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## TECHNICAL TERMS AND CONDITIONS FOR TAKEOVER AND PUBLICATION OF INTERNET ADVERTISING

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October 21, 2020

### PREAMBLE

These Technical Terms and Conditions for Takeover and Publication of Internet Advertising provide for the general technical terms and conditions for taking over and publishing Internet Advertisement on the Servers and apply to all Advertisers ordering or placing Internet Advertisement on the Servers.

Unless stipulated otherwise, the capitalized terms used herein have the same meaning as ascribed to them in the General and Pricing Terms and Conditions of Internet Advertising.

These Technical Terms and Conditions for Takeover and Publication of Internet Advertising came into effect on October 21, 2020 and replaced all previous technical terms for Internet Advertising governing the conditions for taking over and publishing Internet Advertising on the Servers.

### 1. Advertising formats and their previews

#### 1.1 Leaderboard DESKTOP

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 970 x 210 px;
- data capacity: max. 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

#### 1.2 Leaderboard MOBILE

- format placed above the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 300 x 100 px;
- data capacity: max. 50 kB;
- animation duration: max. 10 seconds;

#### 1.3 Board

- large format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 970 x 300 px;
- data capacity: max. 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in response to the user's action.

#### 1.4 Rectangle

- medium-size format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: from 300 x 250 px to 300 x 300 px;
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by

the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

#### 1.5 Wide rectangle

- medium-size format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size for TN.cz: 480 x 300 px.;
- size for Novaplus.cz: 480 x 300 px. or 650 x 320 px.;
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

#### 1.6 Skyscraper

- large format placed within the content of the Server page;
- file type: JPEG, PNG, GIF, HTML5;
- size: 300 x 600 px
- data capacity: maximum 100 kB;
- animation duration: max. 10 seconds;
- **the click function is defined in the specifications for creating html banners (Html Banner Specifications);**
- the option to play sound based at the user's instruction (on/off click or positioning of the track-point on and off the banner must be agreed by the Advertiser and the Provider in advance, but no later than by the date of execution of the Specific Order through which the respective Advertising Format is to be placed on the Server). The maximum length of the audio recording is 10 seconds and playback will happen only once in reaction to the user's action.

#### 1.7 Video Advertising

- placement of the advertisement – pre~, mid~ and post~ roll = before, during or after viewing of the requested content;
- advertisement spot duration: 10-30 seconds (depending on the time ordered);  
recommended video format: MPEG-2 (min 10 Mbps for SD 720 x 576 (16:9), 25 Mbps for HD 1920 x 1080)  
MPEG-4 (min 5 Mbps for SD 720 x 576 (16:9), 12 Mbps for HD 1920 x 1080)  
wrapper: MPEG PS, MPEG TS, MP4, WMV, MOV, MXF, 25 fps, progressive.  
Alternatively, Betacam/SP and Digital Betacam are acceptable.  
Sound: 48 kHz – **without artificially amplified sound** (cca 17 dB)
- **external measuring scripts only in URL form.**

#### 1.8 PR Article

- maximum number of characters – Title: 50 (including spaces);
- maximum number of characters – Perex: 100 (including spaces);
- maximum number of characters – Article: from 600 to 2500 (including spaces);
- maximum number of words to be clicked through: 5 (preferably placed evenly throughout the whole text, i.e. not concentrated, e.g. in the last paragraph), it is also possible to place a direct link to another web page;
- the main photo must have a horizontal orientation – size: 600 x 338 px (always 16:9), in JPEG, PNG, GIF formats;
- the main photo should be distinct with one key motive without superfluous details so as to be clearly visible even when scaled down;
- external measurement of impressions is impossible in this format; only individual URL tracking for single words can be applied;

- maximum number of photos is 5 – preferred size: 600 x 338 px (horizontal, 16:9), no watermark.
- recommended video format: MPEG2 (720 x 576 px, 16:9, 25fps) or Betacam.

### 1.9 Native advertising

- native advertising is a format that looks like a regular article;
- placed between articles and fits in with the surrounding content;
- maximum number of characters – title: 60 (including spaces);
- recommendation: express yourself clearly, number, superlatives (if appropriate, pose the title as a question);
- image file format: GIF, JPGE, PNG, FLASH (SWF or FLV – that is not larger than 4 MB);
- image dimensions: 400x300 px, cannot contain a logo or watermark;
- the margins of the image can get cropped, as the ad always adapts to the site. Therefore, it is advisable to choose images where main subjects is centered, as the edges might not be displayed. The middle point of the image is always centered.
- native advertising campaigns are ordered/served as a bulk total of impressions for the whole length of the campaign (generally several weeks without interruption). The advertising system will optimize the whole total of ordered impressions over the entire campaign period, which might result in uneven distribution of impressions served over discreet periods (days or weeks). If a client prefers a specific distribution of impressions, this needs to be clarified initially before finalizing the order.

