



MEDIAWORKS

DIGITAL ADVERTISING SPECIFICATIONS

Updated: October 2019

STANDARD

Leaderboard & Mobile Web Banner	3
Medium Rectangle	4
Half Page	5
Billboard	6

RICH MEDIA

In-Banner Video	7
MREC & Half Page Expandable	8
MREC Cube	9
Half Page Spinner	10

HIGH IMPACT

Mobile Interscroller	11
Homepage Takeover	12
Network Takeover	13
Billboard Takeover	14

NATIVE

Native	15
--------	----

VIDEO

ThreeNOW: Long-form Video	16
News & Radio: Short-form Video	17

ALL SPECIFICATIONS

Advertising Specifications Simplified	18
---------------------------------------	----

LEADERBOARD & MOBILE WEB BANNER

The traditional Leaderboard display banner is available across our radio sites and ThreeNow show pages. The Mobile web banner is available across the radio network.

NOTES

- An active clickthrough must be provided

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time (Working Days)
Leaderboard	728 x 90	png, jpg, gif	Yes	100kb	30	3
Mobile Web Banner	300 x 50			50kb		



MEDIUM RECTANGLE

The Medium Rectangle (MREC) is one of our main display formats & is available across our entire mobile & desktop network, above & below the fold.

NOTES

- An active clickthrough must be provided

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time (Working Days)
MREC	300 x 250	png, jpg, gif	Yes	100kb	30	3



HALF PAGE

Get more real estate with a Half Page, one of our biggest display formats! Available across the entire desktop network, Half Pages appear at the top right of the page. This ad unit can also be built in-house by our creative team to feature video.

NOTES

- An active clickthrough must be provided
- This ad unit is desktop only

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time (Working Days)
Half Page	300 x 600	png, jpg, gif	Yes	100kb	30	3



BILLBOARD

Offering high impact in a premium location, the Billboard showcases your ad at the top of our pages across desktop radio sites & Newshub. It also is available on selected ThreeNow showpages.

NOTES

- An active clickthrough URL must be provided
- Animation looping is limited to one
- Do not include close/expand functionality in the build of 3rd party tags
- Billboard available on desktop only

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time (Working Days)
Billboard	970 x 250	png, jpg, gif	Yes	100kb	30	3



RICH MEDIA: IN-BANNER VIDEO

Add more to your display with video - available on MRECs & Half Pages across the network.

NOTES

- An active clickthrough must be provided
- 30" can autoplay with no sound, 60" must be click initiated
- Player Controls: Visible play, pause & mute buttons required. Volume controls recommended.
- This ad unit can be built in-house to include supplied video
- Video must be muted & remain that way unless sound is initiated by the user
- Volume level for video: No higher than -24 Lkfs with a peak no higher than -1 dbFS. If loudness meter is unavailable, a good rule of thumb is not to peak higher than -12 dbFS

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Video File Size	Video Formats	Lead Time (Working Days)
MREC with Video	300 x 250	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5
Half Page with Video	300 x 600	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5
Billboard with Video	970 x 250	If not 3rd party served, this unit must be built in-house	Yes	100kb	30" 1.5mb 60" 3mb (polite loaded)	mp4	5



RICH MEDIA: MREC & HALF PAGE EXPANDABLE

Increase your visibility with an expandable ad unit. We offer this interactive, expanding ad unit across both MRECs & Half Pages across desktop for Newshub & radio sites.

NOTES

- An active clickthrough must be provided
- Creative must expand to the left
- Expansion Control: Click to expand/click to close, rollover to expand (one second hover), roll off to close
- All videos must be muted if the user does not initiate the expansion
- No looping allowed

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Expansion	Lead Time (Working Days)
MREC Expandable	300 x 250 expanding to 600 x 250	If not 3rd party served, this unit must be built in-house	Yes	Initial: 100kb Max: 250kb	Unit must collapse if there is no interaction for 15"	5
Half Page Expandable	300 x 600 expanding to 600 x 600	If not 3rd party served, this unit must be built in-house	Yes	Initial: 100kb Max: 250kb	Unit must collapse if there is no interaction for 15"	5



RICH MEDIA: MREC CUBE

Add an extra dimension to your standard MREC by turning it into an interactive rich media “Cube”. Enticing users to interact with the cube, showcasing your product range across Mobile & Desktop environments.

