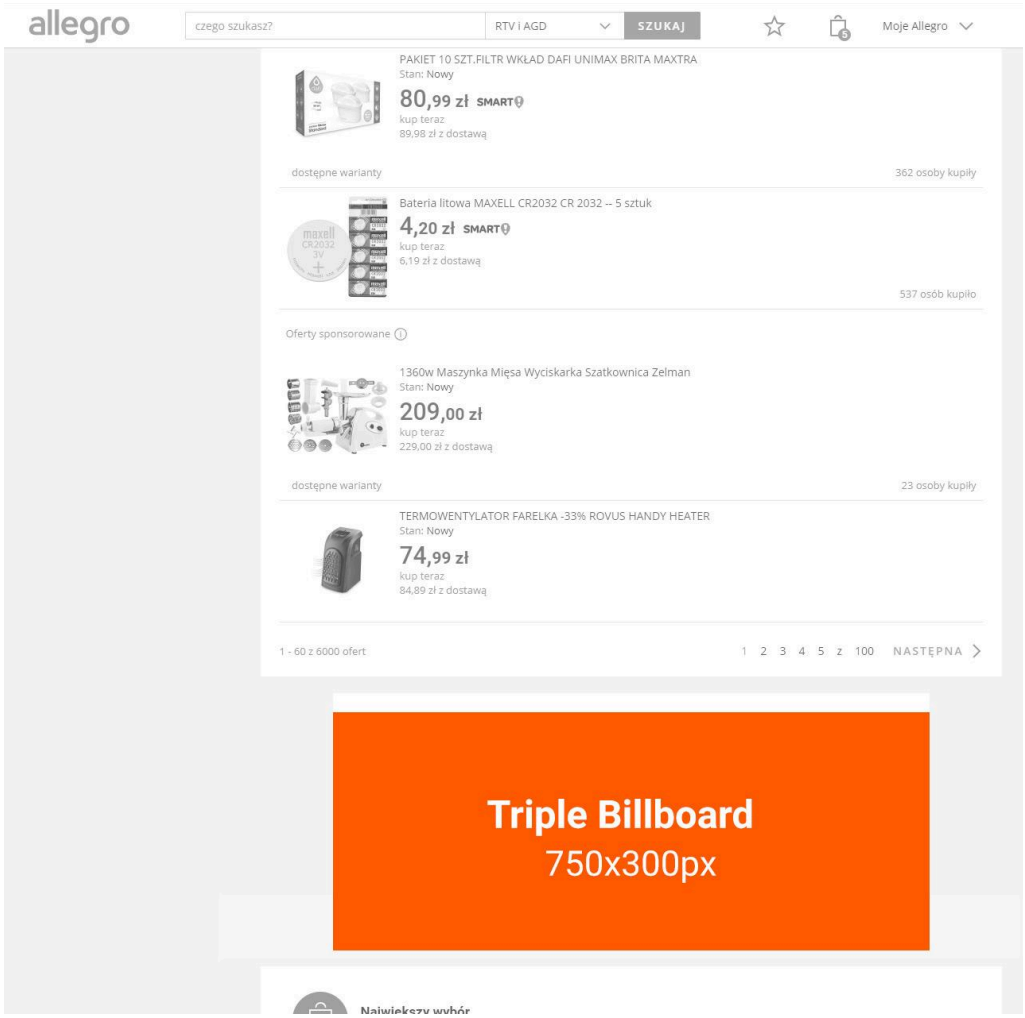
Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

3.7. Double Billboard Video - desktop



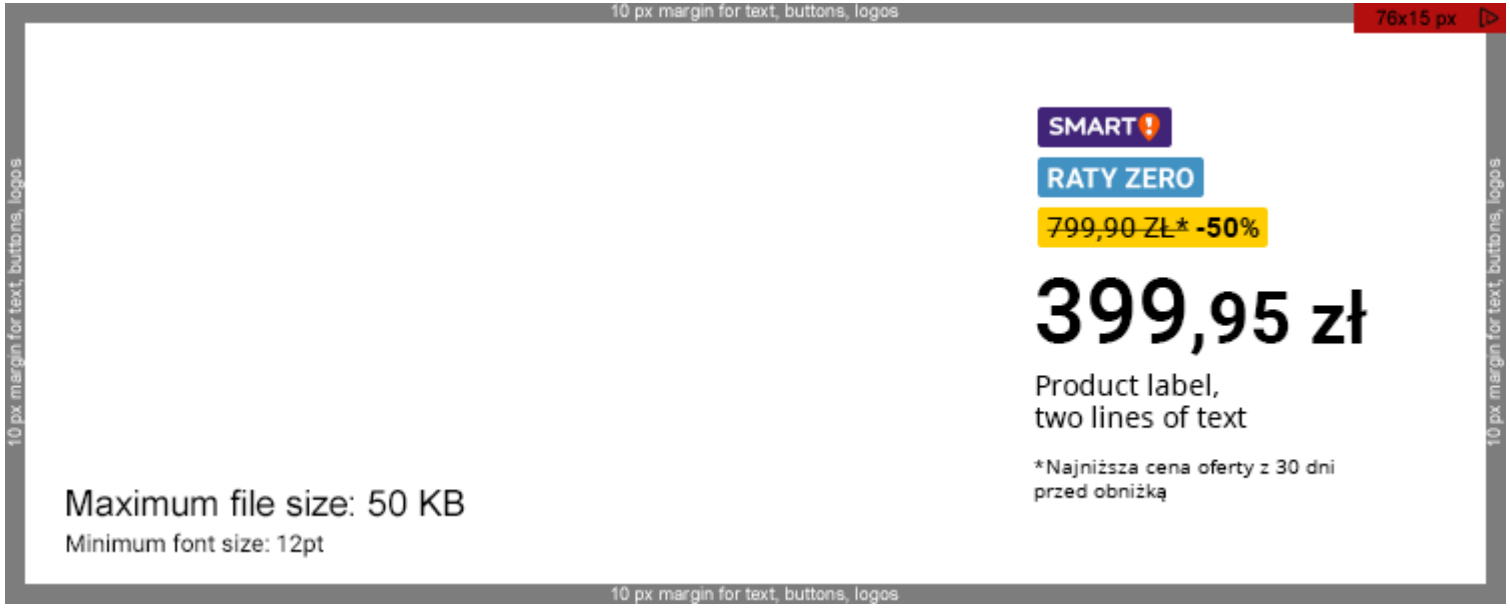
Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



3.8. 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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM



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

Technical specification:

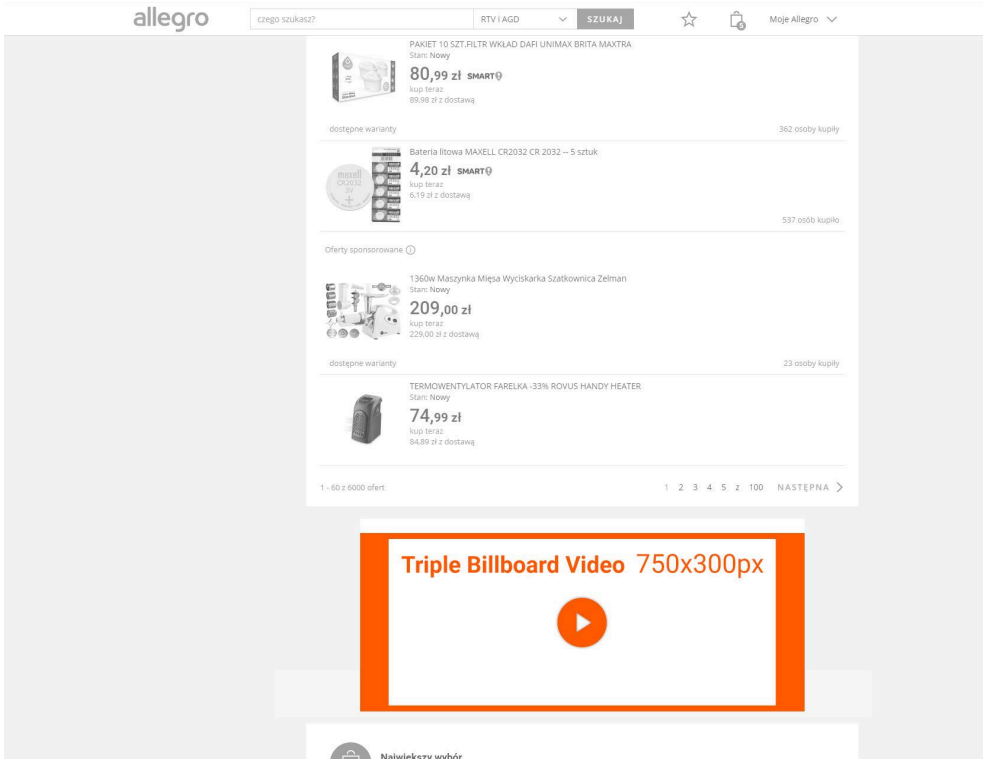
Dimensions:	**750 x 300 px**;
Maximum file size:	**50 KB (static formats), 100 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:

no requirements.

