

# 2019 MEDIAKIT

## Module 1 - Full banner (top)

**Size:** 970X90 px

**Maximum size:** 70Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

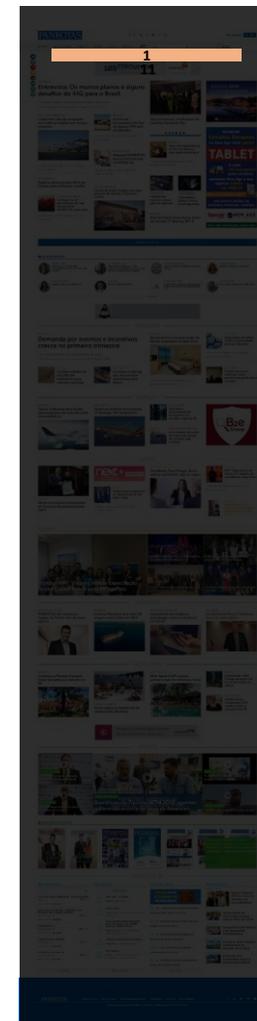
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



**PANROTAS**

# 2019 MEDIAKIT

## Module 2 - Square (upper)

**Size:** 300X250 px

**Maximum size:** 40Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

— **NOTES:**

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

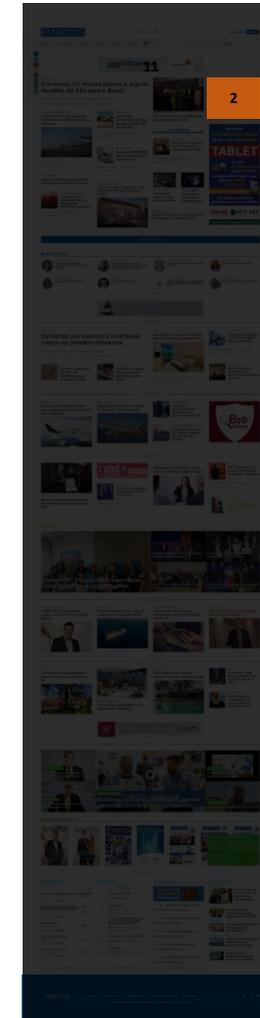
— **INFORMATION FOR CREATIVES IN HTML5:**

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

**PANROTAS GENERAL RULES**

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Modulo 3 - Skyscraper

**Size:** 300X600 px

**Maximum size:** 70Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

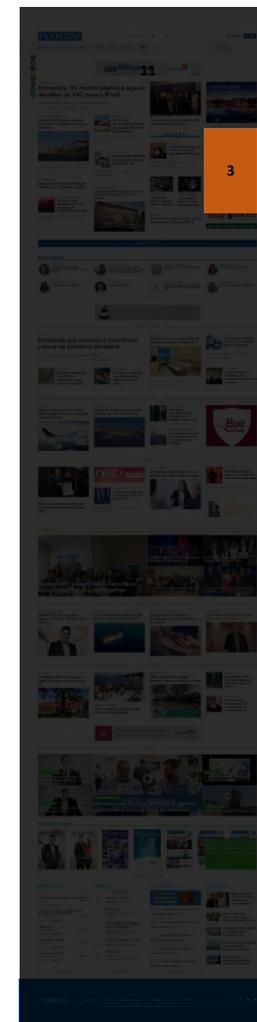
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# PANROTAS

# 2019 MEDIAKIT

## Modulo 4 - Full banner (central)

**Size:** 970X90 px

**Size:** 620x90 px

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

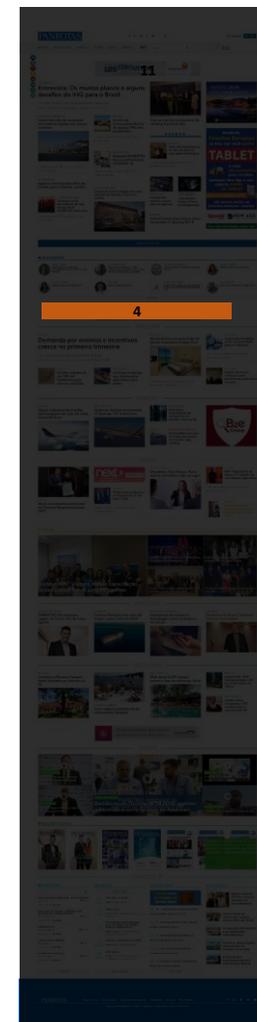
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag %% CLICK\_URL\_ESC %%, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### **PANROTAS GENERAL RULES**

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. **Sending** - You must send the banner with these 2 sizes: 970X90 px and 620x90 px
5. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Module 5 - Square (lower)

**Size:** 300X250 px

**Maximum size:** 40Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

— **NOTES:**

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

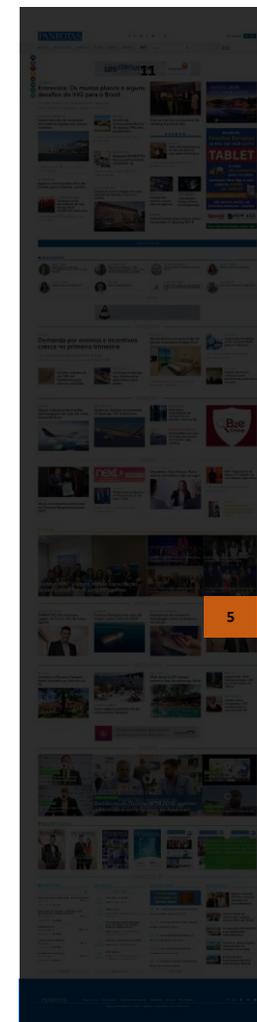
— **INFORMATION FOR CREATIVES IN HTML5:**

