

2018 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)

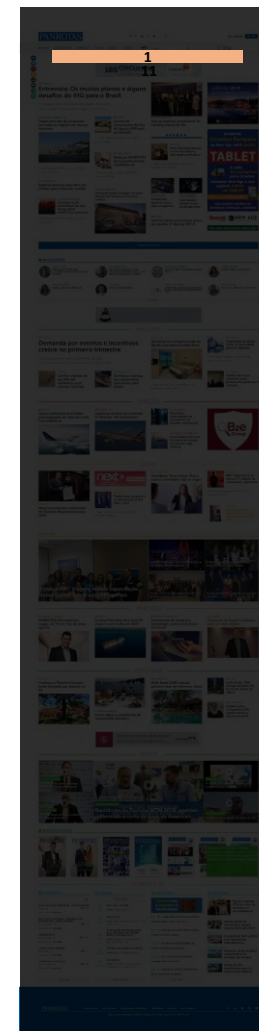
— INFORMATION FOR CREATIVES IN HTML5:

- 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:



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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)

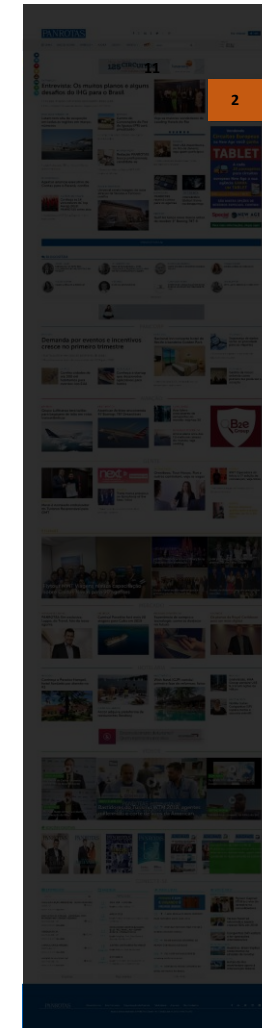
— **INFORMATION FOR CREATIVES IN HTML5:**

- 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:



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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)

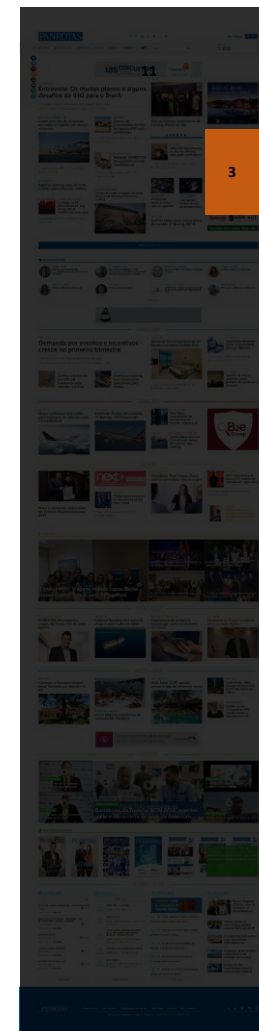
— INFORMATION FOR CREATIVES IN HTML5:

- 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:



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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)

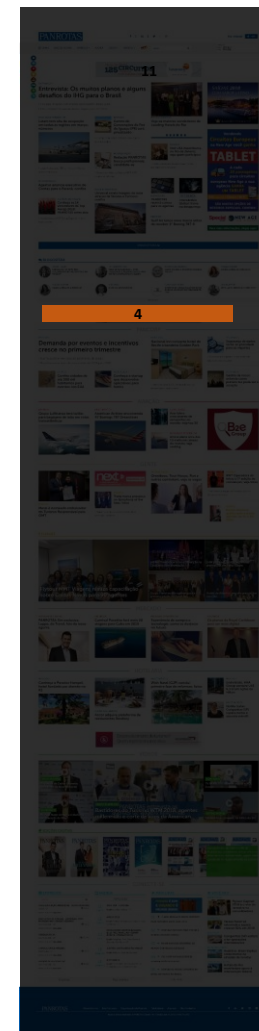
— INFORMATION FOR CREATIVES IN HTML5:

- 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:



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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)

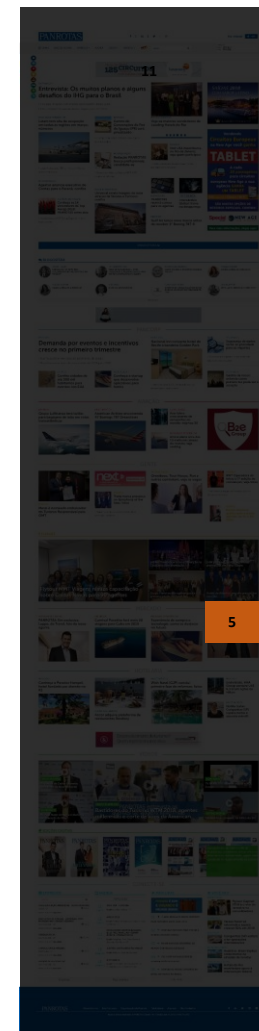
— **INFORMATION FOR CREATIVES IN HTML5:**

