

DIGITAL TECHNICAL SPECIFICATIONS

stuff

Rich Media: In-Banner Video Ad

A display size ad that has a large file size. A Polite Ad can serve larger files without disturbing the loading of the page content. It utilises sequential downloading to display a smaller file while the main file is downloading.

Up to three videos can be contained within the one ad. Each video must be no larger than normal specs. The first video can play automatically (if 30 seconds long) but the others must be user initiated. Video must be muted and remain that way regardless of pause/play status unless sound is turned on expressly by the user.

Specifications

Dimensions (width x height)

- 300x250px
- 300x600px

Max Video Length

- 30 seconds:
Can auto play with no sound
- 60 seconds:
Must be click initiated.

Max initial load file size:

- 80KB

Max Video file size

- 30 seconds: 1.5MB
- 60 seconds: 3MB

Controls

- Obvious play, pause and mute buttons
- Volume control is recommended but not necessary

Serving

- 3rd Party

Format

- Files types dependent on 3rd Party requirements

Max # of loops

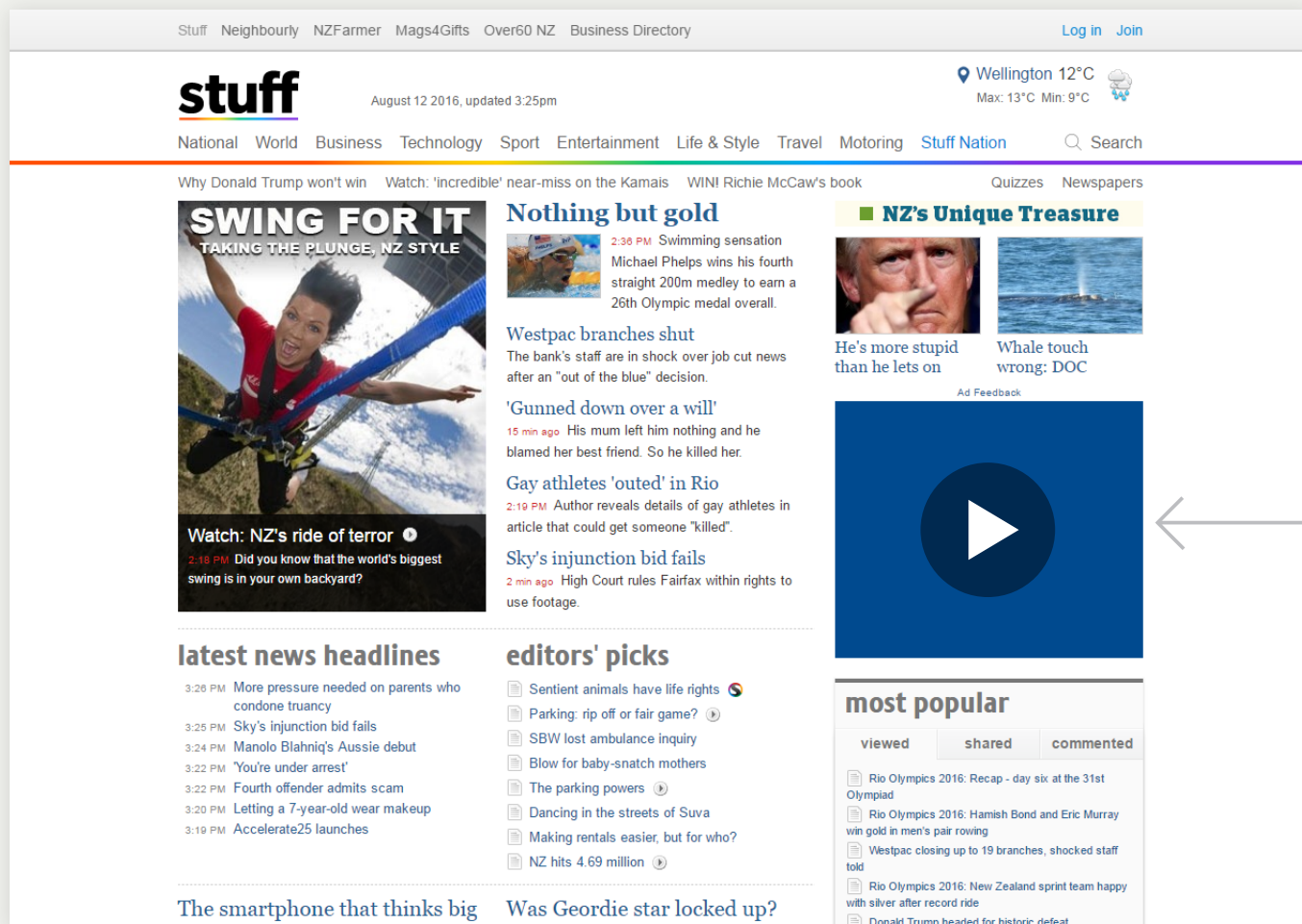
- No looping

Backup Image

- You MUST provide a backup (300x250px or 300x600px or BOTH if running both sizes) static image to run on IE9 as it does not support rich media creative

Delivery

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



The screenshot shows the stuff.co.nz website homepage as of August 12, 2016. The page features a navigation bar with links to various sections like Neighbourly, NZFarmer, Mags4Gifts, Over60 NZ, and Business Directory. The main content area includes several news articles and a video player. A large video player is highlighted with a play button and a left-pointing arrow, indicating the focus of the technical specifications document.

News Articles:

- Nothing but gold:** Michael Phelps wins his fourth straight 200m medley to earn a 26th Olympic medal overall. (2:36 PM)
- Westpac branches shut:** The bank's staff are in shock over job cut news after an "out of the blue" decision.
- 'Gunned down over a will':** His mum left him nothing and he blamed her best friend. So he killed her. (15 min ago)
- Gay athletes 'outed' in Rio:** Author reveals details of gay athletes in article that could get someone "killed". (2:19 PM)
- Sky's injunction bid fails:** High Court rules Fairfax within rights to use footage. (2 min ago)

Video Player: A large video player is shown with a play button and a left-pointing arrow. The video title is "Watch: NZ's ride of terror" and the description is "Did you know that the world's biggest swing is in your own backyard?".

Other Sections:

- latest news headlines:** More pressure needed on parents who condone truancy, Sky's injunction bid fails, Manolo Blahniq's Aussie debut, 'You're under arrest', Fourth offender admits scam, Letting a 7-year-old wear makeup, Accelerate25 launches.
- editors' picks:** Sentient animals have life rights, Parking: rip off or fair game?, SBW lost ambulance inquiry, Blow for baby-snatch mothers, The parking powers, Dancing in the streets of Suva, Making rentals easier, but for who?, NZ hits 4.69 million.
- most popular:** Rio Olympics 2016: Recap - day six at the 31st Olympiad, Rio Olympics 2016: Hamish Bond and Eric Murray win gold in men's pair rowing, Westpac closing up to 19 branches, shocked staff told, Rio Olympics 2016: New Zealand sprint team happy with silver after record ride, Donald Trump headed for historic defeat.