



Technical specification

Allegro Group & GG Network

January 2012

General assumptions

- Allegro Group & GG Network (hereinafter "Publisher") requires to submit the complete set of creatives for the whole campaign period.
- The set of creatives must be submit at least 2 workdays (banner's campaign) or 9 workdays (video streaming, rich media) before the campaign starts. Otherwise we cannot guarantee the materials will be verified on time.
- Creatives must have dimensions and file size (see table: 'Restrictions for creatives').
- SWF creatives can be made in any Flash version up to Flash 10, but GG Network cannot assist in checking proper implementation of required functions if ActionScript 3 is used. The creative agency is always responsible for proper implementation of the functions specified in this document!
- SWF (Flash) creatives should have supplementary creatives in GIF or JPG format. Supplementary files are not required for the following creative forms: toplayer, brandmark. For expanding forms, the supplementary creatives should have the size of the "closed" state.
- Maximum frame rate for GG messenger is 18 fps (Frames per second).
- Ad creatives or creative codes causing errors or warnings during an advertisement's delivery will not be accepted.
- Publisher **does not engage in preparation of creative codes for advertisements.**
- Publisher reserves the right to remove or stop any advertisement which is not prepared according to the rules.
- Display of the advertisement by Publisher does not automatically mean that Publisher accepts that such advertisement is provided in accordance with the specifications.

What is forbidden?

- It is forbidden to create the ads dragging additional elements or referring to external files.
- It is forbidden to make any kind of transformation, which excessively consume CPU resources, especially performed periodically. This kind of creations may be rejected.
- It is forbidden to imitate Publisher's graphics symbols without Publisher's consent.
- It is forbidden to use in the creatives the basic system buttons such as "Close", "OK" buttons, icons, minimize and close windows, operate differently than is apparent from their typical functions.
- It is forbidden to create the ad in the form of messages and system warnings.
- The buttons shown on the creatives must carry out functions in accordance with the messages presented on the buttons.
- It is forbidden to use scripts that change the browser window (its size, position, etc.). The only exceptions are creatives that assume actions of this type.
- It is forbidden to use scripts to monitor user's interaction (e-tuning).
- It is not permitted to cover creatives containing transparent areas with invisible clickable buttons – only parts of the creative that are visible to the user may redirect to the advertiser's website (landing page) upon clicking.
- Audio in creatives cannot be initiated automatically and can be initiated only by user click.

- It is forbidden to use of white spaces and forbidden characters in file names. You should only use lowercase letters of the English alphabet, underscores and numbers (example: „my_movie.flv”).

General requirements for creative forms

Images (GIF/JPG/PNG)

- Creatives must have the same size as defined in the media plan.
- Images must have the same file name as SWF files (differing only in file name extension) if they are meant to be used as alternative versions of Flash creatives.

Flash (SWF) creatives

- Creatives must have the same size as defined in the media plan.
- All SWF creatives must include the `_root.clickTag` parameter to enable the ad server to track clicks.
- If a creative utilizes more than one `clickTag` ('multi-click' creative), those `clickTags` should follow the following naming convention (pay special attention to the character case): `_root.clickTag1` for landing URL #1, `_root.clickTag2` for landing URL #2, etc.

The complete set of materials

By the complete set of materials we mean:

- ✓ The complete set of creatives fulfilling the specification requirements.
 - ✓ The hexadecimal color code to be used for the background (if color is different than white: #FFFFFF).
 - ✓ URL (*Uniform Resource Locator*) address(es) of active landing page(s).
 - ✓ Custom creative codes, if they are required.
- If more than one landing page is used in a campaign, you should always provide information about which URL a particular creative should be assigned to.
 - For chat window on instant messaging client you need to submit creatives in two different size: 400×50px (for older versions of the messenger) and 500×100px (the newer than 7.x version of GG messaging client).
 - For instant messaging contact list you need to submit creatives in two different size: 230×33px (for older versions of the messenger) and 300×60px (the newer than 7.x version of GG messaging client).
 - There is possible to emit only maximum one creation form on the communication box (400×265 / 600×500) per day.
 - There is possible to emit maximum two creatives per day (rotation mode) on the other forms of GG messaging client.

