

# NATIVE ADVERTISING

Taking a page from a traditional editorial look and feel, Native advertising is infiltrating the premium real-estate of Newshub, 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: [https://creativehub.co.nz/digital/templates/native\\_img.psd](https://creativehub.co.nz/digital/templates/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

