



DIGITAL TECHNICAL SPECIFICATIONS

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

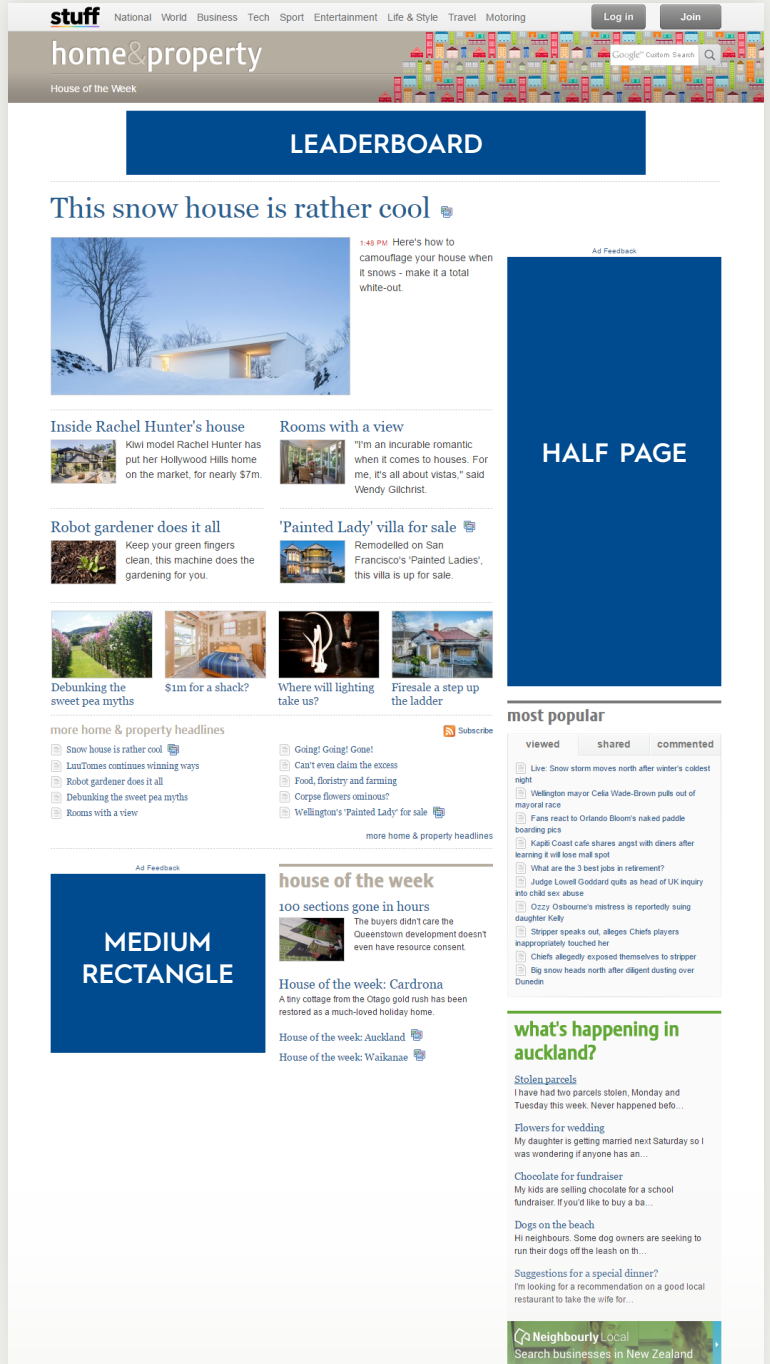
The Half Page (ROS) is our biggest fixed display format and features on the right hand side of all landing pages and story pages. It is a great placement to use when targeting a specific audience(s) through our key content channels.

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
- If you are providing a third-party ad served tag, please ensure that the naming of all HTML 5 assets uploaded into your adserver is 24 characters or less (including spaces).

Delivery

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