

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