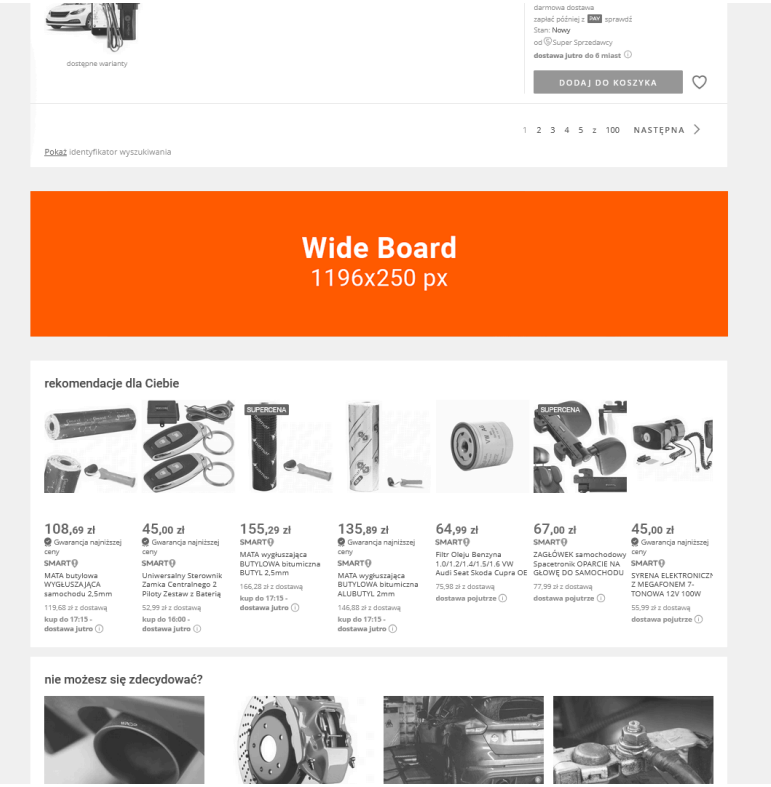
Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



3.9. Triple Billboard Video - desktop

Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



4.0. Wide Board - desktop

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

Targeting – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM



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

Technical specification:

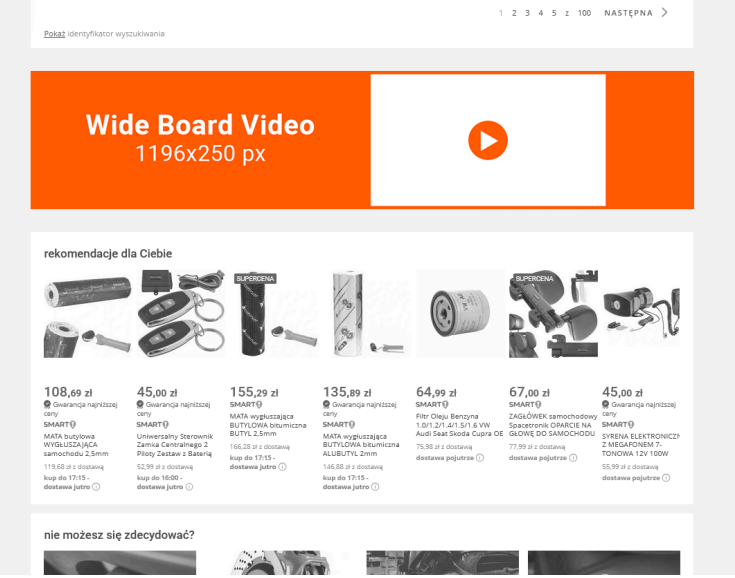
Dimensions:	**1196 x 250 px**;
Maximum file size:	**75 KB (static formats), 150 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the <img> format, click tracking code

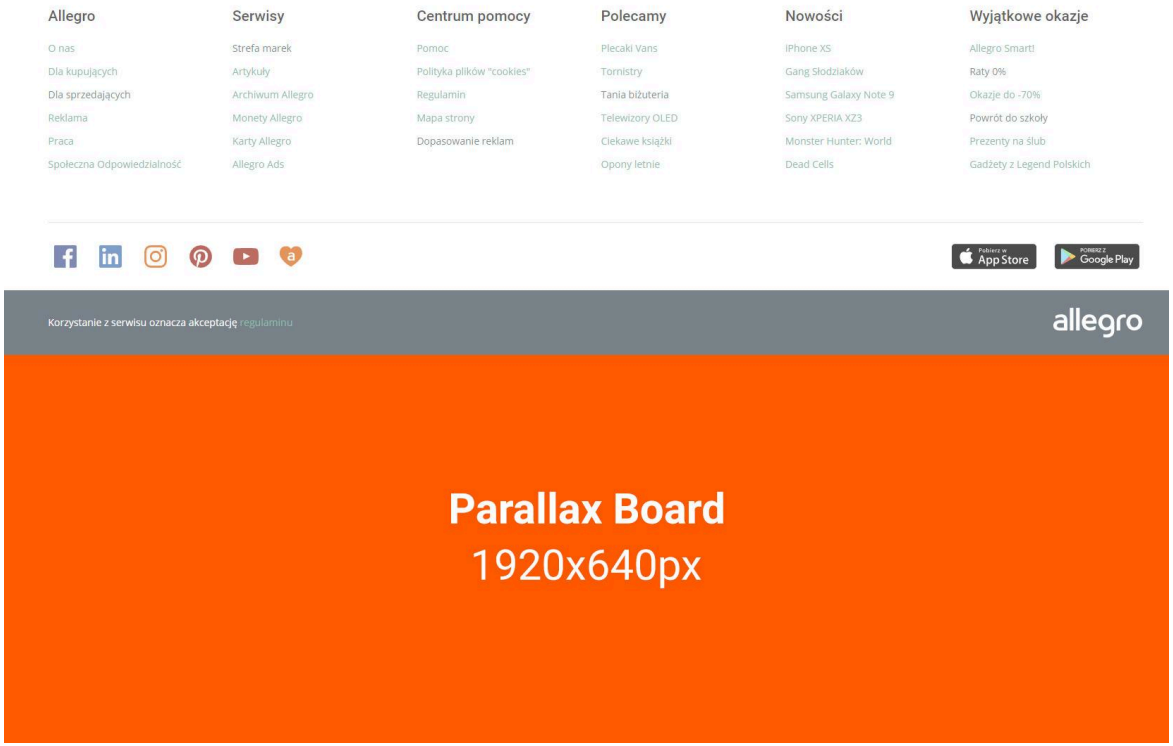
Download template (PSD file)



