

Finnkino's website - the guidelines for the ad placements



Finnkino.fi is now a responsive website. The ad sizes and placements offer more visible placements. The main colour of the site is black so please take this into consideration when designing new material. The ad placements on the responsive site are the same for desktop and mobile, however, the size of the ads will vary depending on the screen size and device.

Please also note that the logic of writing Google tags has also changed and become more clear. In this document, you will also find the instructions for creating a destination URL. Please follow the instructions so that the format for tracking campaigns is as clear as possible.

Ad Placement	Desktop / Mobile	Size (pixels)	Size limit (in kilobytes)
Frontpage Hero Image	Desktop	1920 x 650 px	200 kt
Frontpage Hero Image	Mobile	768 x 460 px	200 kt
Parade	Desktop	980 x 400 px	200 kt
Panorama	Desktop	980 x 120 px	150 kt
Box	Desktop	468 x 400	150kt
Desktop Double Banner	Desktop	300 x 600	150 kt
Interstitial Desktop	Desktop	980 x 600 px	200 kt
Mobile Parade	Mobile	300 x 300 px	150 kt
Mobile Double Banner	Mobile	300 x 600 px	200 kt
Inread Video	Desktop & Mobile		10 mb

The use of rich media for all ad placements on desktop and mobile is possible.

Material delivered to Popmedia:

The material should be delivered at least **3 working days** before the start of the campaign to the email address **verkkoaineisto @ popmedia.fi**. Material sent later may lead to a delay in the campaign. You can find more specific guidelines about sending material to Popmedia here (in Finnish): <https://www.popmedia.fi/aineisto-ohjeet/>.

The following information must be provided with the material:

- Name of the customer and campaign
- Campaign time
- The URL to which the campaign clicks are being directed to (NOTE: New URL instructions)
- Possible impression tracking

CTA Buttons on Ads

All banners must contain an OSTA LIPUT / LUE LISÄÄ button. This is because we want to keep all the banners consistent and. The customer is accustomed to using Finnkino's webpages and does not necessarily see movie banners as advertisements when using buttons corresponding to the Finnkino's website style. This makes banners a more integral part of the user experience of a website visitor.

The colors on the CTA-buttons should be kept coherent so that is easier for the customer to find the correct yellow button. For trailers the button should be black. The yellow button color is #ffc800 and the font is SF Sans Heavy. On the bottom of the button there is a light black gradient.

1. Frontpage Hero Image

Finnkino's hero image is impressive in size and it won't go unnoticed. You can deliver the hero in two different ways:

Just deliver the JPG files (1920 x 650 & 768 x 400) and the advert's click URL to Pop Media whom will build the pictures into an Adform compatible material and will add the CTA-buttons.

The other option is to build the whole banner yourself based on Adforms HTML5 template. This gives you more opportunities. When planning the ad, you have to take into consideration its responsivity, meaning that you should avoid single elements fixed sizes.

If you want to add the possibility to watch a trailer, it can be done with Adforms video player in a way that the player opens on top of the banner when clicking the "Trailer" button. You can download the templates from here:

Desktop:

https://s3.eu-central-1.amazonaws.com/prebid-popmediafi/finnkino-templates/Finnkino_heroimage_traileri.zip

Mobile:

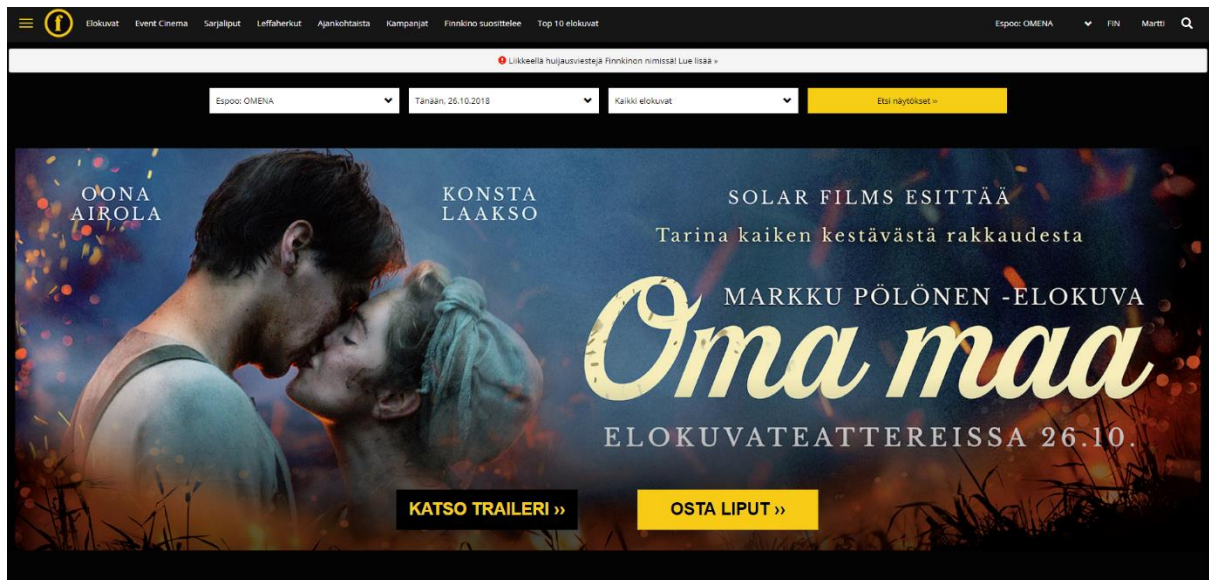
<https://s3.eu-central-1.amazonaws.com/prebid-popmediafi/finnkino-templates/finnkino-mobile-hero-final.zip>

PSD-file that helps you understand the buttons on banner:

<https://drive.google.com/file/d/1yhKJmdHuPvAh5vA5uaoLgdtPPgbTHbJV/view?usp=sharing>

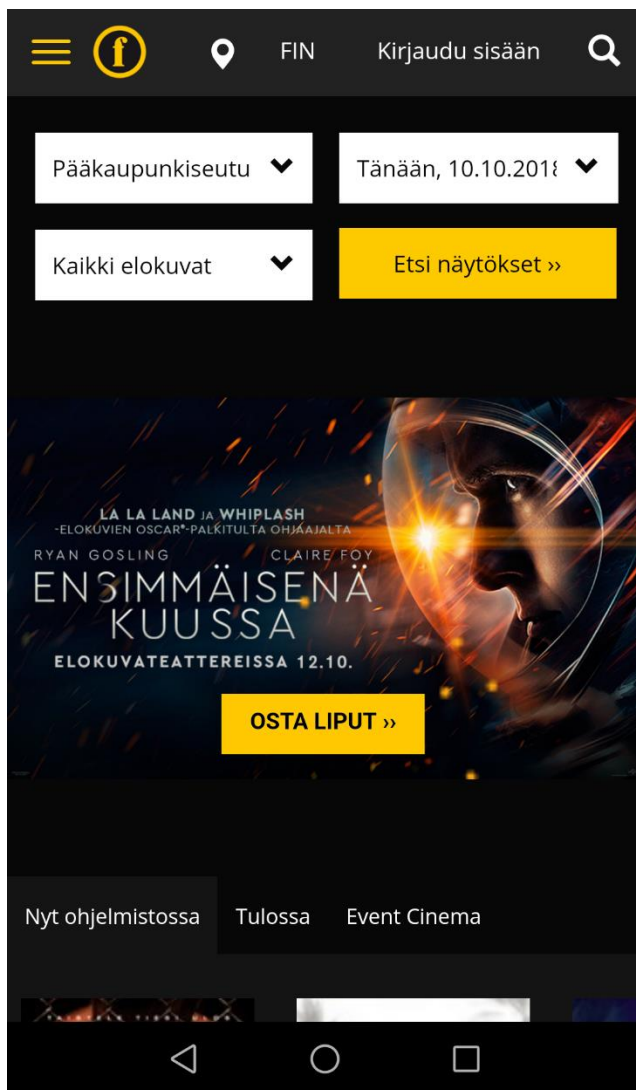
Desktop example:

-> 1920 x 650



Mobile example:

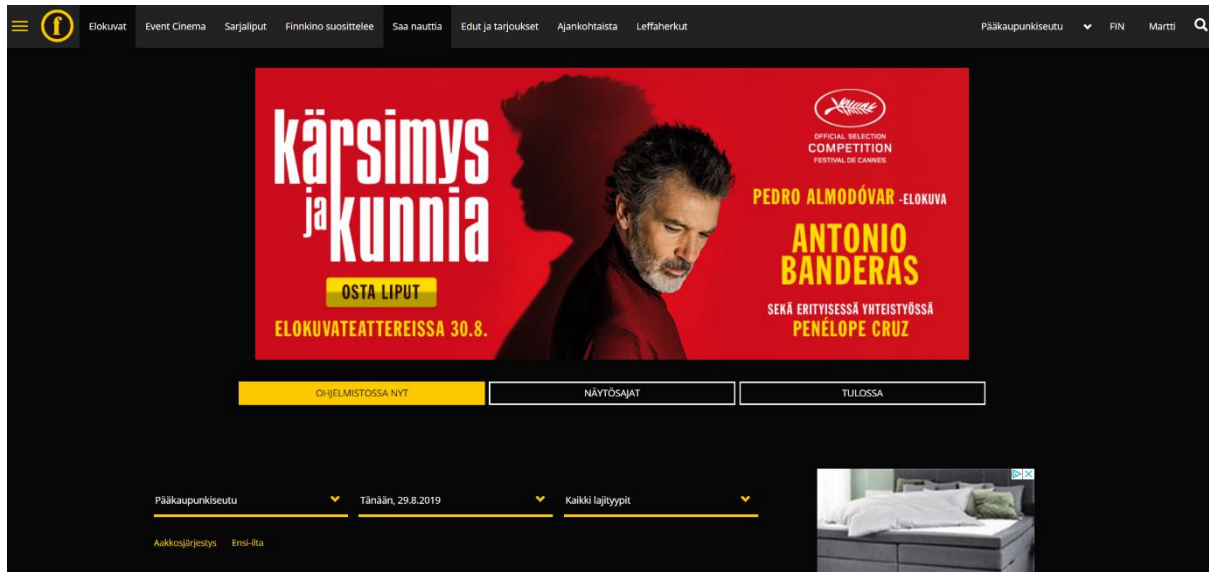
- 768 x 460



2. Desktop Parade

→ 980x400

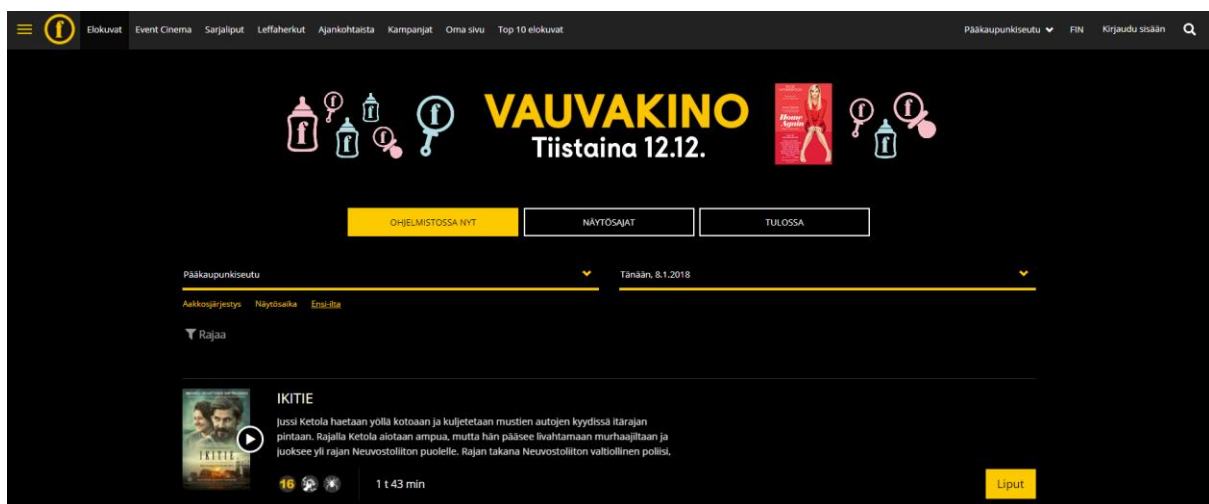
The parade banner can be found from almost every page on the website.