NOTES

- At least one active click-through URL must be provided. Each side can have its own click-through. Please specify which click-through you would like implemented on the backup.
- This ad unit must be built in house
- Please supply brand guidelines if available

Ad Unit	Size / Platform	Dimensions to be supplied	Formats	Third Party Serving	Third Party Tracking	Max File Size	Lead Time (Working Days)
MREC Cube	300 x 250 (Desktop & Mobile)	4 Images 600 x 400 each 1 backup image 300 x 250	This ad must be built in-house - jpg, gif or png (No Animation-Flat Images)	No	Tracking pixels only	125kb per image	5 days



RICH MEDIA: HALF PAGE SPINNER

Achieve additional engagement & time spent viewing with your brand, when you step up your normal Half Page creative into the polished Spinner. This large sleek unit allows you to showcase 4 different messages with an interactive twist.

NOTES

- At least one active click-through URL must be provided. Each side can have its own click-through. Please specify which click-through you would like implemented on the backup.
- This ad unit must be built in-house with images supplied
- Please supply brand guidelines if available

Ad Unit	Size / Platform	Dimensions to be supplied	Formats	Third Party Serving	Third Party Tracking	Max File Size	Lead Time (Working Days)
Half Page Spinner	300 x 600 (Desktop Only)	4 Images 550 x 900 each 1 backup image 300 x 600	jpg, png	Click tracker for each side eg. 4 total	Tracking pixels only	125kb per image	5 days



HIGH IMPACT: MOBILE INTERSCROLLER

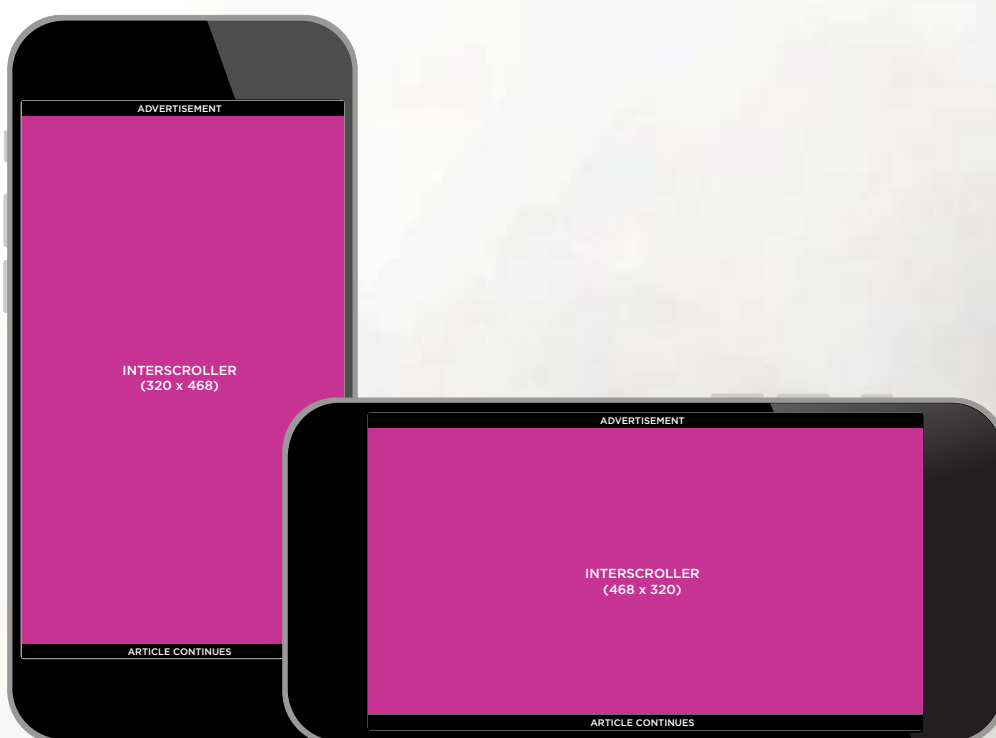
A sleek and elegant mobile-exclusive offering with high visibility and smooth scrolling transitions to seamlessly unveil your brand's message, all within a premium brand-safe environment.

NOTES

- An active clickthrough must be provided
- Best Practice - ensure you keep the top & bottom 20 pixels clear of vital messaging

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Lead Time (Working Days)
Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	png with transparent background (Alpha channel)	Tracking Pixels only	200kb	5
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)			
Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	jpg		200kb	

* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.



HIGH IMPACT: HOMEPAGE TAKEOVER

Maximise your exposure with a homepage takeover, one of our highest impact offerings. Align with either Newshub, or the radio brand of your choice. Your brand will benefit from the ownership of the homepage for an entire week (Monday-Sunday).

NOTES

- An active clickthrough must be provided
- Logos, text or call to action placed on the side panels of the skin, may not be visible, due to resolution or screen size of device
- Skin Template: http://advertising.mediaworks.co.nz/interactive-showcase/templates/psd/skins/mediaworks_aem_skinonly.psd

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time
Desktop Background Skin	2000 x 970 (1160 x 320 safe area)	jpg, psd	No	200kb	N/A	5
MREC	300 x 250	png, jpg, gif	Yes	100kb	30	
Mobile Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	png with transparent background (Alpha channel)	Tracking Pixels only	200kb	N/A	
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)				
Mobile Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	jpg		200kb	N/A	

* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.



HIGH IMPACT: NETWORK TAKEOVER

Extend your reach across the entirety of the MediaWorks network with a high impact Network Takeover. Available as a daily buy, your campaign will be seen once across desktop and mobile on all available pages.

NOTES

- An active clickthrough must be provided
- Logos, text or call to action placed on the side panels of the skin, may not be visible, due to resolution or screen size of device
- News & Radio Skin Template: http://advertising.mediaworks.co.nz/interactive-showcase/templates/psd/skins/mediaworks_aem_skinonly.psd

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time
Desktop Background Skin	2000 x 970 (1160 x 320 safe area)	jpg, psd	No	200kb	N/A	5
MREC	300 x 250	png, jpg, gif	Yes	100kb	30	
Mobile Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	png with transparent background (Alpha channel)	Tracking Pixels only	200kb	N/A	
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)				
Mobile Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	jpg		200kb	N/A	

* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.



HIGH IMPACT: BILLBOARD TAKEOVER

Grab the audience's attention with a Billboard Takeover, a high impact daily buy across the entire MediaWorks network. Guaranteed to give your campaign a high exposure boost! Billboard & MREC frequency capped at three per user and the Mobile Interscroller at 1 per user, for great cross platform reach.

NOTES

- An active clickthrough must be provided

Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Lead Time
Desktop Billboard	970 x 250	png, jpg, gif	Yes	100kb	30	5
MREC	300 x 250		Yes	100kb	30	
Mobile Interscroller (Option 1 - Preferred)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	png with transparent background (Alpha channel)	Tracking Pixels only	200kb	N/A	
	750 x 750 (Background Image)	jpg (Background image should be abstract as it will be rendered differently, to depending on mobile device type)				
Mobile Interscroller (Option 2*)	2x images 468 x 320 and 320 x 468 (Landscape & Portrait)	jpg		200kb	N/A	

* Due to devices having different screen ratios images may not full entire screen, in these cases a black bar will render.



NATIVE

Taking a page from a traditional editorial look and feel, Native advertising is infiltrating the premium real-estate of the MediaWorks network, where the native ad meshes into the natural form and function of the site.

NOTES

- An active clickthrough URL must be provided
- Image must be static
- Native Image Template: http://advertising.mediaworks.co.nz/interactive-showcase/templates/psd/mediaworks_native_img.psd

Ad Unit	Dimensions	Text Character Limit (including spaces)	Formats	Third Party Tracking	Max File Size	Lead Time (Working Days)
Native Image	800 x 450* *Image safe area - 80% in the centre of the image. ie. 10% on either side could be cropped when dynamically rendered in some scenarios	N/A	png, jpg, gif	Tracking pixels only	100kb	3
Headline	N/A	25 characters max	N/A		N/A	
Body Text		100 characters max				
Advertiser Label		20 characters max *restricted to advertiser name / website url				

PROMOTED OFFER



NATIVE DRIVER & APP DOWNLOAD



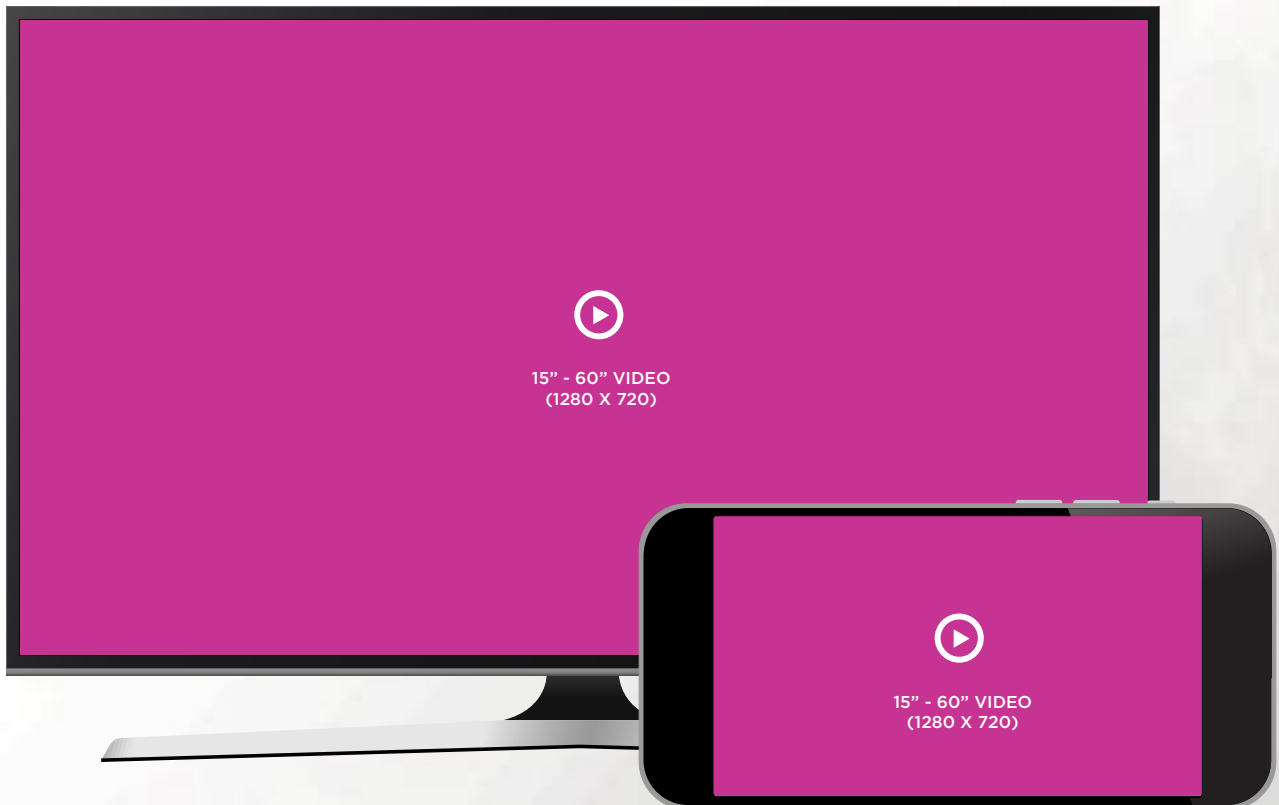
THREENOW: LONG-FORM VIDEO

Place your video advertising on ThreeNow and align with some of New Zealand's best news & entertainment shows. Our highly engaged audience will be exposed to your message across all devices, smartphones, tablets, desktops and connected TVs.

NOTES

- An active clickthrough must be provided
- Non-skippable 15, 30, 45 & 60 second video ads are available
- Please provide high quality video file that will be transcoded for optimal delivery across platforms
- Volume level for video: No higher than -24 Lkfs with a peak no higher than -1 dbFS. If loudness meter is unavailable, a good rule of thumb is not to peak higher than -12 dbFS
- If the video includes sensitive or inappropriate content such as, Alcohol, Violence or Adult themes, please flag this with your MW contact.

Ad Unit	Dimensions	Formats	Third Party Serving	File Size Guide	Lead Time (Working Days)
Video - 15" - 60"	from 1280 x 720 (720p) to 1920 x 1080 (1080p)	mp4	Yes	15-20mb - 15" 30-40mb - 30"	5
Companion MREC - Desktop only (optional)	300 x 250	png, jpg, gif		100kb	



NEWS & RADIO: SHORT-FORM VIDEO

Don't miss out on getting your video advertising in front of the very latest in news, sport & entertainment with a placement across Newshub and our Radio network.

NOTES

- An active clickthrough must be provided
- Please provide high quality video file that will be transcoded for optimal delivery across platforms
- Volume level for video: No higher than -24 Lkfs with a peak no higher than -1 dbFS. If loudness meter is unavailable, a good rule of thumb is not to peak higher than -12 dbFS

Ad Unit	Dimensions	Formats	Third Party Serving	File Size Guide	Lead Time (Working Days)
Video - 15"	from 1280 x 720 (720p) to 1920 x 1080 (1080p)	mp4	Yes	15-20 mb - 15"	5



ADVERTISING SPECIFICATIONS SIMPLIFIED

DISPLAY		Ad Unit	Dimensions	Formats	Third Party Serving	Max File Size	Animation Duration Including Looping (seconds)	Expansion Time	Video File Size	Lead Time (Working Days)	Download Link
	Standard	Leaderboard	728 x 90	png, jpg, gif	Yes	100kb	30			3	
		Mobile Web Banner	300 x 50	png, jpg, gif	Yes	50kb	30			3	
		MREC	300 x 250	png, jpg, gif	Yes	100kb	30			3	
		Half Page	300 X 600	png, jpg, gif	Yes	100kb	30			3	
		Billboard	970 X 250	png, jpg, gif	Yes	100kb	30			3	
	Rich Media	MREC with Video	300 x 250	3rd party served or built in-house	Yes	100kb			30" 1.5MB 60" 3MB (Polite loaded)	5	
		Half page with Video	300 x 600	3rd party served or built in-house	Yes	100kb			30" 1.5MB 60" 3MB (Polite loaded)	5	
		MREC Expandable	300 x 250 expanding to 600 x 250	3rd party served or built in-house	Yes	Initial: 100kb Max: 250kb		15" if user initiated expansion & no user interaction		5	
		Half page Expandable	300 x 600 expanding to 600 x 600	built in-house	Yes	Initial: 100kb Max: 250kb		15" if user initiated expansion & no user interaction		5	
		MREC Cube	300 x 250	png, jpg, gif	No	125kb per image				5	
		Half Page Spinner	300 x 600	png, jpg, gif	No	125kb per image				5	
	High Impact	News & Radio Desktop Site Background Skins	2000 x 970 (1160 x 320 safe area)	jpg, psd	No	200kb				5	Link
		Mobile Interscroller Option 1 - preferred	Landscape 468 x 320 and Portrait 320 x 468	transparent png	No	200kb total				5	
			Bg 750 x 750	jpg (abstract)	No						
		Mobile Interscroller Option 2	Landscape 468 x 320 and Portrait 320 x 468	jpg	No	200kb total				5	

Specs table continued to next page.

ADVERTISING SPECIFICATIONS SIMPLIFIED

		ALL									
DISPLAY											
Native											
	Native Image	800 x 450 (80% safe area in the centre of the image)	png, jpg, gif		100kb					3	Link
	Native Headline	Character Limit: 25 characters max								3	
	Native Body text	Character Limit: 100 characters max								3	
	Native Advertiser Label	Character Limit: 20 characters max								3	
VIDEO											
ThreeNow Long-Form											
	Video - 15" - 60"	from 1280x720 (720p) to 1920x1080 (1080p)	mp4	Yes	512mb				15" 6-7MB 30" 12-15MB	5	
	Companion MREC	300 x 250	png, jpg, gif	Yes	100kb	30				5	
News & Radio Short-Form											
	Video - 15"	from 1280x720 (720p) to 1920x1080 (1080p)	mp4	Yes	512mb				15" 6-7MB	5	