

# DIGITAL TECHNICAL SPECIFICATIONS

# stuff

## Mobile Native: Premium Widget

JSON powered carousel ideal for advertisers looking to drive e-commerce activity. Client supplied feed.

### Facts

- Appears in editorial stream
- Impressions are counted as soon as ad loads in page and/or each time a user swipes the carousel
- 'Click' = defined as each time a user clicks through to client site from any ad position within the carousel
- Content within widget prioritised by feed configuration
- Available on: iPad, Android, iPhone and mobile web
- Clearly labelled as either: Suggested deals, suggested event, suggested property or suggested vehicle

### Behaviour

- User clicks on any image within the carousel
- Directs users straight off-site to client site to complete campaign objective

### Client Hosting

Client can include as many creatives on the carousel as they want. Creative should show product, headline and a call to action.

#### Technical Specifications

- Creative dimensions: 530x240px
- Image format: .jpg 80KB max
- NO transparent backgrounds

Creative is then hosted on client's secure FTP along with the JSON feed (saved as a .json file)

### Stuff Hosting

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#### Technical Specifications

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- Image format: .jpg 80KB max
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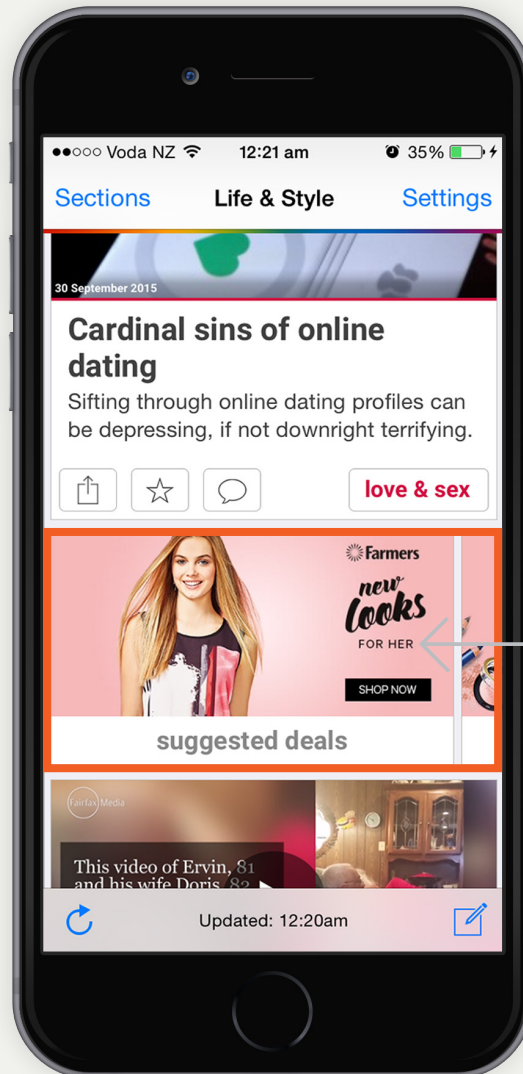
Creative is then supplied to Stuff for JSON build and asset hosting.

#### Lead Time

- 5 working days

#### Notes

- An annual fee of \$1,500 applies in all instances where Stuff hosts
- Clients must have a fully mobile optimised e-commerce channel



## JSON Feed Example

```
[
  {
    "iframe_url": "http://static2.
    clientx.co.nz/clientdev/
    production/iframes/clientx/
    womens.jpg",
    "click_url": "https://
    ad.doubleclick.net/ddm/
    clk/302601643;129537404;v"
  },
  {
    "iframe_url": "http://static2.
    clientx/clientdev/production/
    iframes/clientx/girls.jpg",
    "click_url": "https://
    ad.doubleclick.net/ddm/
    clk/302601644;129537404;w"
  },
  {
    "iframe_url": "https://
    static2.stuff.co.nz/clientdev/
    production/iframes/clientx/
    boys.jpg",
    "click_url": "https://
    ad.doubleclick.net/ddm/
    clk/302601745;129537404;y"
  }
]
```

Client then supplies Stuff with 1x JSON URL, e.g. [www.clientwebsitex.co.nz/clientdev/production/iframes/clientx/clientx.json](http://www.clientwebsitex.co.nz/clientdev/production/iframes/clientx/clientx.json) which is uploaded to our native mobile ad server.