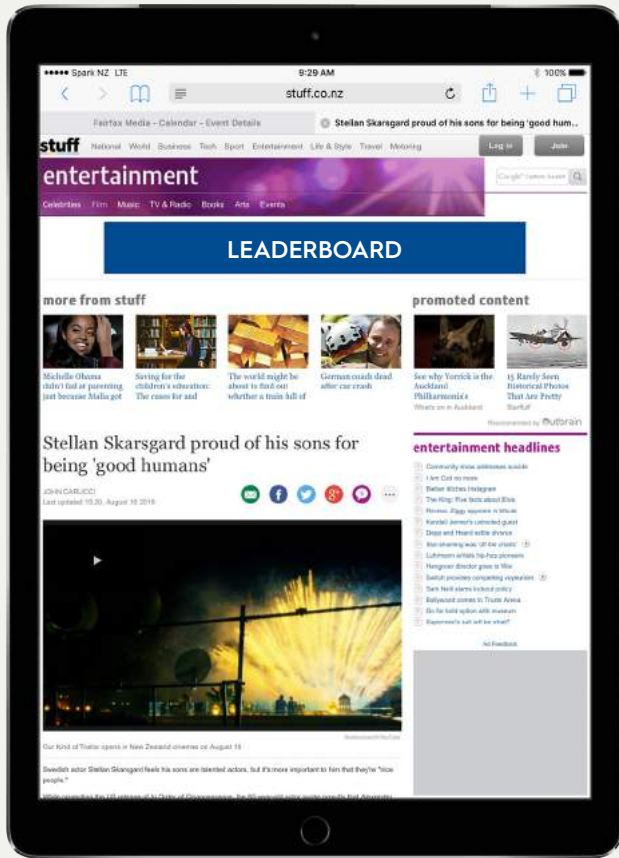


# DIGITAL TECHNICAL SPECIFICATIONS

## Cross Platform Display: Leaderboard

**Specifications**

- Dimensions** (width x height)
  - 728x90px
- File size**
  - 80KB (max)
- Formats**
  - GIF, JPG, PNG
  - HTML5 (HTML5 creative must be third-party served)
  - Creatives require a 1 pixel border or background to differentiate them from other content
  - If you are providing a third-party adserver tag, please ensure that the naming of all HTML5 assets uploaded into your adserver is 24 characters or less (including spaces).
- Ad capabilities**
  - Click to URL
- Delivery**
  - 3 working days
  - ads@stuff.co.nz



## Cross Platform Display: Medium Rectangle

**Specifications**

- Dimensions** (width x height)
  - 300x250px
- File size**
  - 80KB (max)
- Formats**
  - GIF, JPG, PNG
  - HTML5 (HTML5 creative must be third-party served)
  - Creatives require a 1 pixel border or background to differentiate them from other content
  - If you are providing a third-party adserver tag, please ensure that the naming of all HTML5 assets uploaded into your adserver is 24 characters or less (including spaces).
- Ad capabilities**
  - Click to URL
- Delivery**
  - 3 working days
  - ads@stuff.co.nz

