

Mobile Native: Promoted Offers

A perfect solution for advertisers looking for mass reach and frequency which is available across both desktop and mobile (or mobile only) for maximum exposure across the premium placement of the homepage. It is suitable for clients who have a brand or new product launch, sale or event.

Facts

- Appears in editorial stream
- Ad served to Homepage feed and articles accessed via the homepage feed
- Impression counted as soon as ad loads in page
- The ad type will be 100% SOV
- Delivery prioritised by how many impressions or clicks live campaigns have to deliver at any one point in time
- Allocated ad position in editorial stream can not be booked
- Available on: iPad, Android, iPhone, mobile web and desktop
- Clearly labelled: promoted offers

Behaviour

- User clicks on any part of the ad
- Directs users straight off-site to client site to complete campaign objective

Specifications

Promoted Offer ad creative

- 1x headline: max 5 words
- 1x story intro: max 12 words
- 1x image: 600x400px high res JPG, 80KB max file size
- URL: Destination landing page with external tracking capability

Notes

- The requested image can not be an 'ad' with text or logos. This should be an image only. All 'ad text' should fit in the headline and story intro content.

Delivery

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

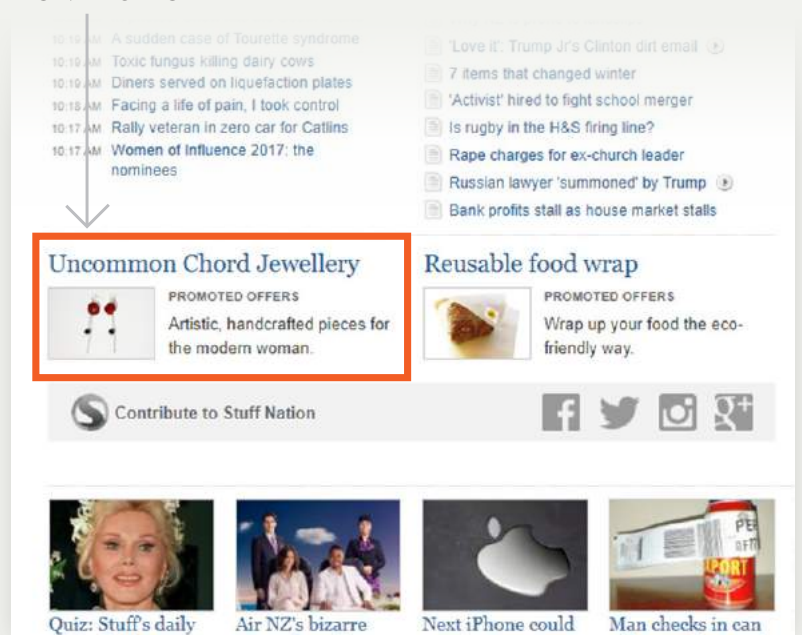
NORMAL SIZE



COMPACT SIZE



ON DESKTOP



Quiz: Stuff's daily

Air NZ's bizarre

Next iPhone could

Man checks in can