

# DIGITAL TECHNICAL SPECIFICATIONS

# stuff

## Rich Media: Expandable Pushdown Banner

A large horizontal rectangle expandable ad that sits above the webpage. A 100% SOV placement

### Specifications

#### Dimensions (width x height)

- 950x120px (Collapsed)
- 950x300px (Expanded)

#### Expansion Control

- Click to expand/click to close, rollover to expand (one second hover) roll off to close or auto initiate upon request
- All video must be muted if the user does not initiate the expansion

#### Max Expansion Time

- 10 seconds if auto initiated expansion and no user interaction
- 15 seconds if user initiated expansion and no user interaction
- 30 seconds if user initiated containing a video and no user interaction

#### Frequency Cap

- 1UB per day or 3UB per week if auto initiated
- No frequency cap if user initiated

#### Max initial file size

- 80KB

#### Max main file size

- 250KB

#### Controls

- Obvious close button
- Once closed the ad must not auto-expand again without express interaction from the user

#### Creative Dispatch

- Creative must be sent to us via 3rd party Javascript tags. We will not accept raw creatives files for expandable executions

#### Format

- File Types dependent on 3rd party requirements

#### Max # of Loops

- No Looping

#### Transparency

- Can have transparent areas but these must not be clickable

#### Backup Image

- You MUST provide a backup (950x120px) static image to run on IE9 as it does not support rich-media creative.

#### Delivery

- 5 working days
- ads@stuff.co.nz

Stuff Neighbourly NZFarmer Mags4Gifts Over60 NZ Business Directory

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## EXPANDABLE PUSHDOWN BANNER

(Expanded)

What will new tax rules mean for your Netflix? Stop hiding, child death suspect told Priced out of a home Quizzes Newspapers



**Line lunge wins gold**  
12 min ago It wasn't dignified but it worked - Bahamaian Shaunae Miller dives across the line.

**GLORIAVALE**  
THE DEATH OF PRAYER READY

### Children with gunman



9 min ago Man rushed to hospital after armed standoff with police in house with three children.

### The right man won after crash

As the man who caused a pile-up was awarded silver, one of the men he scuttled got up for gold.

### Sam Neill's Sydney lament

Kiwi actor has had some harsh words over what's become of his second home.

### Live chat: Gastro outbreak

17 min ago Your questions answered on the outbreak affecting thousands in Havelock North.

### Learner drivers' insurance warning

1:24 PM Are you insured if you drive in breach of your restricted driver's licence?

### NZ's Unique Treasure



The 29-year-old with 50 staff



What's that thing winners get?

Ad Feedback

### latest news headlines

3:06 PM Moala out of test

### editors' picks

Dumb and Dumber, on the farm

### most popular

viewed shared commented