

DIGITAL TECHNICAL SPECIFICATIONS

stuff

Desktop Display:
Advertising Units

Medium Rectangle

The Medium Rectangle (ROS) is one of our main display formats and appears throughout the site on both landing pages and story pages. It is a great placement to use when targeting a specific audience(s) through our key content channel. The Medium Rectangle is available in the top, middle and lower areas of the page.

Dimensions: 300x250px (width x height)

Half Page

The Half Page (ROS) is our biggest fixed display format and features on the right hand side of all landing pages and story pages. It is a great placement to use when targeting a specific audience(s) through our key content channels.

Dimensions: 300x600px (width x height)

Leaderboard

The Leaderboard (ROS) is one of our main display formats and is available on all story pages and sub-section landing pages. This placement is great to use when targeting a specific audience(s) through our key content channels.

Dimensions: 728x90px (width x height)

Specifications

Max file size

- 80KB - GIF/JPG/PNG
- 100KB - HTML5

File Types

- GIF, JPG, PNG
- HTML5
- (HTML5 creative must be 3rd party served)
- 3rd Party redirect tags
- (Please supply JavaScript tags)

Notes

- An active click-through URL must be provided
- Creatives require a 1 pixel border or background to differentiate them from other content
- Continuous looping is accepted for standard display advertising

Delivery

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

The screenshot displays the 'stuff' website's 'home&property' section. At the top, there's a navigation bar with 'stuff' logo, categories (National, World, Business, Tech, Sport, Entertainment, Life & Style, Travel, Motoring), and 'Log in' and 'Join' buttons. Below the navigation is a 'home&property' header with a search bar and a 'House of the Week' section. The main content area features a 'LEADERBOARD' unit with the headline 'This snow house is rather cool' and a corresponding image of a modern house in winter. Below this are several article teasers: 'Inside Rachel Hunter's house', 'Rooms with a view', 'Robot gardener does it all', and 'Painted Lady' villa for sale'. A 'most popular' section lists trending articles like 'Snow storm moves north after winter's coldest night'. On the right side, a large blue 'HALF PAGE' advertisement unit is visible. At the bottom, there's a 'house of the week' section featuring a 'MEDIUM RECTANGLE' ad for a cottage in Cardrona, and a 'what's happening in auckland?' section with various local news snippets.