### 1.10 Overlayer

- file type: JPEG, PNG, GIF;
- size: 600 x 100 px (or 600 x 80 px);
- data capacity: max. 100 kB;
- **external measuring scripts only in the URL form;**
- **delivered files must have a clipping mask on the whole file (individual elements may not extend beyond the creative work).**

### 1.11 Player branding

- medium-size format placed around videoplayer only on NOVA PREMIUM PACK Nova.cz + Novaplus.cz
- file type: JPEG, PNG, GIF;
- consists of three parts, size: top banner: 652 x 150 px, left banner: 120 x 600 px, bottom banner: 652 x 83 px;
- data capacity: max. 100 kB.

### 1.12 GATE

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 1920 x 1100 px – tn.cz, NOVA PREMIUM PACK Nova.cz + Novaplus.cz
- data capacity: max. 500 kB;
- appearance requirements: NOVA PREMIUM PACK space between the side rails must be 1000 px and size of „leaderboard“ in gateway is 1000 x 210 px.; tn.cz - space between the side rails must be 1080 px and size of „leaderboard“ in gateway is 1080 x 210 px.

### 1.13 GATE programmatic advertising

- large format placed above the content of the Server page;
- file type: JPEG, PNG, GIF;
- size: 2000 x 1400 px – tn.cz, NOVA PREMIUM PACK Nova.cz + Novaplus.cz
- data capacity: max. 200 kB;

### 1.14 Mobile branding

- large format placed only on mobile devices within the content of the page;
- file type: JPEG, GIF, PNG, HTML5;
- size: 500 x 200 px;
- data capacity: max. 100 kB

### 1.15 Interscroller

- large format placed only on mobile devices within the content of the page;
- file type: JPEG, GIF, PNG;

- size: 720 x 1280 px; (visible part 700 x 920 – direct the advertising message herein) - tn.cz, NOVA PREMIUM PACK Nova.cz + Novaplus.cz
- data capacity: max. 500 kB;

### 1.16 Interscroller programmatic advertising

- Interscroller is a mobile banner format that exposes incrementally while scrolling through the content. It is a large format located in mobile web content;
- supported formats: HTML \*
- size: 768 x 1230 px, 720 x 1280 px
- data capacity: max. 500 kB
- \* for the banner to properly display, it needs to be uploaded into the system as a responsive html structure format, which is compressed into ZIP file

### 1.17 HbbTV – button menu

- a button/tile graphic displayed in the bar of HbbTV application;
- file type: JPEG;
- size: 180 x 180 px;
- data capacity: max. 50 kB;
- the lower 50px. of the tile should not contain any text or distracting features, as the name of the application will display there in white font. Please provide 2 versions of the graphic tile – active (current selection) and inactive. The active tile should be highlighted by inner border in a color of your choice.

### 1.18 HbbTV – red button

- a button graphic displayed in the lower right corner of the TV during watching;
- file type: JPEG, GIF;
- size: 300 x 300 px;
- data capacity: max. 200 kB;
- the button graphic does not need to contain the prompt message “PRESS THE RED BUTTON” NOVA will provide this.

### 1.19 HbbTV – leaderboard

- a banner graphic placed above the content in the News section within HbbTV application;
- file type: JPEG, PNG, GIF, HTML5;
- size: 604 x 128 px;
- data capacity: max. 250 kB;
- animation length max. 10 sec;
- the banner graphic is not “clickable” within the HbbTV application.

## 2. Final Provisions

- 2.1. The Provider is authorized to unilaterally amend these Technical Terms and Conditions for Takeover and Publication of Internet Advertising; however, any relations arising from the Binding Orders and/or Specific Orders that have already been concluded remain unaffected by such amendments.
- 2.2. All relations arising from these Technical Terms and Conditions for Takeover and Publication of Internet Advertising, including those arising from the Binding Orders and/or Specific Orders, are governed by the laws of the Czech Republic.
- 2.3. These Technical Terms and Conditions for Takeover and Publication of Internet Advertisement are issued in Czech and English versions. In the event of any discrepancy between the Czech and English versions, the Czech version prevails.
- 2.4. The Advertiser shall supply the Provider with the Advertising Documentation in the time period stated in the General and Pricing Terms and Conditions of Internet Advertising, but no later than five (5) working days prior to the contemplated date of publication of the Internet Advertisement to the following address reklamnipodklady@nova.cz or any other address that the Provider notifies to the Advertiser for this purpose in writing. In case of the Non-Standard Advertising, the time period for the provision of the Advertising Documentation pursuant to the previous sentence shall be no more than ten (10) working days.