Naming conventions:

- It is recommended to use file names following this pattern: creativeform_size_version (example: gaduair_karta_500×100_v2.swf) .
- You should only use lowercase letters of the English alphabet, underscores and numbers; it is recommended to avoid spaces in file names.
- It is not recommended to use special characters <, >, |, \, :, (,), &, ,, and spaces in address of WWW page (target page, URL redirect for measuring clicks, etc.). However, the character / (slash) is allowed. In the case using the reserved characters, Publisher is not responsible for malfunction during a broadcast.

Restrictions for creatives

NAME	FORMAT	DIMENSIONS	WEIGHT
Chat window banner	GIF, JPEG, SWF,	400×50 pixels (client's version: 7.x and older)	20 kb
Chat window banner	GIF, JPEG, SWF,	500×100 pixels (client's version: 8.x and newer)	35 kb
Contact list banner	GIF, JPEG, SWF,	300×60 pixels (client's version: 8.x and newer)	25 kb
Contact list banner	GIF, JPEG, SWF,	230×33 pixels (client's version: 7.x and older)	20 kb
Welcome box	GIF, JPEG, SWF	400×265 pixels (client's version: 7.x and older)	30 kb
Welcome box	GIF, JPEG, SWF	600×500 pixels (client's version: 8.x and newer)	45 kb
Logo / button	GIF, JPEG, SWF,	120×20 pixels	15 kb
User search window	GIF, JPEG, SWF	500×100 pixels (client's version: 8.x and newer)	35 kb
User search window	GIF, JPEG, SWF	400×50 pixels (client's version: 7.x and older)	20 kb
VideoAd (streaming)	FLV	400×50 / 500×100 / 400×265 / 600×500 px	Up to 2 MB
Hoover (ver. GG 8.x)	PNG	92 pixels width (obligatorily) / 70-170px height	30 kb
Hoover (ver. GG 10.x)	JPG	300×100 pixels	25 kb
KomunikAD / AdPoczta	HTML	600×500	30 kb

Skin	ggskin	Suggested maximum height 800 px	300 kb
Mailing (GG Network)	HTML		50 kb
Mailing (Bankier / PRNews / Pit.pl / Vat.pl)	HTML		100 kb
Billboard	GIF, JPEG, SWF	750×100 px	40 kb
Double Billboard	GIF, JPEG, SWF	750×200 px	40 kb
Expand Billboard	SWF	750×100px → 750×300px	55 kb
Banner	GIF, JPEG, SWF	468×60 pixels	25 kb
Baner	GIF, JPEG, SWF	600×45/50 pixels	30 kb
Baner	GIF, JPEG, SWF	600×80 pixels	35 kb
Baner	GIF, JPEG, SWF	700×100 pixels	40 kb
Baner	GIF, JPEG, SWF	735×150 pixels	45 kb
Box	GIF, JPEG, SWF	300×150 pixels	30 kb
Box	GIF, JPEG, SWF	390×35 pixels	20 kb
Box	GIF, JPEG, SWF	300×30 pixels	20 kb
Box	GIF, JPEG, SWF	220/230×250 pixels	20 kb
Box	JPEG	182×298 pixels	35 kb
Box	JPEG	184×188 pixels	30 kb
Box	JPEG	210×100 pixels	20 kb
Button (WWW)	GIF, JPEG, SWF	120×60 / 120×90 pixels	15 kb
Large rectangle	GIF, JPEG, SWF	336×280 pixels	40 kb
Medium rectangle	GIF, JPEG, SWF	300×250 pixels	40 kb
Wide Skyscraper	GIF, JPEG, SWF	160×600 pixels	40 kb
Skyscraper	GIF, JPEG, SWF	120×600 pixels	40 kb
Brandmark	SWF	300×300 pixels	40 kb
Toplayer	SWF	4:3 ratio, suggest 400×300 px	40 kb
Scroller	GIF, JPG	800×30 pixels	20 kb
Footer	SWF	1024×300 pixels	55 kb
Screening (wallpaper)	GIF, JPG, PNG	1600 pixels (maximum wide)	50 kb
Open.FM Starter's spot	mp3	Up to 8 seconds	256 kbps