4.1. Wide Board Video - desktop

Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

4.2. Parallax



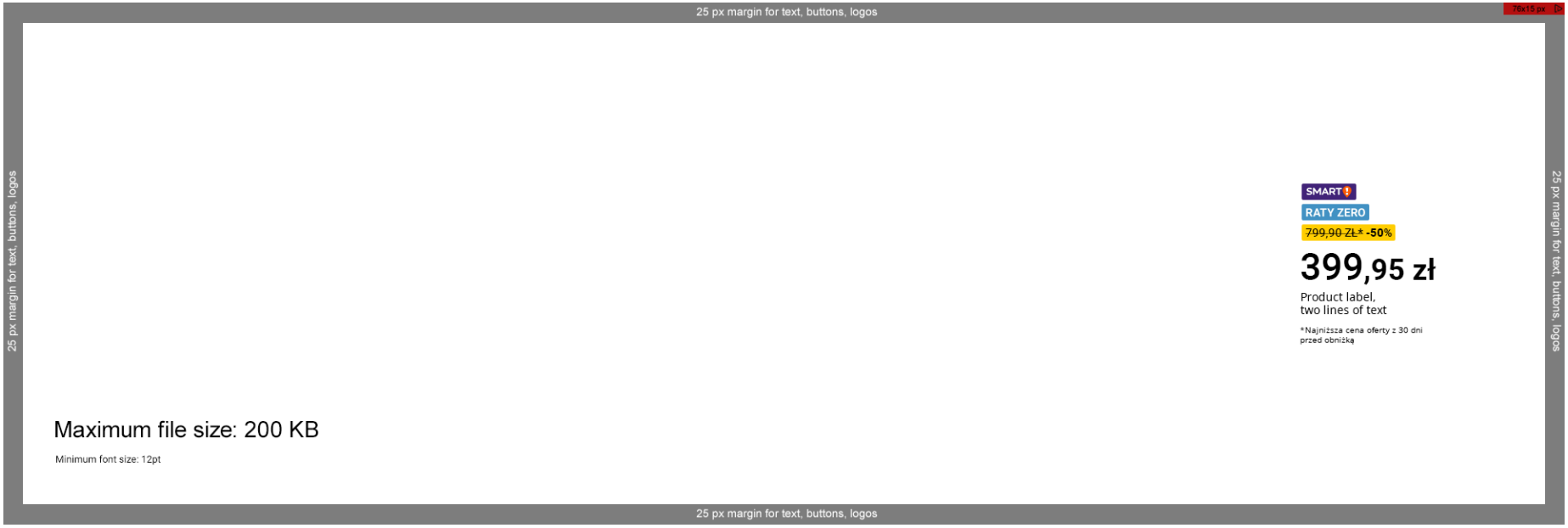
4.2.1. Parallax - desktop

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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Parallax Board - listing - desktop



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

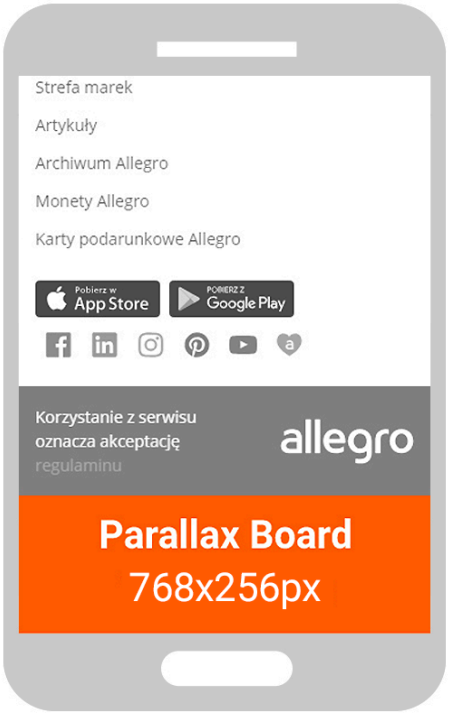
Specyfikacja techniczna:

Dimensions:	**1920x640 px,** scales to the browser window width;
Maximum file size:	**200 KB**;
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

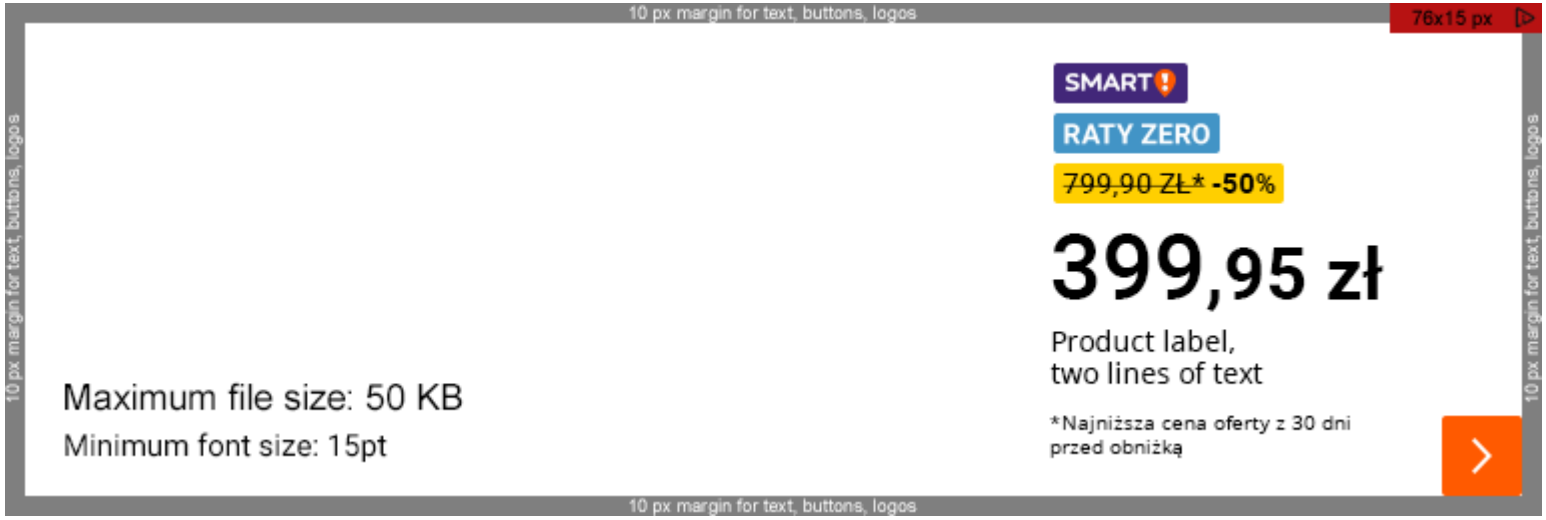
Download template (PSD file)



4.2.2. Parallax - mobile web

Targeting – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Parallax - listing - mobile web



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

Technical specification:

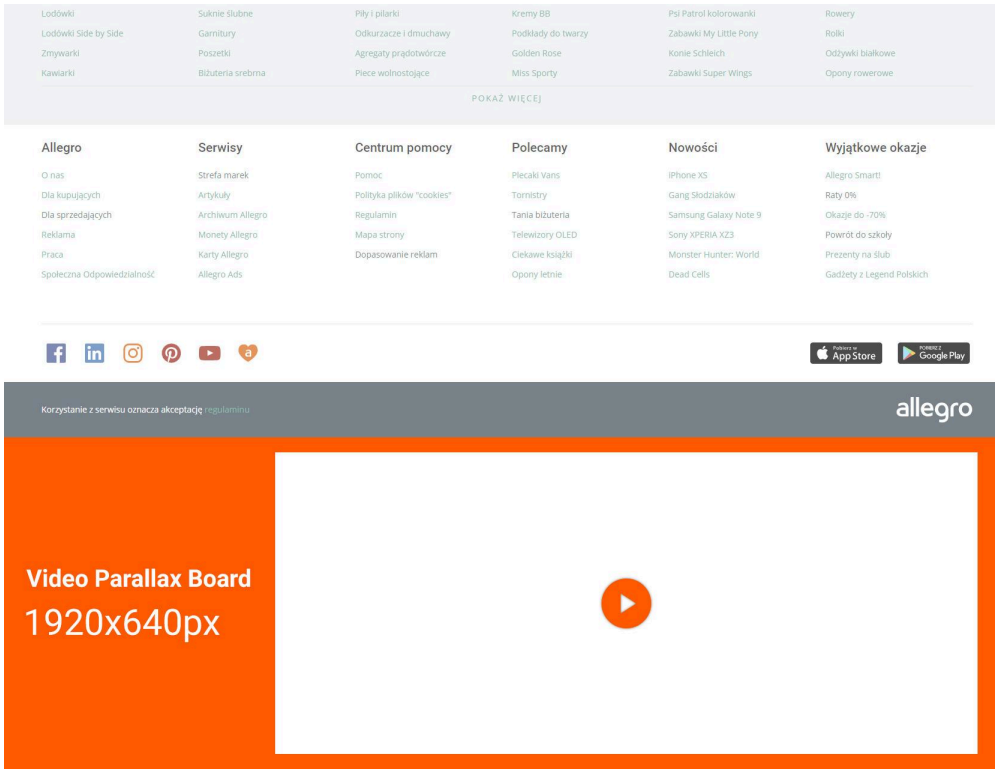
Dimensions:	**768x256 px;**;
Maximum file size::	**50 KB**;
File type:	jpg, png, gif (no animation);
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

