

Mobile Native: Sponsored Video

Showcase your brand through the power of video. Mobile native Sponsored Video ads behave differently to pre-roll in that they are channel for telling stories, not playing TVCs.

Facts

- Appears in editorial stream
- Impression is counted as soon as ad loads in page
- Delivery prioritised by how many impressions or clicks live campaigns have to deliver at any one point in time
- Allocated ad positions in editorial stream can not be booked
- Available on: iPad, Android, iPhone and mobile web
- Clearly labelled: sponsored video

Behaviour

- User clicks on any part of ad to play video
- Video plays within device player in full screen mode
- User can not click through to client site while video is in play
- When video has completed or when user ends the video before completion by clicking on the 'done' button (iOS) or back button (Android), the ad will re-load with a replay icon on the image.
- Users can then either click on the image/replay icon to watch the video again OR click on the ad headline or intro text to go through to client site. Clear CTA will be built into ad creative.

Specifications

Sponsored Video ad creative

- 1x headline: max 5 words
- 1x story intro: max 12 words
- 1x image: 600x400px, high res jpeg, 80KB max
- 1x URL: Destination landing page

Sponsored Video

- Mp4 format 45 seconds minimum length and 3 minutes maximum length, file size max 10MB

Audio

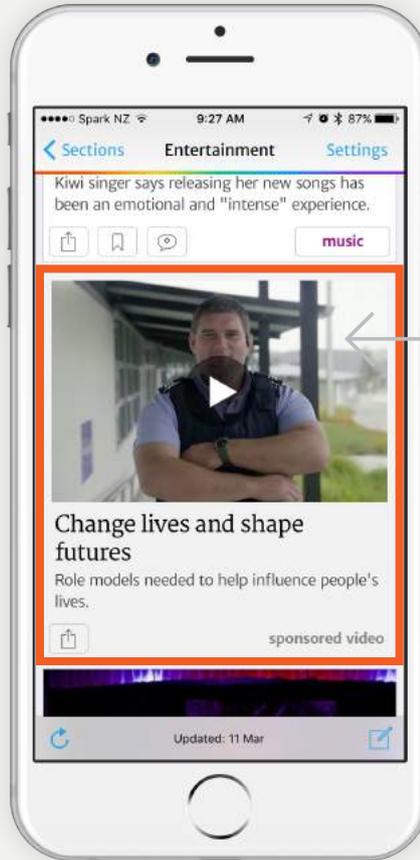
- The audio level on video ads must be not be louder than -20 dB/LKFS, and peak audio levels may not rise above -2 dB/LKFS at any point.

Notes

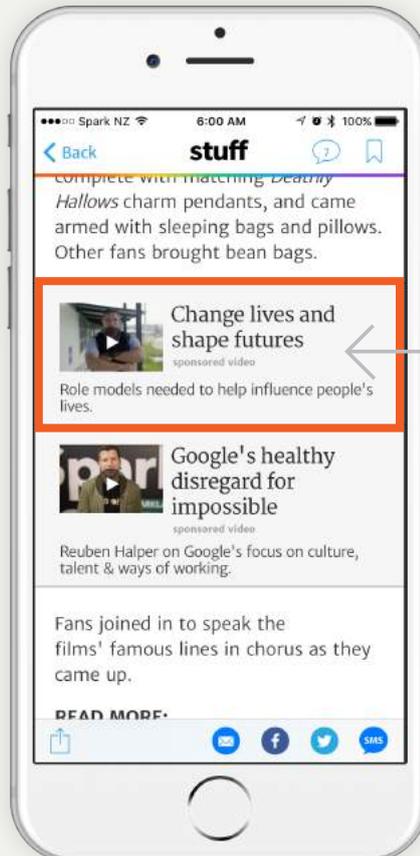
- The requested image can not be an 'ad' with text or logos. This should be an image only. All 'ad text' should fit in the headline and story intro content.

Delivery

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



NORMAL SIZE



COMPACT SIZE