Open.FM spot (standard)	mp3	Up to 30 seconds	256 kbps
Open.FM Video startowe	flv	Up to 15 seconds reduce automatically to 304×171px (16:9) size	500 kB
Text links	txt	55 letters	
GG Mobile (screens with higher resolution)	PNG	900×150px	50 kb
GG Mobile (screens with lower resolution)	PNG	300×50px	8 kb

Requirements for advanced creative forms

Brandmark

- The creative needs a closing cross to make it disappear on user interaction with a function call attached to it, named `onCrossClick`.
The 'closing cross' is a rectangular button with a size of at least 14×14 pixels; it usually displays not only a cross but also the word 'Close'.
- The creative needs a button to minimize the advertisement to a small bar with a function call attached to it, named `minimize`.
In that bar shape the advertisement cannot block the web page outside the bar's dimensions. The size of the visible area in the minimized state is defined by numerical parameters in the ad template (in the ad server interface). It is forbidden to let the transparent area of the standard sized advertisement be clickable or to make it impossible to click on links in the web page content.

IMPORTANT: in this type of creative, the button symbol cannot cover the bar's area, clicking on it should not take users to the landing page!

- The creative needs a button to reset the advertisement to its standard size with a function call attached to it, named `maximize`.
The function is responsible for expanding the visible area of the standard size. This size is defined by numerical parameters in the ad template.

ActionScript 2.0

Closing cross

```
on (release){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.onCrossClick);
    }else{
        getURL("javascript:"+_root.onCrossClick+"()", "_self");
    }
}
```

Minimize button

```
on (release){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.minimize);
    }else{
        getURL("javascript:+"_root.minimize+"();","_self");
    }
}
```

Maximize button

```
on (release){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.maximize);
    }else{
        getURL("javascript:+"_root.maximize+"();","_self");
    }
}
```

ActionScript 3.0

```
var onCrossClick:String=LoaderInfo(this.root.loaderInfo).parameters.onCrossClick;
var minimize:String=LoaderInfo(this.root.loaderInfo).parameters.minimize;
var maximize:String=LoaderInfo(this.root.loaderInfo).parameters.maximize;

closeButton.addEventListener(MouseEvent.CLICK,closeAds);
function closeAds(e:MouseEvent):void{
    if(onCrossClick){
        ExternalInterface.call(onCrossClick);
    }
}

minButton.addEventListener(MouseEvent.CLICK,minimizeAds);
maxButton.addEventListener(MouseEvent.CLICK,maximizeAds);
function minimizeAds(e:MouseEvent):void{
    if(minimize){
        ExternalInterface.call(minimize);
    }
}
function maximizeAds(e:MouseEvent):void{
    if(maximize){
        ExternalInterface.call(maximize);
    }
}
```

Toplayer

The creative needs a closing cross to make it disappear on user interaction with a function call attached to it, named `onCrossClick`.

The 'closing cross' is a rectangular button with a size of at least 14×14 pixels; it usually displays not only a cross but also the word 'Close'.

ActionScript 2.0

```
on (release){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.onCrossClick);
    }else{
        getURL("javascript:"+_root.onCrossClick+"();","_self");
    }
}
```

ActionScript 3.0

```
var onCrossClick:String=LoaderInfo(this.root.loaderInfo).parameters.onCrossClick;

closeButton.addEventListener(MouseEvent.CLICK,closeAds);
function closeAds(e:MouseEvent):void{
    if(onCrossClick){
        ExternalInterface.call(onCrossClick);
    }
}
```

Expand

Your creative should have an active area over its whole surface and throughout the complete animation sequence (both in folded and unfolded state) with the following function calls attached:

ActionScript 2.0

```
on (rollOver){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.doexpand);
    }else{
        getURL("javascript:"+_root.doexpand+"();","_self");
    }
}

on (rollOut){
    if(flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.dolittle);
    }else{
        getURL("javascript:"+_root.dolittle+"();","_self");
    }
}
```

ActionScript 3.0

```
var doexpand:String=LoaderInfo(this.root.loaderInfo).parameters.doexpand;
var dolittle:String=LoaderInfo(this.root.loaderInfo).parameters.dolittle;

target_button.addEventListener(MouseEvent.ROLL_OVER, mouseRollOver);
target_button.addEventListener(MouseEvent.ROLL_OUT, mouseRollOut);
function mouseRollOver(e:MouseEvent):void{
    if(doexpand){
```

```

        ExternalInterface.call(doexpand);
    }
}
function mouseRollOut(e:MouseEvent):void{
    if(dolittle){
        ExternalInterface.call(dolittle);
    }
}

```

The size of the visible area in folded and unfolded state is defined by numerical parameters in the ad template. When moving the mouse pointer over the advertisement it should unfold, after moving it off the advertisement's area the banner should fold back to the original state and size. Please be aware that some publishers only allow expansion (unfolding) on click event, the campaign managers can always provide such information if needed.

