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## Advertising publications technical requirements in the “Construction.RU” online journal

1. A text is to be presented in the digital formats DOC, or DOCX (Microsoft Word)
2. Photos and illustrations are to be presented in the .jpg, .jpeg, or .png digital formats. A photo in the .tif format may be adopted after preliminary approval. Photos are to be in the landscape or horizontal format - 1500 px or more, 800 Kb and more.  
Photos are to be of good quality, as the editorial office does not process photos to improve their quality. Photos are to be well focused, especially as regards photos of speakers. Their faces, while being zoomed in on, must not be fuzzy and no granularity should be present.
3. Banners are accepted in the GIF, JPG, SWF, and HTML5 formats.  
The file size shall not surpass 70 Kb. Banners will not be adapted, modified or improved before publication.

### 3.1. Requirements for flash-banners:

- To make a flash-banner, Flash version 10 version should be used (Action Script 2.0), created with Adobe Flash/Macromedia Flash;
- A clickthrough will take place only after clicking on the flash-banner (event onRelease). While clicking a flash-banner, the website being advertised will open in a new browser window;
- To register the hits, one should use as a reference the button object on the upper layer within the following parameters (ActionScript 2.0):

```
on(release) {  
  getURL("http://www.ваш сайт /.", "_blank");  
}
```

- Flash-banner animation should not interfere with the page usage or make the perception of the main contents of the website page more difficult (it is forbidden to use sharply shifting and flickering clipart or design elements, blinking backgrounds, etc. in the design);
- The banner should have the function of a “rubber” banner in the case of the browser’s scaling down;
- In making a flash-banner, one should not use low-quality design elements, including:
  - malformed or snowy images (artefacts) due to file compression,
  - low resolution images (pixels visible) or images with vague graphic elements.

Prepared materials are to be sent to the editorial office at:

[admin@rcmm.ru](mailto:admin@rcmm.ru) or [red@rcmm.ru](mailto:red@rcmm.ru).