

CPEX Skin/Branding – format description for advertisers and agencies

Summary

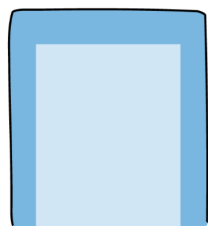
CPEX Skin v2 format enables to display full background ads surrounding page content without interfering. The format is available on the biggest Czech web sites and many more. Besides standard static background, the creative can be enhanced with several other dynamic features (see details below).

For proper functioning, the *CPEX Skin v2* creative must be completed using **CPEX Generator** <https://creatives.cplex.cz/>.

This application also enables displaying preview of the final creative live on integrated websites.

Final creative samples can be seen on <https://test.cplex.cz/skin/v2/examples/preview.html>

Sources for basic static creative



Basic background image

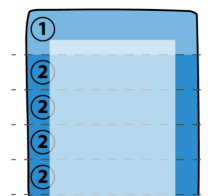
- Always 2000 x 1400 px dimensions, jpeg or png.
- File size 250 kB at maximum.
- Inserted as an image hosted by CPEX, or link to a file.

Alternative background image for wider content websites

- Image optimised so that the the core message is not covered by content 1080 – 1200 px wide.
- You can use a template in PSS or PDF (<https://www.cplex.cz/en/cplex-branding-en/>)

Sources for advanced branding version

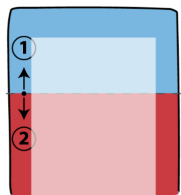
Static background with infinite repetition



- Two images for background – one for the top, second for repeating background
- 2000 px wide, variable height
- Filesize in total 250 kB

Two backgrounds alternating on user action

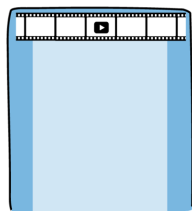
The CPEX Skin format offers the possibility to combine two images in one creative. These images alternate (overlay) interactively based on users action (mouse movement, page scroll).



- Two images
- Both in 2000 x 1400 px dimensions, filesize of each 250 kB in maximum
- Settings (governing action, direction) are set in CPEX Generator

Video feature

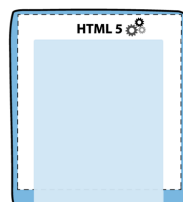
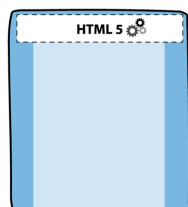
Dynamic CPEX Skin v2 offers to have a video component laced into the top part of the creative.



- One image 2000 x 1400 px
- MP4 video, 210 px high (recommended filesize approx. 3,5 MB)

HTML5

CPEX skin creative can include interactive layer coded in HTML5. It can span across the top part of the page or cover the whole creative. This layer can be inserted as a link to a html file, programmed on side of a creative agency / client.



- Used for complicated animations, buttons etc.
- Supplied as a HTML file (content of the animation must be aligned to center).
- Link to the file is inserted as a source of an iframe element.
- Click through measurement is only possible in 3rd party systems