IMPORTANT: expanding creatives do not work when placed inside an iframe.

Scroll / Scroll Footer

- In case of SWF creatives, the scrolling should be carried into effect in the creative.
- In case of IMAGE type creatives, the image should be static – the scrolling will be carried into effect by special functions in the creative code.

The creative also needs a closing cross to make it disappear on user interaction with a function call attached to it, named `onCrossClick`. The code for this function call is included in the specification of Toplayer ads of this document.

If there is no closing cross on the creative, a standard one may also be added via the ad template itself (in the ad server interface).

VideoAd (streaming video)

- You are required to prepare creatives set: video creative in Flash Video (FLV) format and SWF (Flash) creative to playback FLV creative.
- SWF (Flash) creative must have Play/Pause/Sound On/Sound Off controls.
- VideoAd must be looped.
- Sound in the creative must be turned off by default and can be played only after user's interaction (by click on the Sound On button).

E-Mailing

You are required to provide:

- ✓ The HTML file and images (less than 30 kb);
- ✓ Footer with advertiser details;
- ✓ Reply-to e-mail;
- ✓ E-mail test addresses;

- ✓ E-mail topic;
 - ✓ Name of the sender;
 - ✓ *Snippet* that is the text up to 250 characters, which appears in the message window.
- Font encoding: UTF8.
 - It is forbidden to use scripts (Java Script, VB Script, itp.)
 - The HTML code may not contain <TITLE> and <META> other than the font encoding declaration and the declaration <!DOCTYPE . . .>
 - Style Sheets (CSS) can not be stored in a separate file - style must be set in the HTML file directly.
 - You should use the style attribute in the relevant tag (inline style).
 - You should not use the CSS to set the background image.
 - Inline style should be defined primarily in the SPAN and A tags. If you use mailboxes on portals most styles in other tags will be lost.
 - E-mailing cannot exceed 30 kB .
 - Any redirection to advertiser's webpage or displaying of new elements delivered from client's webserver must not be done automatically. It can be performed only by clicking a hypertext link in the e-mail.
 - It is forbidden to embed unsafe attachments (for example file that ends with extension ".exe").
 - Links to advertisers page (URL) must have the attribute target="_blank".
 - You should define the ALT attribute for images.
 - You must define the attribute BORDER="0" for images, especially if the image is linked.
 - You should use BGCOLOR attribute to keep the color of ad in a situation when images will be blocked.
 - To center the creation, use TABLE tag with the attribute ALIGN="center".
 - It is forbidden to use the positioning elements (position: absolute).
 - External tracking codes, in the form of an image downloaded from an external server, should contain the parameter nochangeurl="1".

Example:

```

```

KomunikAD / AdPoczta

You are required to provide:

- ✓ The HTML file and images (600×500px; less than 30 kb);
- ✓ Name of the sender;
- ✓ Subject of the KomunikAD.
- ✓ Header (maximum 20 characters)
- ✓ Icon in PNG format with dimensions 50×50 pixels.

- All components of KomunikAD (images, text, HTML files) must be submitted to traffic department as a ready-made advertising materials and are retrieved from the GG Network's server.
- Any redirection to advertiser's webpage or displaying of new elements delivered from client's webserver must not be done automatically. It can be performed only by clicking a hypertext link in the KomunikAD.
- It is forbidden to use the JavaScript code, frames, dynamic HTML elements and ActiveX objects.
- Style Sheets (CSS) have to be defined directly in the HTML of the KomunikAD.
- It is forbidden to use the <TEXTAREA> tag. You can not use the attribute type="image" in the <INPUT> tag . The code can not contain <TITLE> and <META> other than the font encoding declaration and may not contain the declaration <!DOCTYPE...>.
- HTML source code must be free from any errors.
- The Polish fonts should be encoded as UTF-8 with proper HTML font encoding declaration.

