

Rich Media: Over the Page Expandable Ad

Expands out from Top Rectangle, Half page or Leaderboard to cover most of the page (excludes the Side Panels).

Specifications

Dimensions (width x height)

Size	Collapsed	Expanded	Direction
300x250px	300x250px	950x700px (max)	Left
728x90px	728x90px	950x550px (max)	Down
300x600px	300x600px	950x600px (max)	Left

Expansion Control

- Click to expand/click to close, rollover to expand (one second hover) roll off to close or auto initiate upon request
- All video must be muted if the user does not initiate the expansion

Max Expansion Time

- 10 seconds if auto initiated expansion and no user interaction
- 15 seconds if user initiated expansion and no user interaction
- 30 seconds if user initiated containing a video and no user interaction

Frequency Cap

- If auto initiated 1UB per day or 3UB per week
- No frequency cap if user initiated

Max initial file size

- 80KB

Max main file size

- 250KB

Controls

- Obvious close button on right hand side
- Once closed ad must not auto-expand again without express interaction from the user

Creative Dispatch

- Creative must be sent to us via 3rd party Javascript tags. We will not accept raw creatives files for expandable execution
- If you are providing a third-party adserver tag, please ensure that the naming of all HTML 5 assets uploaded into your adserver is 24 characters or less (including spaces).

Format

- File Types dependent on 3rd party requirements

Max # of Loops

- No Looping

Transparency

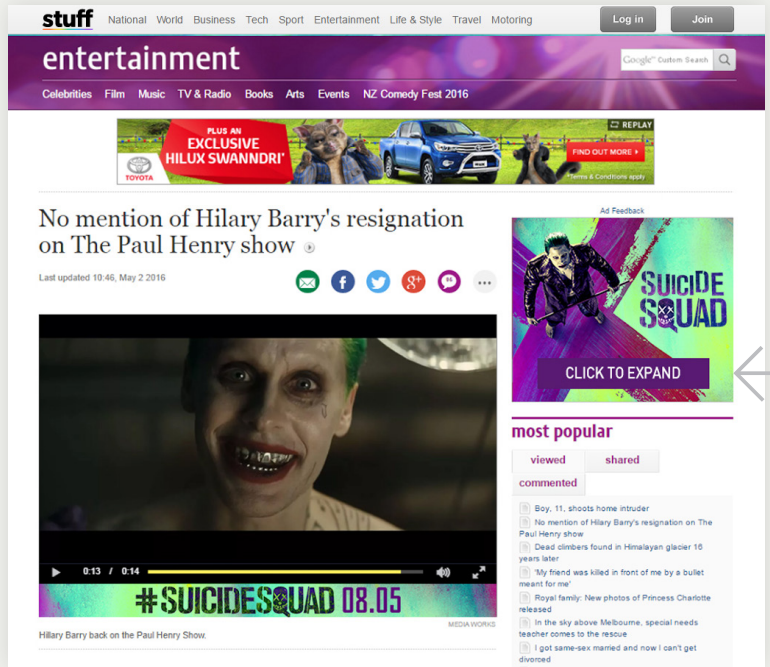
- Can have transparent areas but these must not be clickable

Backup Image

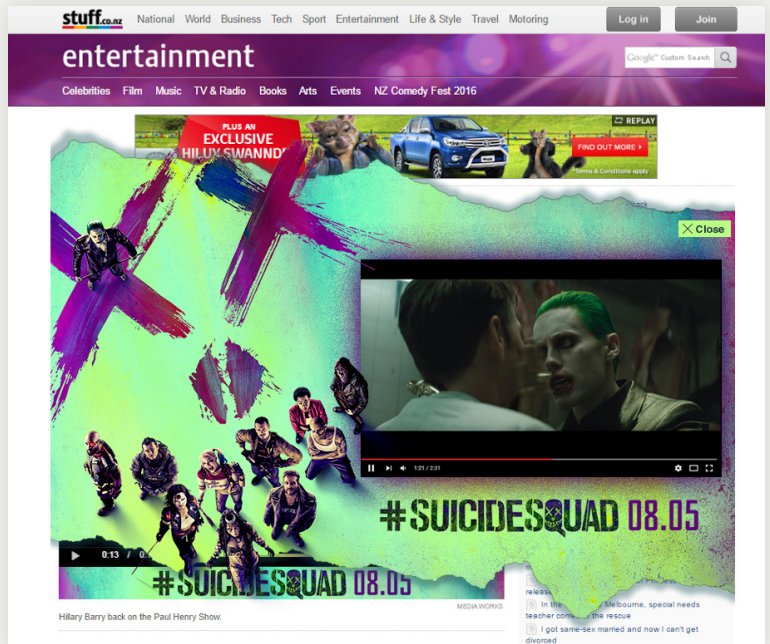
- You MUST provide a backup static image to run on IE9 as it does not support rich-media creative. The backup creative must reflect the size of the initial collapsed banner.

Delivery

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



Over the Page Expandable Ad - Collapsed



Over the Page Expandable Ad - Expanded