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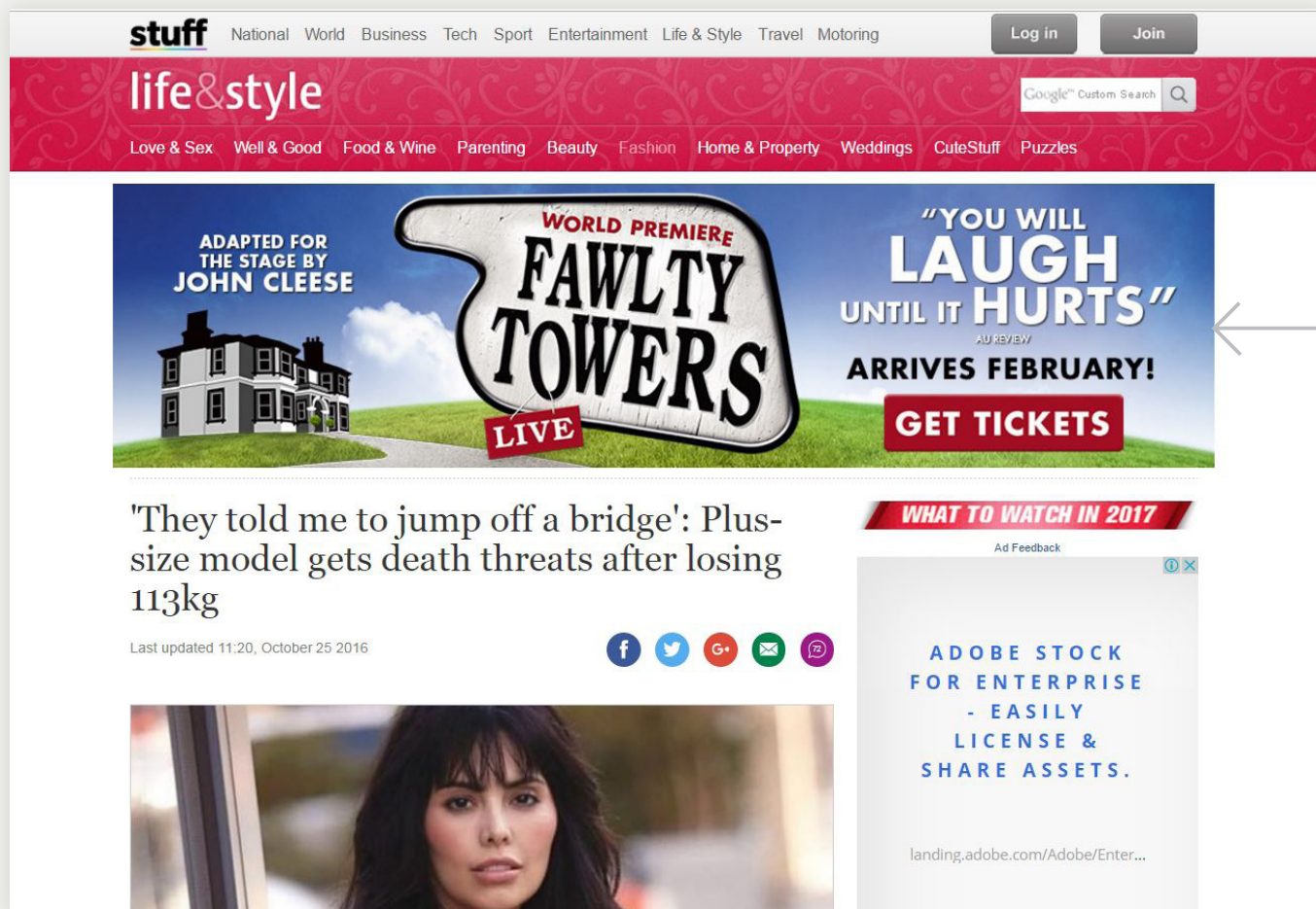
Third Party Ad Serving
- Third party ad serving is now accepted for the Billboard unit
- All video Billboard units must be third party ad served

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