RSS

You are required to provide:

- ✓ text message, with a maximum length of the 35th characters (including whitespace);
 - ✓ URL (*Uniform Resource Locator*) address(es) of active landing page(s).
- The RSS content do not promote specific brands.
 - Text advertising link can move only to the services, or special sections within GG Network's websites.

Footer

Requirements for creation:

- ✓ format: SWF (flash);
- ✓ dimension 1024×300 px;
- ✓ The creative needs a closing cross to make it disappear on user interaction with a function call attached to it, named onCrossClick. The 'closing cross' is a rectangular button with a size of at least 14×14 pixels.

ActionScript 2.0

```
on (release){
    if (flash.external.ExternalInterface.available){
        flash.external.ExternalInterface.call(_root.onCrossClick);
    }else{
        getURL("javascript:"+_root.onCrossClick+"()", "_self");
    }
}
```

ActionScript 3.0

```
var onCrossClick:String=LoaderInfo(this.root.loaderInfo).parameters.onCrossClick;
closeButton.addEventListener(MouseEvent.CLICK,closeAds);
function closeAds(e:MouseEvent):void{
    if(onCrossClick){
        ExternalInterface.call(onCrossClick);
    }
}
```

This function must be called automatically by the creative 15 seconds after the first emission of the Footer.

Example ad:

<http://demo.adocean-global.com/?x=Footer>

Rollband

The creative made in Flash technology, broadcast on the layer above the content of the site, framed the entire width of the browser window.

Requirements for creation:

- ✓ dimension 750×100 / 750×200;
- ✓ format: SWF.

Example ad:

<http://demo.adocean-global.com/?x=Rollband>

Rollband Video

You are required to provide:

- ✓ Video in flv format (aspect ratio 4:3 / 16:9);
- ✓ Banner size 240 x 200 (JPG / PNG formats).
- ✓ The background color of the frame (optional).
- ✓ Logo – size 25×25px; GIF / PNG / JPG formats (optional).

Example ad:

<http://demo.adocean-global.com/?x=RollbandVideo>

AdOcean In-text

You are required to provide:

- ✓ Title: up to 30 characters.
- ✓ Text message: up to 100 characters.
- ✓ Visible URL: up to 30 characters.
- ✓ URL (*Uniform Resource Locator*) address(es) of active landing page(s).
- ✓ List of key phrases (separated by comma).

- ✓ List of excluding phrases (optional).

Available templates:

- **AdOcean In-text 250×110**
Parameters: title, text message, link.
- **AdOcean In-text 280×230**
Parameters: title, text message, link and logo (up to 260×110 px GIF, JPG, PNG or SWF).
- **AdOcean In-text 300×330**
Parameters: title, link & logo (up to 280×260 px GIF, JPG, PNG or SWF).
- **AdOcean In-text 300×330 video**
Parameters: title, link & video (up to 280×260 px FLV).
- **AdOcean In-text 370×120**
Parameters: title, text message, link & logo (up to 100×100 pikseli GIF, JPG, PNG or SWF).

Example ad:

<http://demo.adocean-global.com/?x=Intext>

Drawbridge

Number of required files: 3 .

This creative format consists of three SWF files: two skyscrapers and a wide toplayer. The display of this ad starts by showing the skyscrapes and after user interaction (typically moving the mouse pointer over the one of the skyscrapers) the toplayer is revealed.

The user interaction should have the **doexpand** function call attached to it, while the folding (collapse) of the skyscrapers should be realized by the **dolittle** function call. The code for these function calls is included in the specification of Expanding ads of this document.

The middle element of the ad is the toplayer. It needs a closing cross with the **onCrossClick** function call attached to it. The code for this function call is included in the specification of toplayer ads of this document.

Example ad:

<http://adhoc.gadu-gadu.pl/reklama/formy/drawbridge/>

Screening

Creation consists of two files: a billboard/double billboard and wallpaper. Wallpaper is a non-clickable form.

Requirements for creation:

- ✓ Billboard / double billboard – weight according to the table.
- ✓ The standard width of the wallpaper: 1024 or 1280 pixels. Up to 1600 pixels. Weight up to 50 KB.

