

Desktop Native: Sponsored Content

Sponsored content is inserted into editorial sections, where it behaves just like true editorial stories, e.g. it is pushed through whatever section it is in by stories that are published afterwards.

- Sponsored content appears alongside premium editorial
- Desktop native is not ad served, rather it is editorially inserted into the agreed section landing page
- Clients can provide their own content or Stuff can write it (P.O.A.)
- Sponsored content on Stuff.co.nz is labelled as 'sponsored' via a small grey badge. The byline is always **'SPONSORED CONTENT BY CLIENT X'**

Specifications

Ad creative

- 1 x story: max 500 words
- 1 x high resolution landscape image (can incorporate multiple images, depending on content/images)
- 1 x mp4 video file (optional)
- Max 2 links to client site

Video specs

- 1 x mp4 video file (optional)
- H264 less than 50MB
- YouTube and Vimeo links can be used and added to our system
- Optional thumbnail at 640x360px as well

Delivery

- Client supplied: 5 working days
- Stuff creating: 10 working days
- ads@stuff.co.nz

