**Terms of reference for site PINOX coding**

**Site blocks:**

1. Top menu:
2. The logo of the company PINOX is in the top left corner at the same level with menu items.
3. Menu items ( anchore, to the page blocks): PINOX, Publishers, Advertisers, Contact us, Log in.

**2. Block 1.1 - PINOX**

Test: “PINOX is an innovative solution for publishers and advertisers. Monetize mobile traffic with the help of the most advanced tracking platform. “ The block is high (70% of the visible area), and width is 100% of the screen. The background of the block is animated in the form of video sequence, as in the example - <https://www.paypal.com/by/webapps/mpp/home>

The video sequence should be abstract (traffic, mobiles, money, electronic payment).

**Block 1.2 - PINOX**

text: “ Why PINOX?”

**Block 1.1.2** - “ We speak the same language with you. Professionals are always ready to solve any question fast .”

**Block 1.1.3** - “Innovative tracking platform allows PINOX to process hundreds of thousands of incoming traffic flows in a split second. The traffic loss is equal to zero.”

**Block 1.1.4** - “ We work only with trusted advertisers.”

**Block 1.1.5**  - “We provide fast withdrawal and individual approach to each client.”

**Block 1.2.1**

The button “Join” that provokes pop-up windows with registration form for a new publisher/advertiser with the capability to close the form, with checkbox “ I agree to the Terms of Service,  User Agreement and Privacy Policy.”

There is a text under the button “ it’s quick and simple…” written in not big grey font.

**Block 1.3 Publishers**

**Block 1.3.1 Innovative tracking platform**

“ We suggest you advanced analytics that allows to monitor your revenues. Monitor your Earnings Per Click rate (EPC), Click-Rate (CR), CTR and other important information.

**Block 1.3.2 Unique Tools**

“PINOX supplies its Publishers with open API, which allows to interact with the external tracking platforms, get and transfer any information and request the access to the offers!”

**Block 1.3.3 Fabulous support**

“We provide high payouts and flexible thresholds upon all the offers. We don’t delay the payouts and regularly notify about the best exclusive offers!”

**Block 1.3.4 At the highest speed**

“The speed of redirect with the affiliate link to the advertiser’s landing page is the highest. On that basis the traffic loss reduces to the lowest values.”

**Block 1.3.4 - The button of registration form**

The button is under the blocks with the information for publishers (1.3.1 - 1.3.3). The text on the button is “Start earning”, the text under the button “you get profit...”

**Block 1.4 Advertisers**

**Block 1.4.1 Warranty of quality**

“We work with a range of trusted publishers: no single tracking related issue and only measurable results. Moreover PINOX uses modern tools to track the fraud leads, such as **Forensiq**.”

**Block 1.4.2 You dictate the terms**

“PINOX suggests flexible terms of cooperation. You choose the audience according to the following parameters: geography, the time of day, impressions frequency limits, operating system, device, placement and site…”

**Block 1.4.3 Efficiency and reliability**

“We unite the best publishers and advertisers merely in some hours. PINOX is the best solution if you need tons of quality traffic in limited period of time. Pay only for the result!”

**Block 1.4.4 The button of application form to register as advertiser**

Text - “Leave an application”. Text under the button “fast integration…”. If you click on the button, a pop-up form arises with the fields “Name”, “Skype”, “Email”, “Sample landing page URL”, “Targeting”, “Description”, verification code field (Captcha)and the button to send the data.

**Block 1.5 Contact details/Footer**

The block includes the information about the company:

-Logo

-Links to social networks (Facebook, Twitter)

-Email address and skype

-Link to Privacy Policy, Terms of Service and User Agreement

-Copyright

**Desirable color:**

The main background should be white. Either you may suggest your view on the color.

1. The graphic objects for each block are chosen by the designer.
2. The texts should be readable.
3. These are the examples of the sites that have preferable design: <http://www.mundomedia.com/> , <http://w4.com/>