GaduGadu Mobile (mobile messenger)

You are required to provide banner in two different resolutions. The system checks the screen resolution and orientation of the logged-on device (smartphone, tablet, etc.) and automatically rescales the banner, choosing the correct format.

Set of creatives:

- ✓ Banner 900×150px – dedicated to devices with a screen resolution higher than 300px (portrait).
- ✓ Banner 300×50px – dedicated to devices with a screen resolution lower than 300px (portrait). Due to the small dimensions of the creative, which after rescaling can be transmitted even in the width of 100px, we suggest avoiding small graphic elements that may distort the content.
- ✓ URL (*Uniform Resource Locator*) address(es) of active landing page(s).
- ✓ (Optional) External codes to track emissions (pixel) and number of clicks (redirect).
- ✓ (Optional) Images to pre-landing page. Format: PNG. Weight: up to 50 kb. Dimensions: 900×1800px (portrait) and 1800×900px (landscape). Images will be scaled to the width of the screen while maintaining the aspect ratio.

IMPORTANT:

- Due to the lack of support for Adobe Flash technology in Symbian, iPhone and iPad, landing page should not contain elements of this technology.
- The landing page can not be link directly to the Apple Store or Android Market. In this case you are required to prepare an indirect WWW page with clickable elements redirecting to the market.

Rich Media

Rich Media creative guidelines:

- ✓ Emission of Rich Media creatives whose weight exceeds the weight limits of the standard format of advertising is possible on a *polite download* principles. Polite technology allows part of the ad to load before the content; the rest loads once the content is finished.
- ✓ Weight elements of uploaded automatically (without user action) can not be more than 300 kb.
- ✓ If the weight of additional elements exceed 300 kb, it can be done only after a user action - ie when you click or hover on the creative.
- ✓ In any case, it is recommended to place the appropriate message in the creation of a "Click to see more", etc.

The overall specification of the Rich Media creation is included in separate documentation, supplied on request.

FAQ

How to include clickTag parameter in SWF creatives?

- Create a new layer on top of a prepared animation.
- Draw a rectangle on it, then transform it into a button type symbol.
- Set this button to be completely transparent.
- Assign the following function call to the button's on (release) event:

ActionScript 2.0

```
on (release){
    getURL(_root.clickTag, "_blank");
}
```

ActionScript 3.0 (for GG instant messaging client)

```
myButton.addEventListener(MouseEvent.CLICK, function() {
    if (root.loaderInfo.parameters.clickTag) {
        navigateToURL(
            new URLRequest(root.loaderInfo.parameters.clickTag),
            "_blank"
        );
    }
});
```

ActionScript 3.0 (for WWW)

```
var clickTag:String=LoaderInfo(this.root.loaderInfo).parameters.clickTag;

target_button.addEventListener(MouseEvent.CLICK, targetUrlHandler);
function targetUrlHandler(e:MouseEvent):void{
    if(clickTag){
        var req:URLRequest = new URLRequest(clickTag);
        if(!ExternalInterface.available){
            navigateToURL(req, "_blank");
        }else{
            var strUserAgent:String = String(ExternalInterface.call("function(){
            return navigator.userAgent;
            }").toLowerCase());
            if(strUserAgent.indexOf("firefox") != -1 ||
            (strUserAgent.indexOf("msie") != -1 &&
            uint(strUserAgent.substr(strUserAgent.indexOf("msie")+5,3))>=7)){
                ExternalInterface.call("window.open", req.url, "_blank");
            }else{
                navigateToURL(req, "_blank");
            }
        }
    }
}
```

What is the maximum CPU load for the creatives?

- Any advertisement cannot slow the system performance to the extent that it impedes the functioning of other applications. The CPU load is determined on a standard 2.0 GHz processor (e.g. Intel Celeron 2.0 GHz or AMD Duron 2.0 GHz) with Flash Player version 10 installed.
- The maximum CPU load of ads constantly displayed on instant messaging application cannot exceed 20% on a standard processor . A temporary increase of CPU load of standard processor is unacceptable.
- The maximum CPU load of ads, which may be closed by a user cannot exceed 30% on a standard processor .