

# Hondzyk.com

Pricelist import description

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I am **mandatory column**. I must have values so your pricelist will be accepted and valid. I am explained on slide 2.

I am **optional column**. You dont have to fill me, but its good to put any information to me, so people who use the placement have enough information.

I am **special arrow**, I highlight the important optional columns

seller\_ic

Contains government identification number of the company (supplier).

seller\_name

Very exact name of supplier company.

web\_name

Website name for the placement. We recommend to use „domainname.com“. If the placement is „non-web-based“ (SMS, MMS, e-mail, ...), please insert commonly used exact media name (f.e. „Supplier A SMS pack“). If you use packs/networks, please use the names of the websites within the pack, or particular pack name. This name **MUST** be linked to particular supplier – f.e. NOT „Pack men“, but YES „Yahoo pack men“.

web\_url

URL of the particular website, in case of packs ideally all websites URLs. Or another unique wording (f.e. for non-web placements it can be the same value as web\_name)

section\_name

Section of the website from web\_name where placement is placed.

section\_url

URL of the section\_name placement. Similar rules as for web\_url

format\_name

Particular advertising format name.

buy\_unit\_days

Number of days when format will be placed. For example for standard weekly planning insert „7“. For SMS, MMS, e-mailings please insert „1“. For immediate placements insert „1“ too.

price\_units\_number

Usually number of impressions guaranteed for particular price from the column „price“. If the format has no impressions guarancy or if its 1 shot placement like PR article, please insert „1“. For CPT price please insert „1000“. Only numbers may be in this column. May contain another units as clicks, conversions, usages, ...)

price

Price corresponding with particular placement, format and number of units declared in price\_units\_number.  
Must always be a number in particular country currency, but shall NOT contain the currency formatting, nor thousands separators.

users

Estimated number of users that will be reached by the format and placement if the price\_units\_number will be ordered.

format\_max\_symbols

If the format contains text, please state maximum number of characters (including spaces)

format\_width

Format width in pixels

format\_height

Format height in pixels

format\_next\_dimensions

Other ad format sizes. Please insert here the size of more complicated ads (f.e. 300x300 + 600x300 for overlayer). Here you may insert standard ad size as WIDTHxHEIGHT, f.e. 468x60, instead of putting this into format\_width, format\_height.

format\_max\_KB

Maximum allowed kB filesize of the ad format

rotation

Rotation of clients on particular position = what part of the total ad capacity takes our pricelist placement

position\_category

Ad format category according country categorisation

web\_description\_tp

Technological specifications description valid for particular website

position\_description\_tp

Technological specifications description valid for particular placement

position\_description

placement description – **VERY IMPORTANT** column. Please place here all the details or important information related to this placement

seller\_email\_reservation

e-mails where to send placement reservations (divided by comma)

seller\_email\_order

e-mails where to send placement orders (divided by comma)

seller\_email\_materials

e-mails where to send/traffic banners/codes/ads (divided by comma)

seller\_description\_tp

Technological specifications description valid for particular publisher

screenshot\_url

URL (and URL ONLY without any other texts) of particular placement screenshot

screenshot\_url\_0  
screenshot\_url\_1  
screenshot\_url\_2

Another URLs with screenshots possible

buying\_model

Very important column, shall consist of information what buying model is related to particular pricelist placement/position/ad. Column may have the following text values:

- **CPM** - if the placement is being sold for CPM (Cost Per Mile) = CPT (Cost Per Thousand) price = price for 1 000 impressions of the ad. This shall be used when number of units in particular column is 1 000 only.
- **Cost Per Period** - if the placement is being sold for particular period (week, month, ... ) does not matter if with or without guarancy of impressions. For example 2 mio impressions per week for the price 2 300 EUR. (note: the fact if the impressions are guaranteed or not is mentioned in column called fixed\_position – see below)
- **CPC** - if the placement is being sold for Cost Per Click = price per number of clicks realized
- **CPA** - if the placement is being sold for Cost Per Action = Cost Per Conversion
- **CPX** - if the placement is being sold for Cost Per X where X may be absolutely anything you want (yes, even kittens!)
- **Cost per E-mail** - if the ad is an e-mail and price is for 1 or more e-mails
- **Cost Per Play** - if the placement is being sold for the Price for 1 or more Plays (used mostly for videos)
- **Cost Per SMS/MMS** - if the ad is SMS/MMS and the price is for 1 or more SMS/MMSs

fixed\_position

Is „1“ if the placement has no guaranteed number of impressions = the price is for placing it, not for displaying it particular number of times. May be „0“ if impressions are guaranteed.

non\_ac

Shall be 1 if the on the placement cannot be applied agency commision (additional discount to volume discount)

position\_charges

List of charges that may be applied to the position price, usually having some additional effect as Overlay, Video, Targeting.

All charges and values shall be put here in the mask „CHARGE1 NAME (CHARGE1VALUE); CHARGE2 NAME (CHARGE2VALUE); CHARGE3 NAME (CHARGE3VALUE);“

For example, if you provide for particular position video possibility with 50% charge and Age targeting for 30% charge, the cell shall be filled with „Video (50); Age targeting (30)“

maximum\_capacity

Maximum unit capacity of particular placement. For example how many impressions or clicks may be realized by particular placement within particular period. F.e. if we sell 1 mi oimpressions per week, but the capacity of the placement is 20 mio, this column will have value of 20 000 000.

language

What language uses the website? (you may mention more languages separated by comma)jakým jazykem je psaný daný web? (možné i více jazyků oddělených čárkou)

click\_tag

ID of accepted clicktag of Flash banners according categorisation from honzdyk.com

file\_types

What filetypes are acceptable on particular placement? F.E. Flash, GIF, JPG, PNG, text, ...

private\_position

For evidence of particular agency private position (different background color)

non\_fee

For evidence of the position where standard volume fee shall not be applied. (1 = don't apply the fee)