



# DIGITAL TECHNICAL SPECIFICATIONS

## Content Sponsorship: Top Strip

The Top Strip is another popular domestic advert format. It is located on the right hand side of the page under the Section Nav Bar and is available site wide.

**Specifications**

**Dimensions** (width x height)  
■ 275x23px or 300x25px

**File size**  
■ 5KB

**File Type**  
■ Static JPG

**Note**  
An active click-through URL must be provided

**Delivery**  
■ 5 working days  
■ ads@stuffdigital.co.nz

The screenshot shows the stuff website interface. At the top, there are navigation links: Stuff, Neighbourly, NZFarmer, Mags4Gifts, Over60 NZ, Business Directory, Log in, and Join. The main header includes the stuff logo, the date 'August 16 2016, updated 11:15am', and weather information for Wellington (10°C, Max: 14°C, Min: 7°C). Below the header is a navigation bar with categories: National, World, Business, Technology, Sport, Entertainment, Life & Style, Travel, Motoring, Stuff Nation, and a search icon. A secondary navigation bar lists various topics: What will new tax rules mean for your Netflix?, Stop hiding, child death suspect told, Priced out of a home, Quizzes, and Newspapers. The main content area features several articles and a top strip advertisement. The top strip, titled 'NZ's Unique Treasure', is highlighted with a red box and an arrow. Below it, there are articles such as 'HE'S BUILDING' about a 29-year-old with 50 staff, 'Meningitis death' about Brittany Arthur, 'Lucky escape for Burling and Tuke' about Kiwi sailors, 'Claimants 'stingy' - IAG worker', 'Diver banished for 'sex session'', and 'Trucker finds love on toilet wall'. On the right side, there are smaller articles: 'Gold medals, golden arches' and 'Death trap fears denied'. At the bottom, there are sections for 'latest news headlines', 'editors' picks', and 'most popular'. The footer includes a 'Contribute to Stuff Nation' button and social media icons for Facebook, Twitter, Instagram, and Google+.