3. Desktop Panorama

→ 980x120

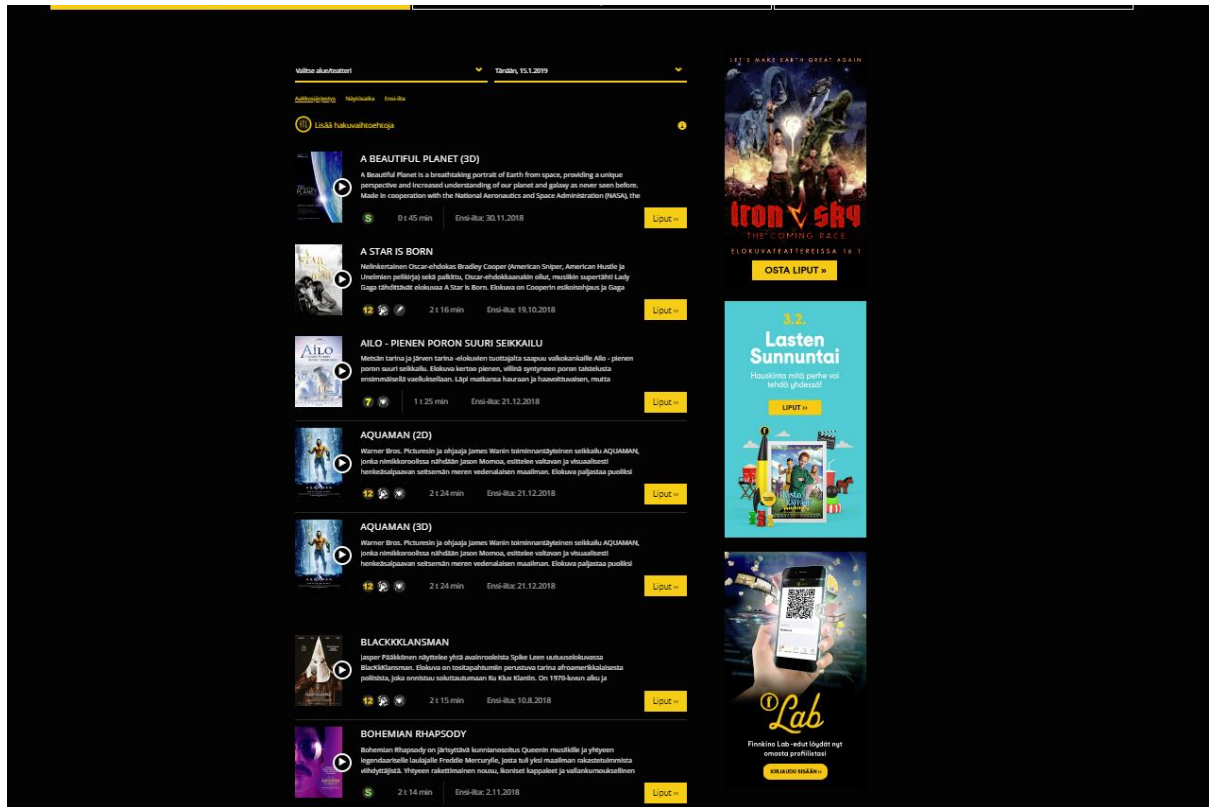
The panorama for the desktop is a visible ad placement that is used at the top of content pages.