- 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:



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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)

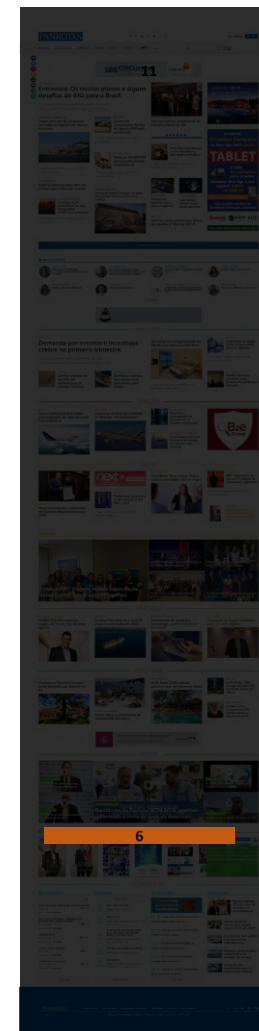
— INFORMATION FOR CREATIVES IN HTML5:

- 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:



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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)

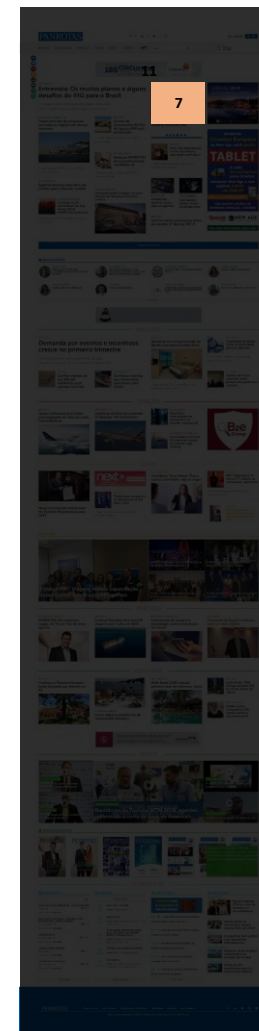
— INFORMATION FOR CREATIVES IN HTML5:

- 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:



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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)

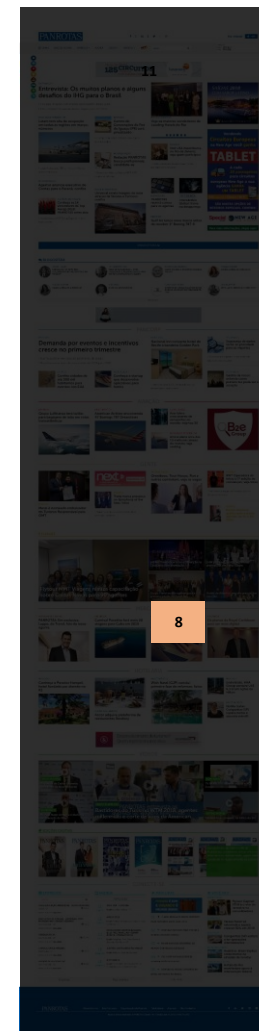
— **INFORMATION FOR CREATIVES IN HTML5:**

- 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



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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)

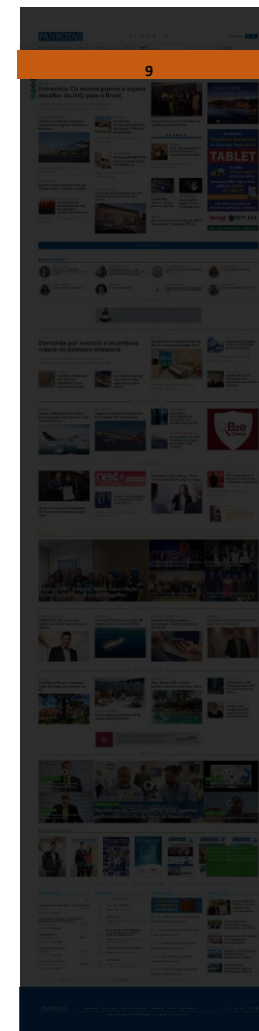
— INFORMATION FOR CREATIVES IN HTML5:

- 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



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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)

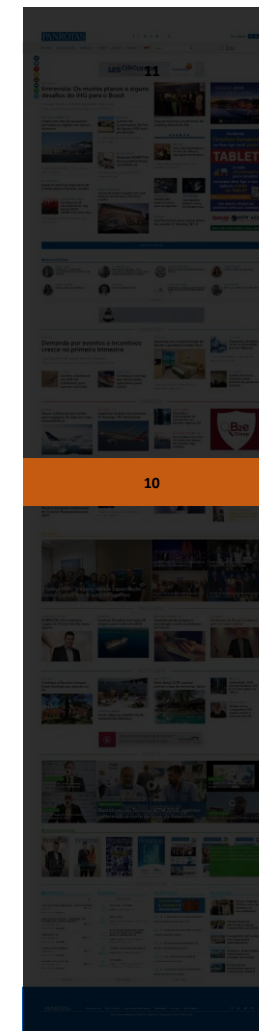
— **INFORMATION FOR CREATIVES IN HTML5:**

- 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:

