

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.