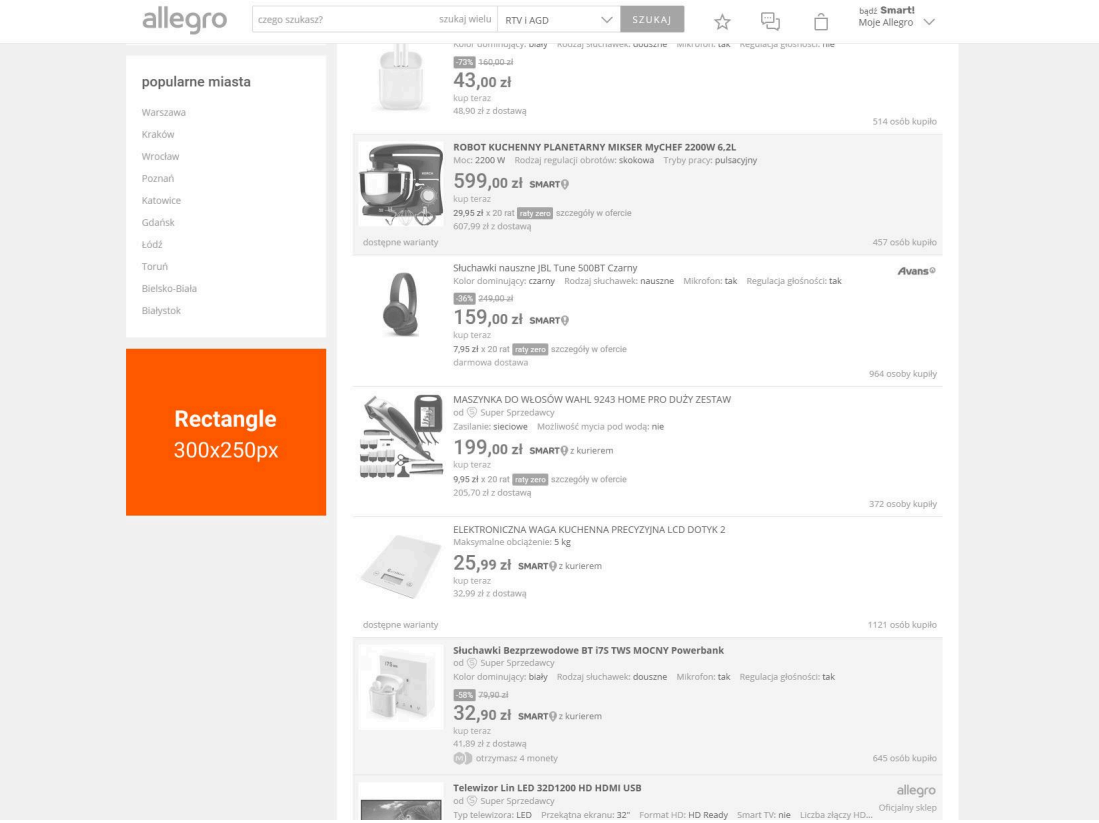
Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

4.3. Parallax Video - desktop



Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



4.4. Rectangle

4.4.1. Rectangle - desktop

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

Targeting – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Rectangle - desktop, search, listings



Location: search results, desktop product lists (left column);

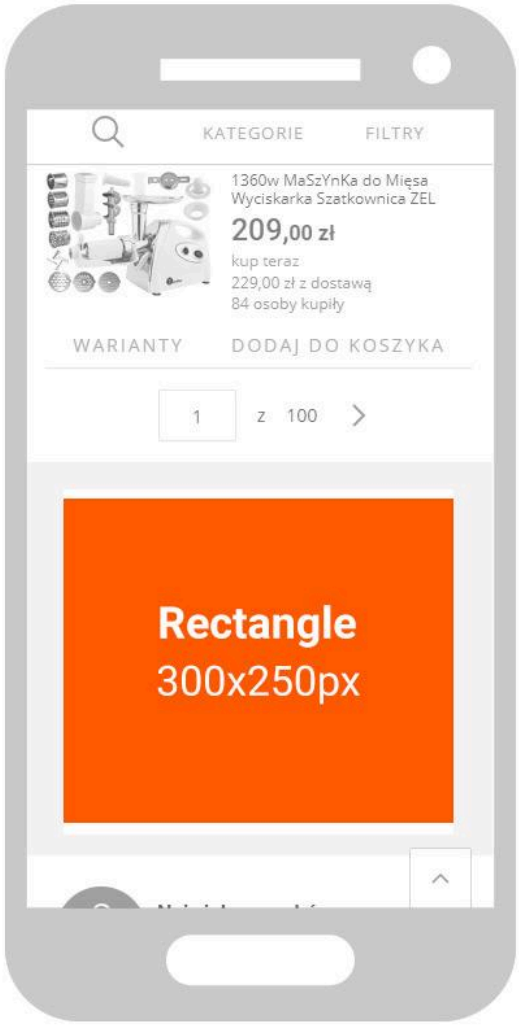
Technical specification:

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;

If the creative links to Allegro:
Price label and product label as per the template.

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



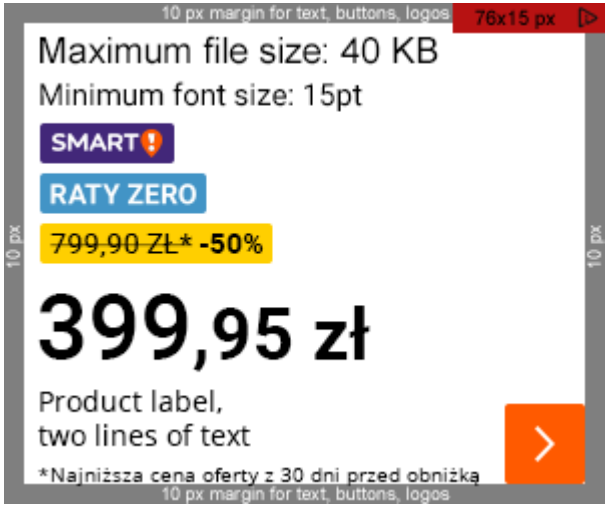
4.4.2. Rectangle - mobile web

For mobile searchers!

Rectangle is located under the product list on mobile devices and, just like Double Billboard, enables you to reach out to those consumers who analyze various alternatives in detail, compare prices and are determined to find the best deal.

Targeting – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

Rectangle - mobile (RWD), search, listings



Location: mobile product lists (RWD), search results;

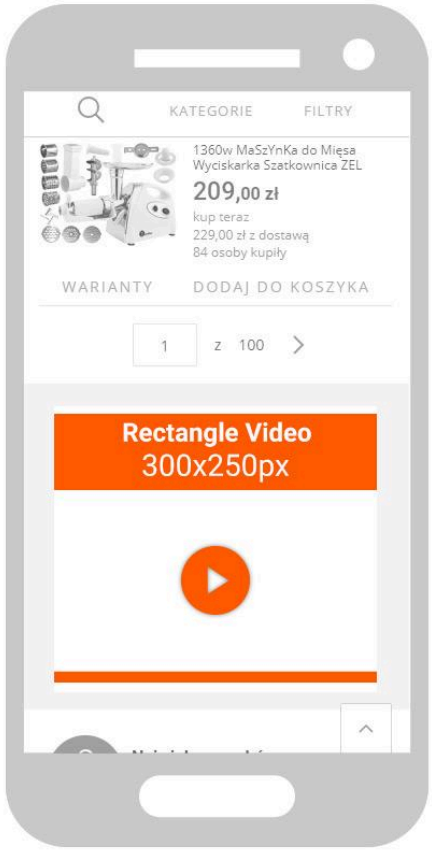
Technical specification:

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;

If the creative links to Allegro:
Button, price label and product label as per the template

