

# DIGITAL TECHNICAL SPECIFICATIONS

# stuff

## Run of Site: Billboard

Running a high impact campaign has never been so simple.

Introducing a new way to utilise the premium Billboard real estate on Stuff.co.nz. Serving on article pages with a flexible CPM model provides the best of all solutions in one place – impact, reach and flexibility.

Billboard cannot be booked in conjunction with any Pushdown banners or side panels.

The Billboard may be static or animated.

### Specifications

#### Dimensions (width x height)

- 970x250px - image backup/background image(s)

#### Format

- JPG, GIF, PNG and HTML5

#### File Size

- 100KB max

#### Animation

- Set to loop 3x max.
- Animation should not loop indefinitely

#### Tracking

- URL or imps/click trackers

#### Video Billboard

- 30 seconds max duration
- Video must be muted

#### Polite Load File Size

- 100KB Initial Load
- 1.5MB Max Polite Load

#### Backup Image

- You MUST provide a backup (970x250px) static image to run on IE9 as it does not support rich-media creative

#### Third Party Ad Serving

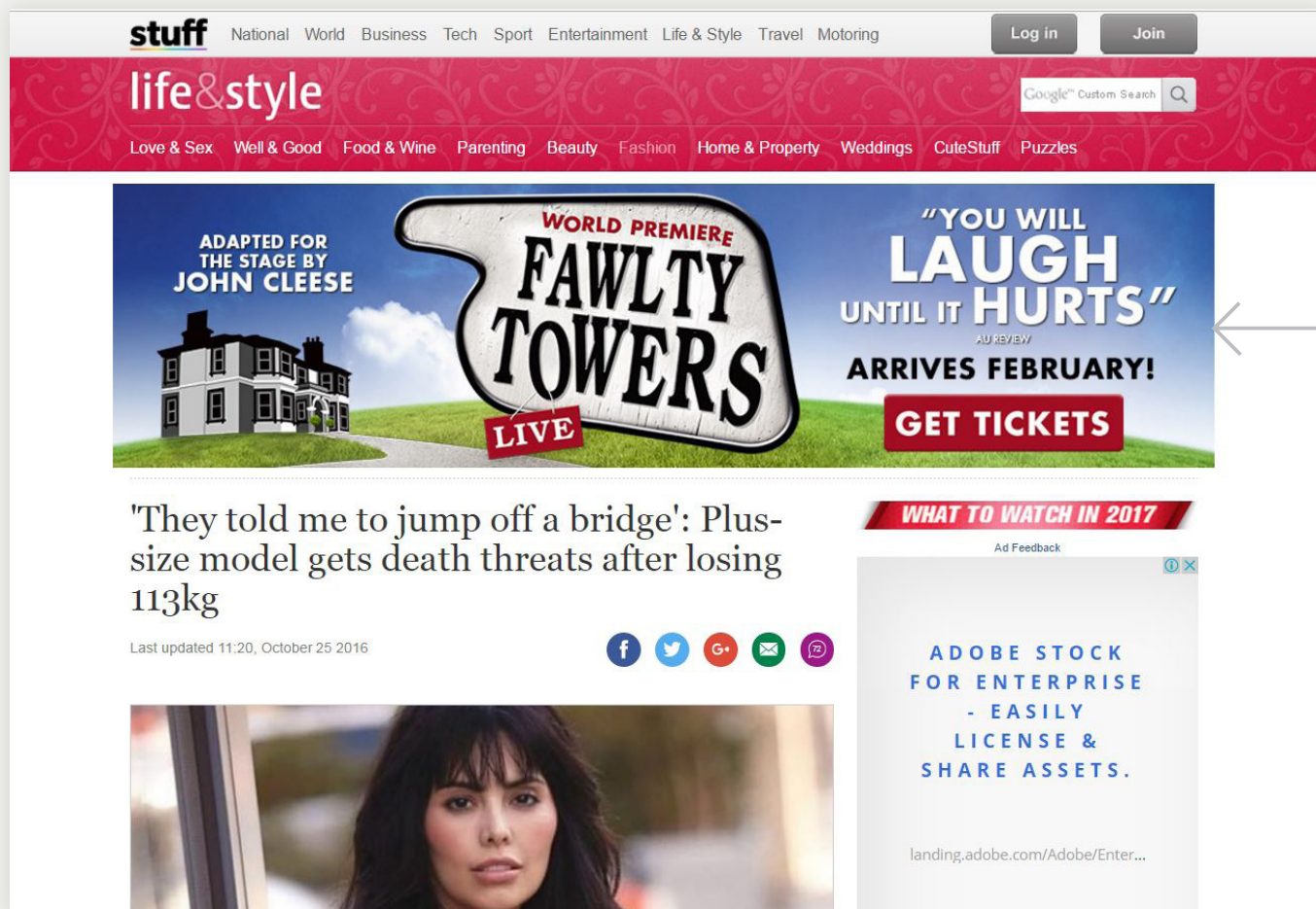
- Third party ad serving is now accepted for the Billboard unit
- All video Billboard units must be third party ad served

#### Third Party Supported Providers

- Doubleclick, Adslot & Sizmek

#### Notes

- This execution does not include click to close button
- Runs on Article and sub sectional landing pages only
- Billboard only, not bundled with Rectangle
- We have previously come across issues with video sound in IE & Safari please do cross browser testing.
- All creative subject to final Stuff approval.
- Please enquire with your Account Manager if you need Stuff to produce the assets for you



The screenshot shows the Stuff.co.nz website interface. At the top, the 'stuff' logo is on the left, and navigation links for National, World, Business, Tech, Sport, Entertainment, Life & Style, Travel, and Motoring are on the right. Below this is a red 'life&style' banner with a search bar and sub-navigation links like Love & Sex, Well & Good, Food & Wine, Parenting, Beauty, Fashion, Home & Property, Weddings, CuteStuff, and Puzzles. The main content area features a large billboard for 'Fawlty Towers' with the text 'ADAPTED FOR THE STAGE BY JOHN CLEESE', 'WORLD PREMIERE', 'LAUGH UNTIL IT HURTS', and 'ARRIVES FEBRUARY! GET TICKETS'. Below the billboard is a news article titled "'They told me to jump off a bridge': Plus-size model gets death threats after losing 113kg'". To the right of the article is a 'WHAT TO WATCH IN 2017' section with an 'Ad Feedback' button and an advertisement for 'ADOBE STOCK FOR ENTERPRISE - EASILY LICENSE & SHARE ASSETS.' with the URL 'landing.adobe.com/Adobe/Enter...'. Social media sharing icons for Facebook, Twitter, Google+, Email, and Print are located below the article title.