

Run of Site: Billboard

Running a high impact campaign has never been so simple.

Introducing a new way to utilise the premium Billboard real estate on Stuff.co.nz. Serving on article pages with a flexible CPM model provides the best of all solutions in one place – impact, reach and flexibility.

Billboard cannot be booked in conjunction with any pushdown banners or side panels.

The Billboard may be static or animated.

Specifications	
<p>Dimensions (width x height)</p> <ul style="list-style-type: none"> 970x250px - image backup/background image(s) <p>Format</p> <ul style="list-style-type: none"> JPG, GIF, PNG and HTML5 <p>File Size</p> <ul style="list-style-type: none"> 100KB max <p>Animation</p> <ul style="list-style-type: none"> Set to loop 3x max. Animation should not loop indefinitely <p>Tracking</p> <ul style="list-style-type: none"> URL or imps/click trackers <p>Video Billboard</p> <ul style="list-style-type: none"> 30 seconds max duration Video must be muted <p>Polite Load File Size</p> <ul style="list-style-type: none"> 100KB Initial Load 1.5MB Max Polite Load <p>Backup Image</p> <ul style="list-style-type: none"> You MUST provide a backup (970x250px) static image to run on IE9 as it does not support rich-media creative 	<p>Third Party Ad Serving</p> <ul style="list-style-type: none"> Third party ad serving is now accepted for the Billboard unit All video Billboard units must be third party ad served 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). <p>Third Party Supported Providers</p> <ul style="list-style-type: none"> DoubleClick, Adslot & Sizmek <p>Notes</p> <ul style="list-style-type: none"> This execution does not include click to close button Runs on Article and sub sectional landing pages only Billboard only, not bundled with Rectangle We have previously come across issues with video sound in IE & Safari please do cross browser testing. All creative subject to final Stuff approval. Please enquire with your Account Manager if you need Stuff to produce the assets for you