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag %% CLICK\_URL\_ESC %%, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

**PANROTAS GENERAL RULES**

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Module 6 - Full banner (lower)

**Size:** 970X90 px

**Maximum size:** 70Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

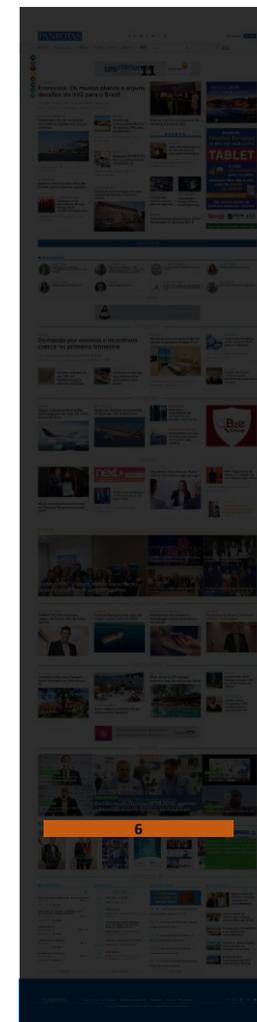
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Module 7 - Expandable square (upper)

**Size: Open** - 600X250 px

**Size: Closed** - 300X250px

**Maximum size:** 40Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns**- Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Module 8 - Expandable square (lower)

**Size: Open** - 600X250 px

**Size: Closed** - 300X250px

**Maximum size:** 40Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

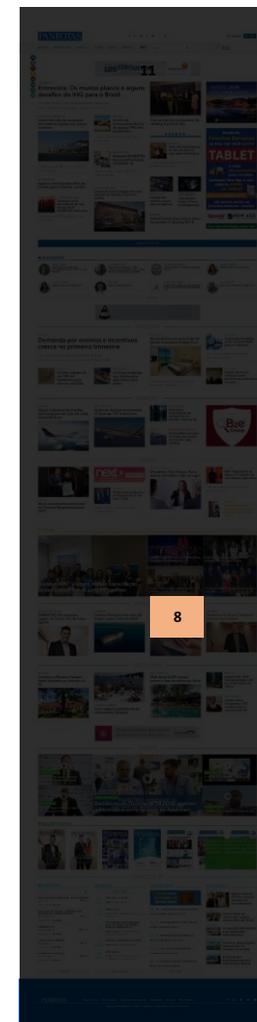
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag %% CLICK\_URL\_ESC %%, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



# 2019 MEDIAKIT

## Module 9 - Cutting Edge

**Size:** 1290X300 px

**Maximum size:** 100Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

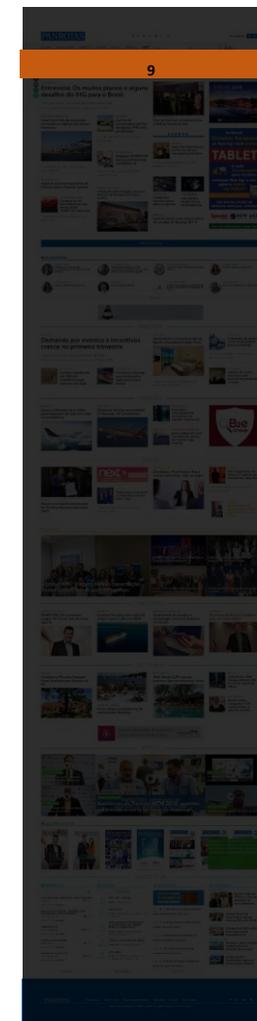
### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### **PANROTAS GENERAL RULES**

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:



**PANROTAS**

# 2019 MEDIAKIT

## Module 10 - Cutting Middle

**Size:** 1290X250 px

**Maximum size:** 100Kb

**Supported Extensions:** GIF / JPEG / HTML5

**Sound:** It is not allowed

**Third Party Tag:** Yes

### — NOTES:

- The target address (link) must be sent by email.
- When the Cutting Edge is on the Portal, it will not have the Full Banner (top)

### — INFORMATION FOR CREATIVES IN HTML5:

- All the files needed for the creative to work (images, fonts, etc.) must be hosted on a remote server and correctly referenced in the HTML file.
- **Link:** the click function should already be applied to the creative following the format, **%%CLICK\_URL\_ESC%%<link for clicking>**. The tag **%% CLICK\_URL\_ESC %%**, is responsible for monitoring the clicks; any modification to its spelling will compromise the verification of reports. See the example:

```
<a href="%%CLICK_URL_ESC%%http://www.panrotas.com.br">Click here</a>
```

### PANROTAS GENERAL RULES

1. **Campaigns-** Sending campaign reports - Submitted every other week or at the end of each campaign.
2. **Banner** - 1 business day is required to put it on air or to take it off.
3. **Broadcasting** - The broadcasting date shall be informed in advance
4. When the banner is in HTML 5 the whole link should use the HTTPS protocol



DIGITAL CAMPAIGN MANAGER:

