

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.