4. Desktop Double Banner

→ 300 x 600

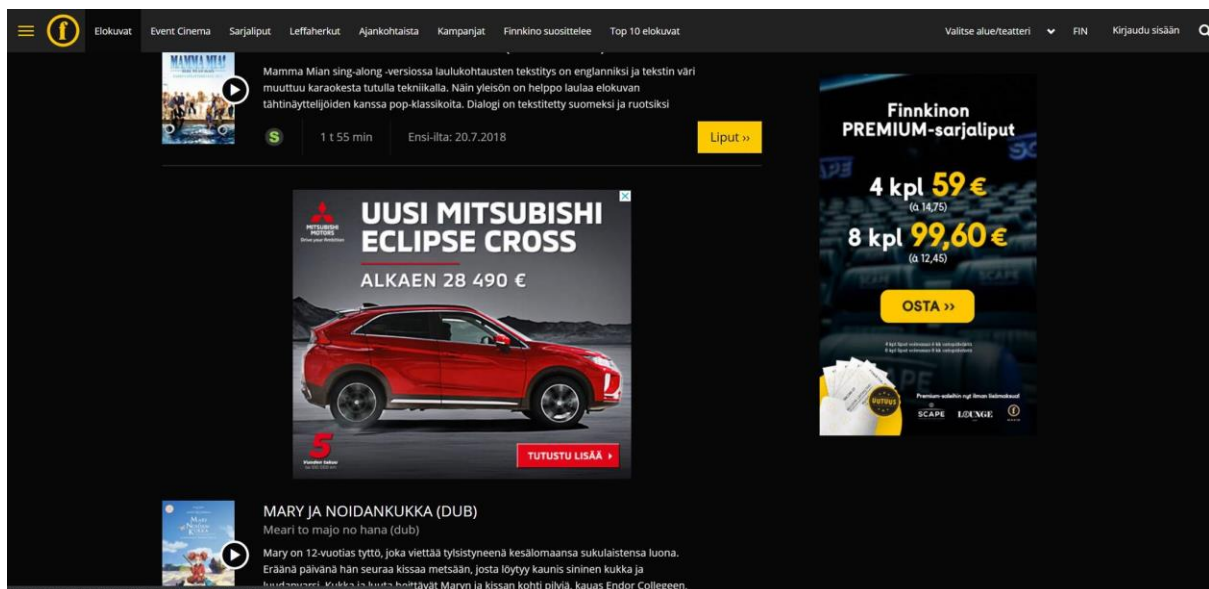
The movie pages contain the desktop double banner on the side of the page. Not only is this a visual ad, but it also makes the visual structure of the page better.



5. Box

→ 468 x 400

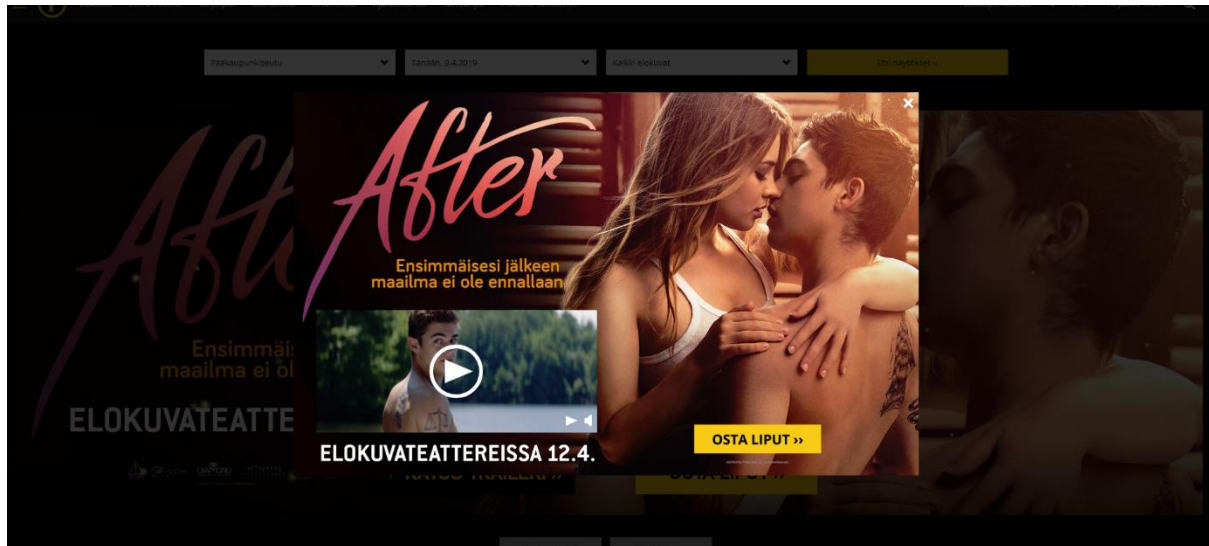
The box is visible in between movies on the movie list pages making it a visual ad because it cannot go unseen while scrolling through the movie page.



6. Desktop Interstitial (Floating Banner)

→ 980 x 600 px

The interstitial offers visibility. The interstitial will be shown to visitors as soon as they come to the website. Despite the large size, the message and material should be kept simple.



Adform Guidelines:

Manual:

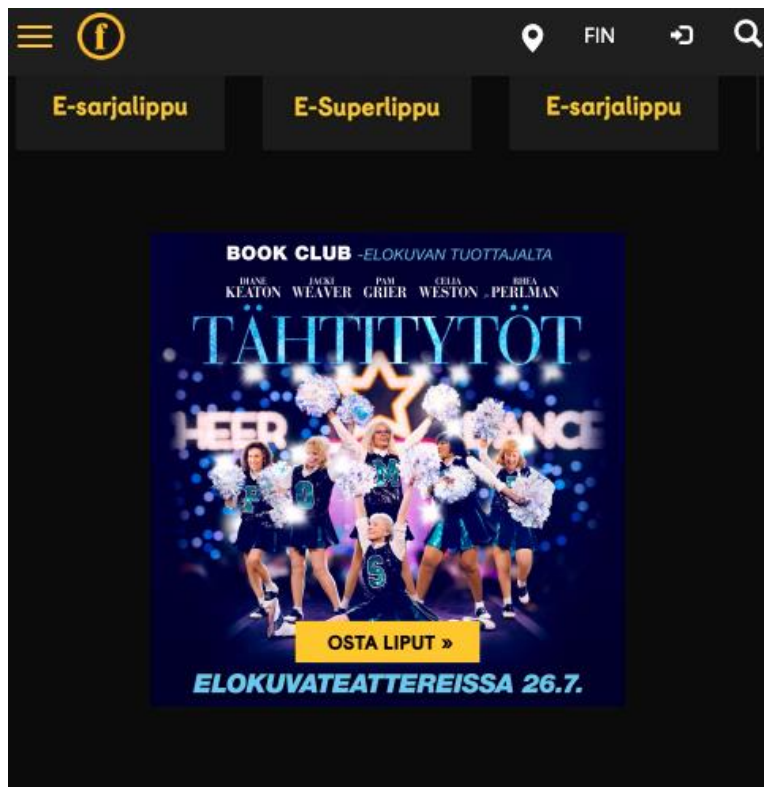
<http://showroom.adform.com/formats/55db8a3b18806286dccff0ec/manual.html>

Template:

<http://studio.adform.com/banners/workspace/bc6a4eda60186149b910b681416bab686>

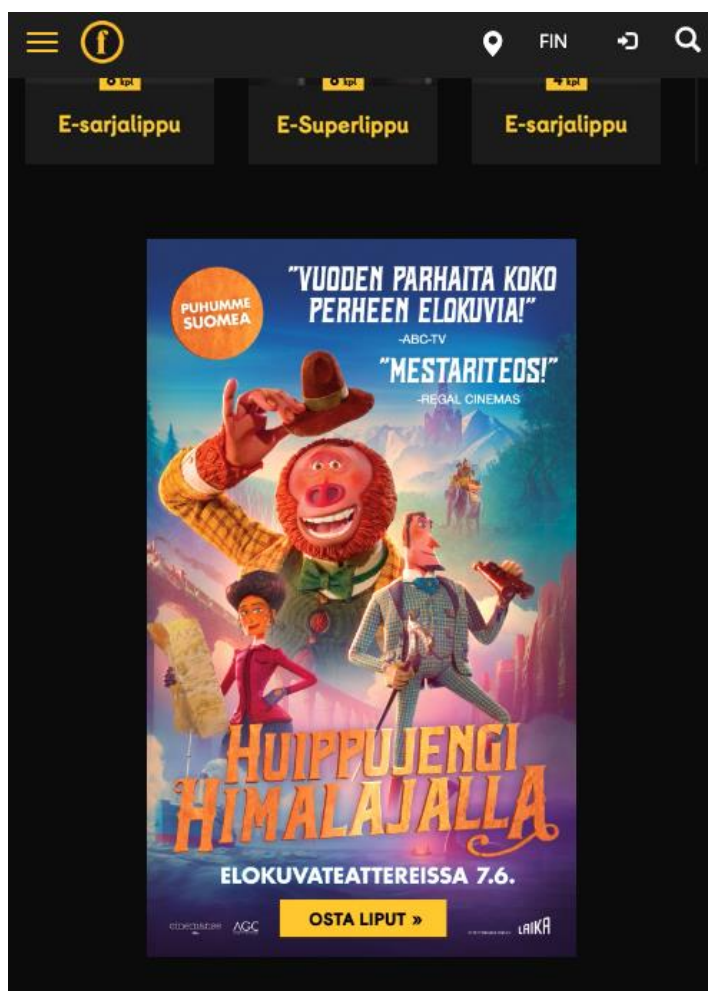
6. Mobile Parade

→ 300 x 300



7. Mobile double banner

→ 300 x 600



INREAD - VIDEO AD PLACEMENT:

The newest ad placement on Finnkino.fi is the Inread Video Ad which is visible on desktop and mobile in between the movie and show listings. This video ad can show a 5-30 second movie clip or trailer. The video starts playing automatically as the user scrolls on the page, and on the desktop ad, the video "hangs" on the right corner of the page without covering any content. The material should be one mp4 format video which is under 10mb.

The screenshot displays the Finnkino.fi website interface. At the top, there is a navigation bar with a menu icon and a search icon, followed by links for 'Elokvat', 'Event Cinema', 'Sarjaliput', 'Leffaherkut', 'Ajankohtaista', 'Kampanjat', 'Finnkino suosittelee', and 'Top 10 elokuvat'. The main content area features a large movie listing for 'GLASS' with a video ad overlay. The ad shows a person in a dark hooded jacket with the text 'TULOSSA ELOKUVATEATTEREIHIN M. NIGHT SHYAMALANILTA' and 'Jotkut meistä ovat luodinkestäviä.' Below this, there are several smaller movie listings for 'BOHEMIAN RHAPSODY', 'GLASS', 'GREEN BOOK', and 'IRON SKY THE COMING RACE'. Each listing includes a video ad icon, a rating, a duration, and a premiere date. On the right side, there is a promotional banner for 'Tilaa herkut ennakkoon!' featuring Coca-Cola and popcorn. At the bottom right, there is a small video player showing a scene from a movie.

Google Analytics tracking / tagging campaigns with Finnkino:

- Use small letters only

It is especially important to have the same distributor name in all the URLs. This is how we filter views in Google Analytics.

ADVERTISEMENT'S ON FINNKINO'S WEBSITE: ITM-tag

It is important to use the exact distributor code given. You should only use: itm_source, itm_medium and itm_campaign.

Website URL	Landing page URL = the landing page you the link should lead to
Campaign Source itm_source	Distributor name ex. sony
Campaign Medium** itm_medium	What advertisement? (heroimagedesktop, heroimagemobile, jne.) ex. heroimagedesktop
Campaign Name itm_campaign	The movie or campaign name ex. sony_searching
DO NOT use campaign term or content!	

Example.

https://www.finnkino.fi/event/302772/title/searching/?itm_source=sony&itm_medium=heroimagedesktop&itm_campaign=sony_searching

ITM Medium – use the ad NAME in Finnish.

The ad names used in ITM-tags:

tuplaboksi
paraati
panorama
Interstitiaali
jattiboksi
mobiiliparaati
mobiilituplabanneri
heroimagedesktop
heroimagemobile
inreadvid

ADVERTISEMENT'S ON OUTSIDE PAGES, LEADING TO FINNKINO'S PAGE: UTM-tag

Website URL	Landing page URL = the landing page you the link should lead to
Campaign Source utm_source	Campaign source, FB, Twitter, Youtube, Spotify? ex. facebook
Campaign Medium utm_medium	What kind of a campaign? Trailer, spot, still, post? ex. video
Campaign Name utm_campaign	Use your distributor GA id + movie or campaign name ex.wd_nutcracker sony_searching
Campaing Term	Do not use
Campaign Content (optional) utm_content	Separate what kind of an advertisement, ex 60s_spot or review_card_MeNaiset ex. 30s_traileri

Example:

https://www.finnkino.fi/event/302772/title/searching/?utm_source=facebook&utm_medium=video&utm_campaign=sony_searching&utm_content=30s_traileri

You can use this tool: <https://ga-dev-tools.appspot.com/campaign-url-builder/>