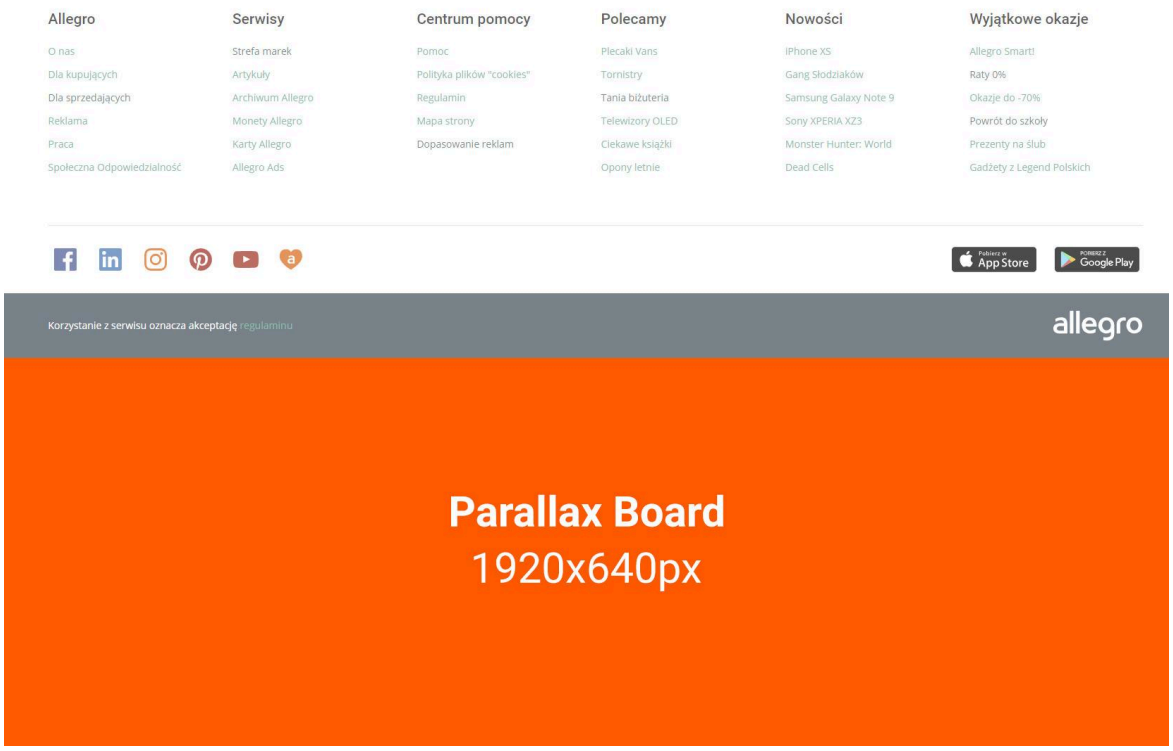
Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



4.5. Rectangle Video - mobile web

Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute



5.1. Parallax

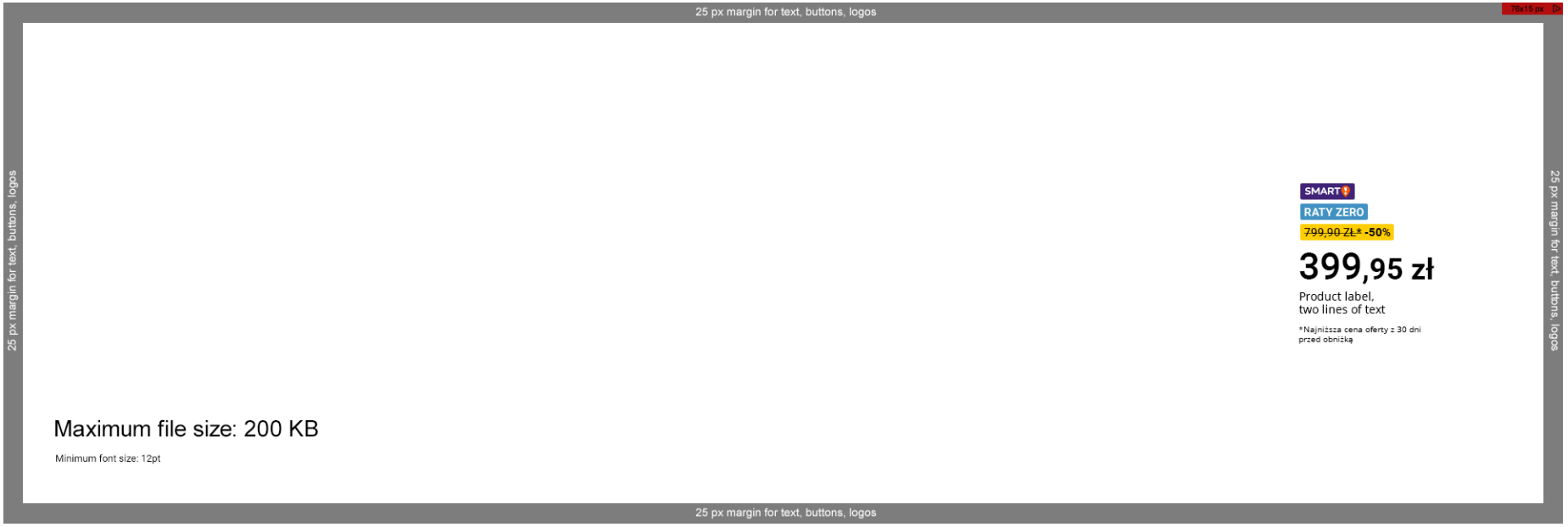
5.1.1. Parallax - desktop

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 – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM

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:

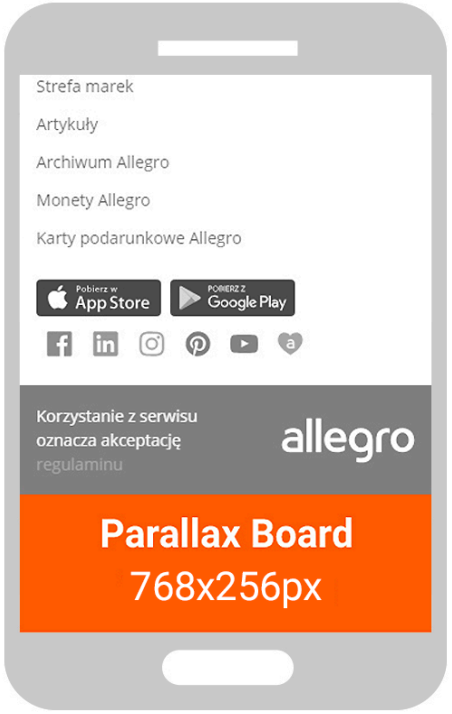
Dimensions:	**1920 x 640 px,** scales to the browser window width;
Maximum file size:	**200 KB;**
File type:	jpg, png, gif (no animation);
Margin:	25 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

5.1.2. Parallax - mobile web



Targeting – behavioral, context, category tree	Links to external websites allowed for selected advertiser categories, based on individual arrangements	Settlement model - CPM



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

Specyfikacja techniczna:

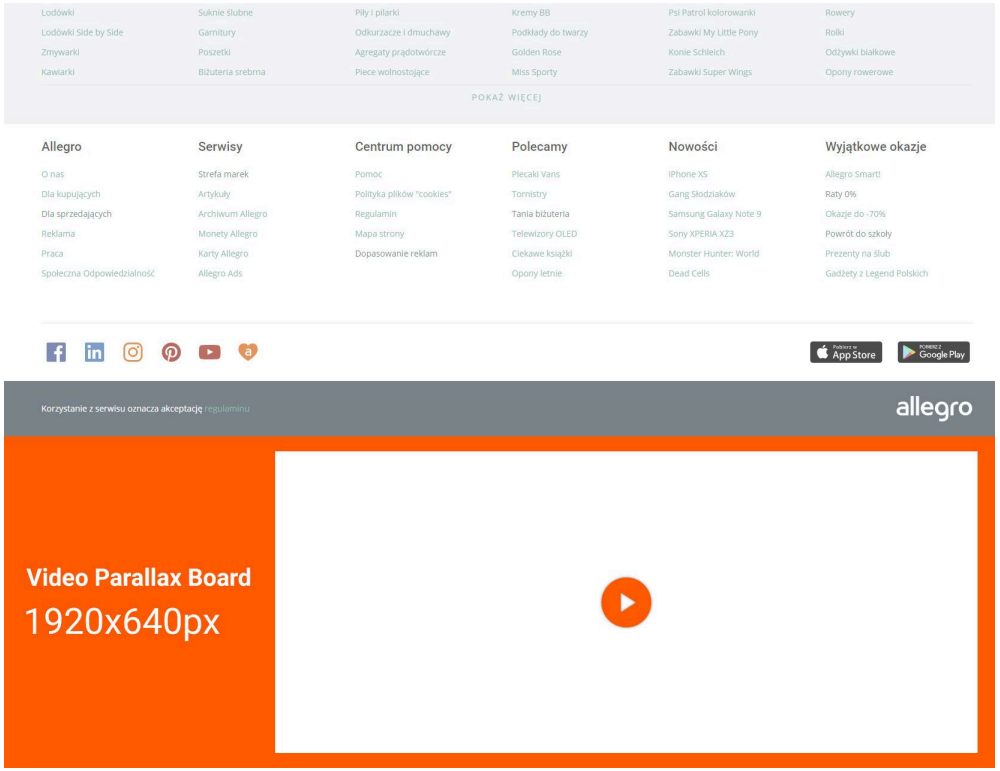
Dimensions:	**768x256 px;**;
Maximum file size:	**50 KB**;
File type:	jpg, png, gif (no animation);
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

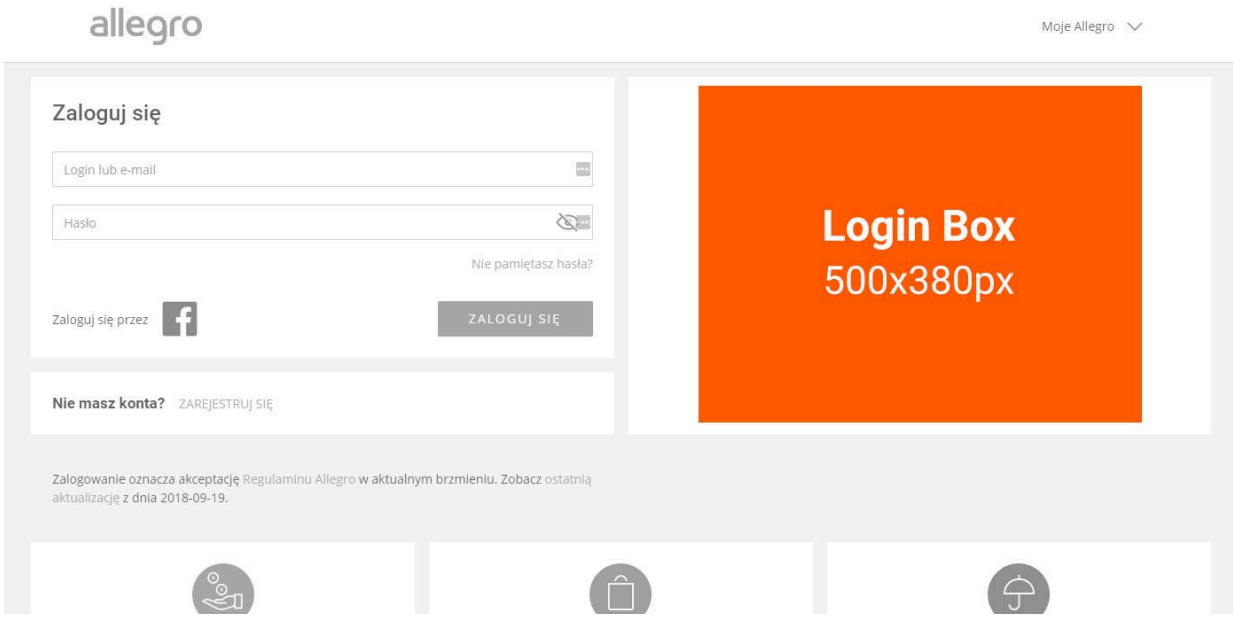
Download template (PSD file)

5.2. Parallax Video - desktop



Targeting – behavioral, context, category tree	Links to external websites allowed	Settlement model - CPM	Video Events - Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute

6. Other standard formats

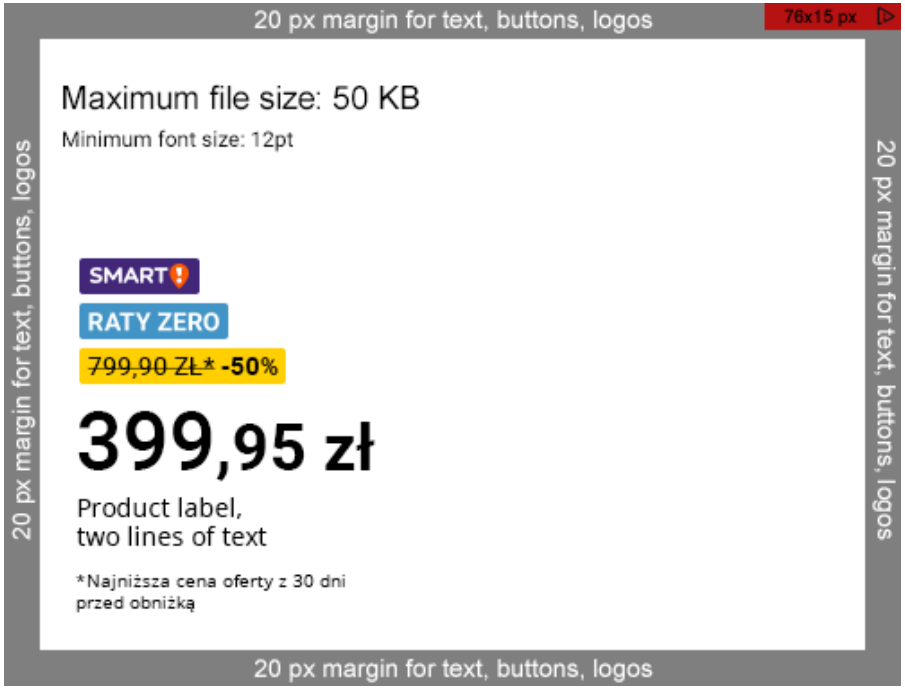


6.1. Login Box - desktop

Attract the attention of registered Allegro users

The ad will be displayed to consumers who have an Allegro account and have just decided to shop online. Should we encourage them to have a look at your listing?

Targeting – behavioral	Links to external websites allowed	Settlement model - CPM



Location: login page (desktop);

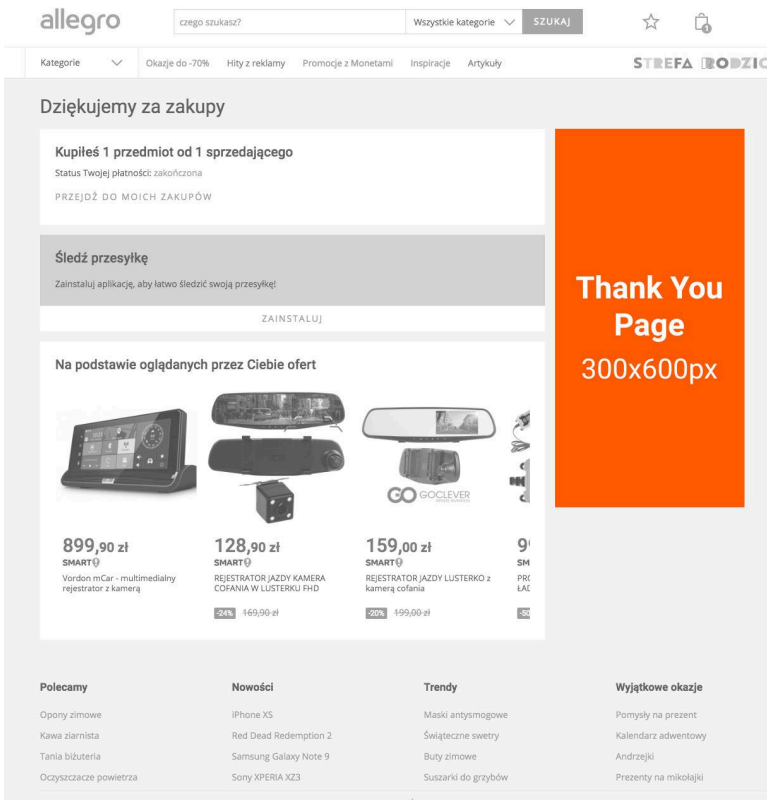
Specyfikacja techniczna:

Dimensions:	**500x380 px**;
Maximum file size:	**50 KB**;
File type:	jpg, png, gif (no animation);
Margin:	20 px for buttons, text, logos;

If the creative links to an external website:
"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



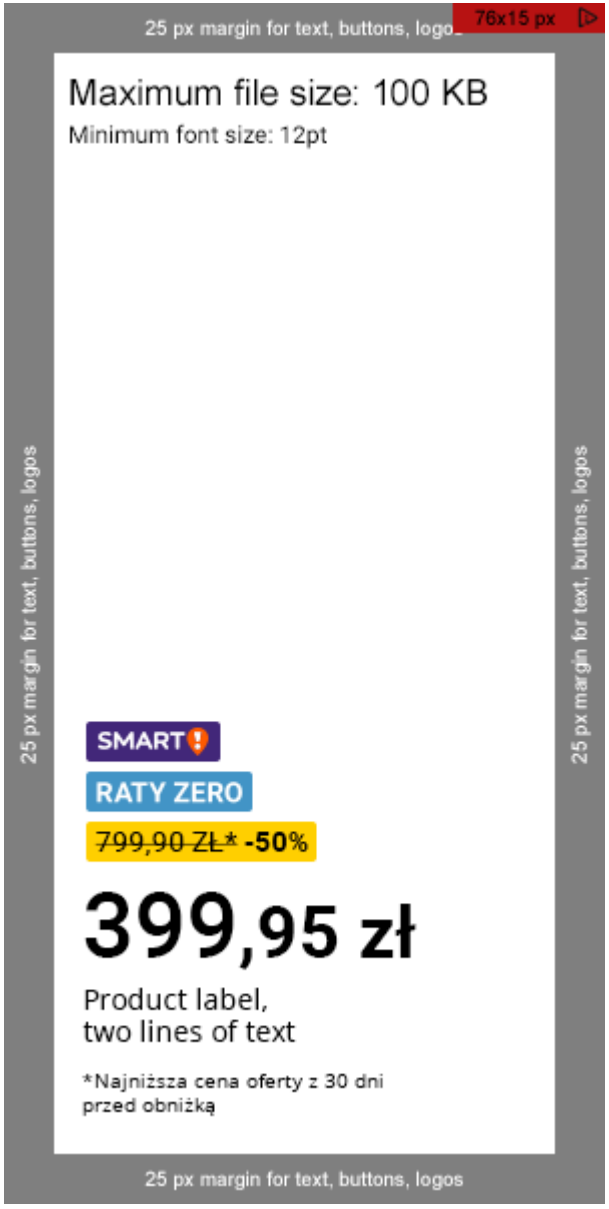
6.2. Thank you page after buying an offer - desktop

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 – behavioral	Links to external websites allowed	Settlement model - CPM

Thank You Page after buying an offer



Location:
the page displayed after purchasing;

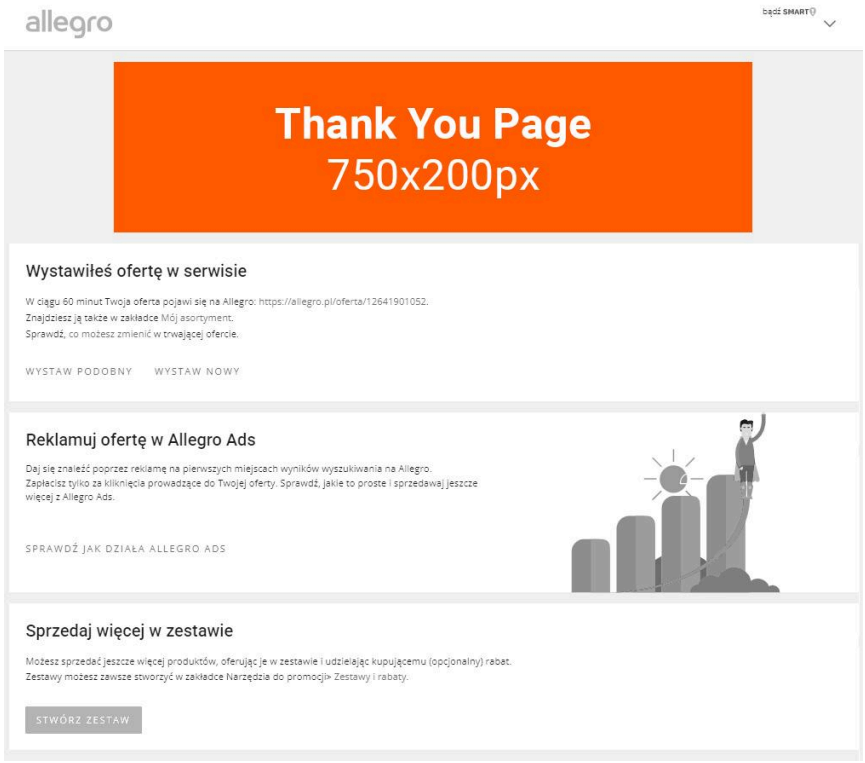
Technical specification:

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;

If the creative links to an external website:
no requirements.

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)



6.3. 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 – behavioral	Links to external websites allowed	Settlement model - CPM

Thank you page after adding an offer



Location: the ad is displayed after adding an offer;

Specyfikacja techniczna:

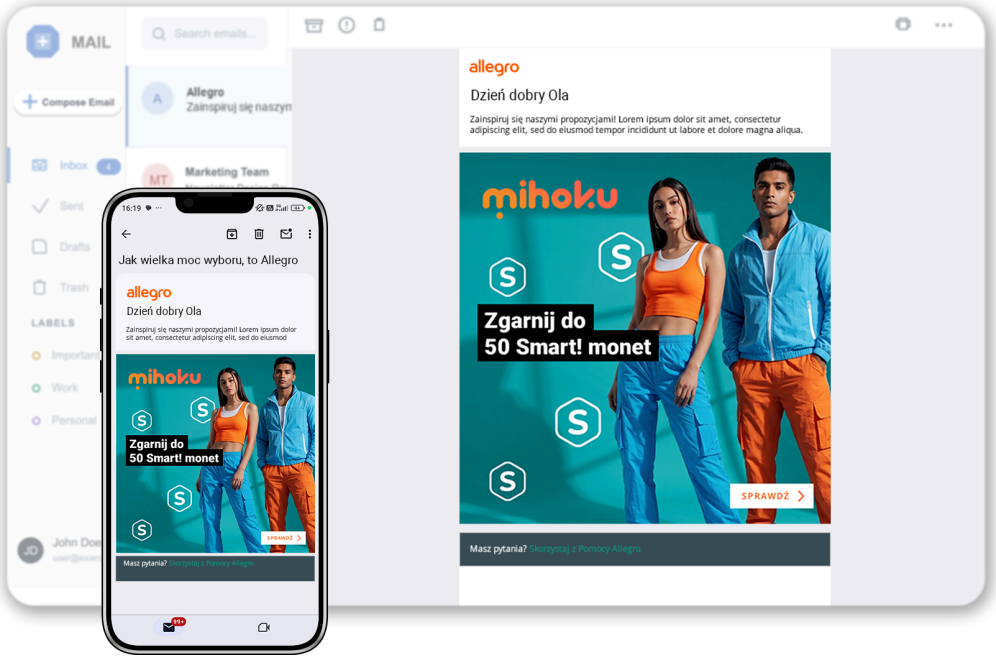
Dimensions:	**750x200 px**;
Maximum file size::	**40 KB (static formats) / 80 KB (HTML5)**;
File type:	jpg, png, gif (no animation), HTML5;
Margin:	10 px for buttons, text, logos;

If the creative links to an external website:
no requirements.

Optional: code tracking impressions in the <img> format, click tracking code

Download template (PSD file)

7. Mailings and push notifications



7.1. Internal mailing

Emails with links to the Allegro website

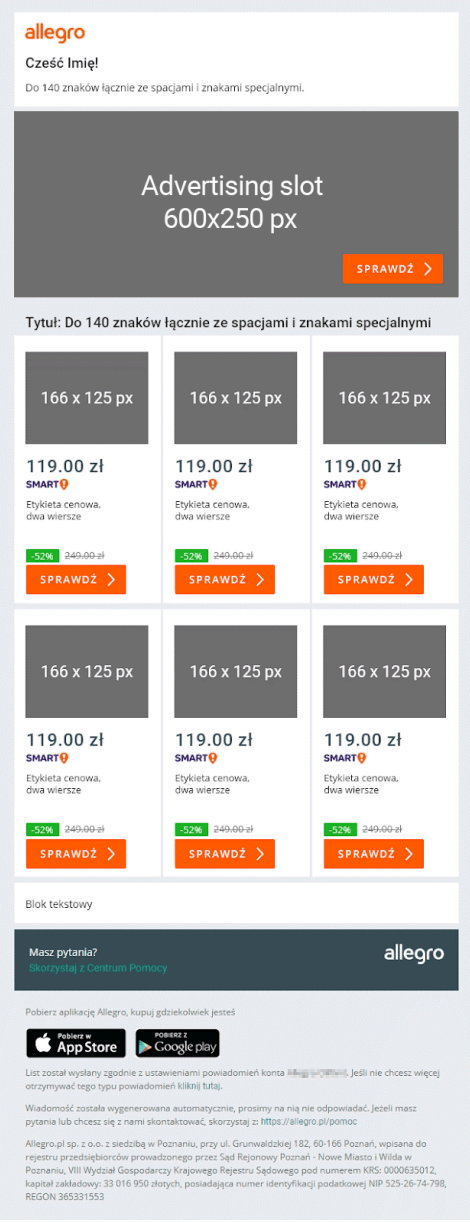
You've got mail from Allegro!

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 - CPM



7.1.1. Multi-offer mailing – main banner with offerss 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

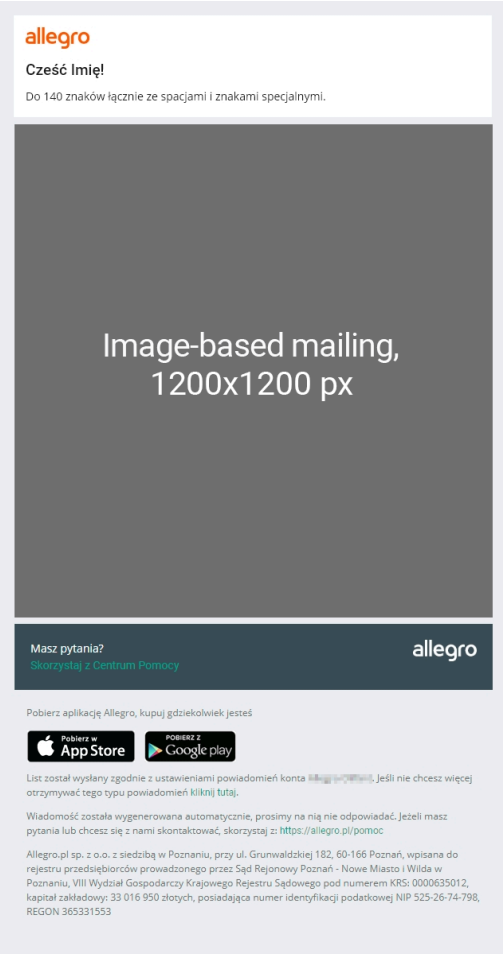
Product ID list - up to 9 IDs (max. 3 lines with offers)
Offers should be up to date throughout the duration of the planned campaign.

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



7.1.2. Branding mailing with banner

Main banner

Desktop version:

Creative width: 1200x1200px;

CTA button: complying with the guidelines,
located at the bottom center of the banner or 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.



7.2. External mailing

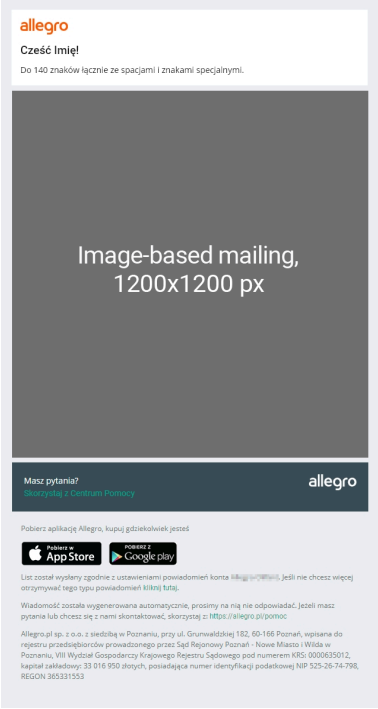
Emails with links to external websites

We have found an interesting offer for you!

Working with a wide range of business partners, Allegro recommends the most attractive offers on the market, tailored to the needs of its Users.
Email messages with links to external websites may be sent to Users with a specific frequency, not more than once every 2 weeks, and relate to non-transactional categories such as finances, motors or announcements.

Targeting – behavioral	Links to external websites are allowed	Settlement model - CPM

Emails in the form of an image



Desktop version:

Creative width:	1200x1200px;
CTA button:	must not be an Allegro button or any confusingly similar
Typ pliku:	jpg, png, gif;
Maximum file size:	up 400 kB maximum

RWD version:

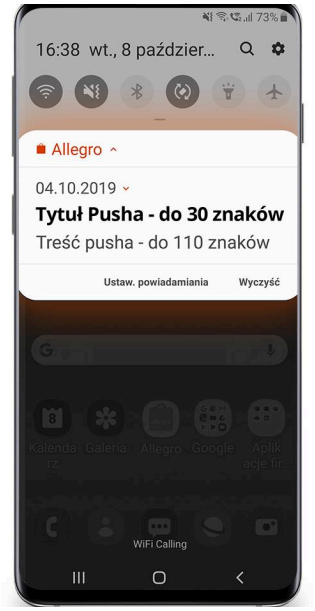
The components of a mailing creative should maintain the same quality and readability on mobile devices and in the desktop version

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.





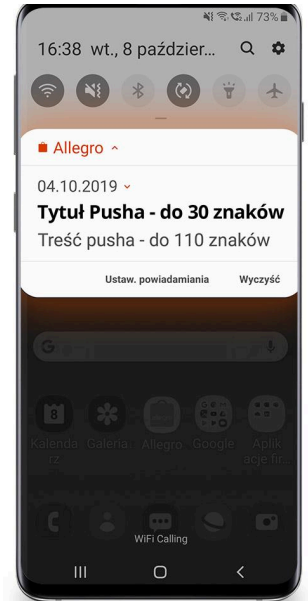
7.3. Push notifications

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 - CPM





7.3.1. 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 in the text push
Links:	notifications only links to Allegro

7.4. 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.pl/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.

7.4.1. General requirements

7.4.1.1. 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)

7.4.1.2. Use lowercase letters, underscores and numbers in filenames; no spaces or Polish diacritics (ą, ę, ć, ń, ó, ś, ź, ż) should be used in filenames.

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

7.4.1.4. 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.

7.4.1.5. Linking requirements

Allegro carries out advertising campaigns using internal or external 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.

- External links may direct to a Landing Page with listings available outside of Allegro and may only apply to non-transactional categories, such as finance, motors or announcements. Also, external links must not direct to any sensitive products. External links are only used in emails.

7.4.2. 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.

7.4.3. Mailing materials

7.4.3.1. 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 or 5 (five) Business Days for emails with links to external websites. 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.

7.4.3.2. 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.

- Mandatory materials for emails with links to external websites:
  - 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
  - Target group – quantity and description
  - Email addresses of the Ordering Party for testing purposes

- Optional materials for emails with links to external websites
  - Tracking codes such as click tag and pixel can be used.

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.

7.4.4. 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)

8. Special Projects - Brand Place

A Brand Place is a page in the allegro.pl domain, that presents contents and listings provided by the client. It gives many possibilities of running a campaign in cooperation with Allegro. Brand Place can be used both in short- and long-term sales campaigns, but also in image-building campaigns.
For more details contact us via email: reklama@allegro.pl or ask directly Advertising Business Partner.