

## Rich Media: Standard Expandable Ad

Standard ad unit which expands beyond the confines of the standard display space to double the size.

### Specifications

#### Dimensions (width x height)

Section	Collapsed	Expanded	Direction
Homepage	300x250px	600x250px	Left
ROS ATF	300x250px	600x250px	Left
Story pages	728x90px	728x180px	Down
ROS HP	300x600px	600x600px	Left

#### Expansion control

- Click to expand/click to close, rollover to expand (one second hover) roll off to close or auto initiate upon request
- All video must be muted if the user does not initiate the expansion

#### Max expansion time

- 10 seconds if auto initiated expansion and no user interaction
- 15 seconds if user initiated expansion and no user interaction
- 30 seconds if user initiated containing a video and no user interaction

#### Frequency cap

- 1UB per day or 3UB per week if auto initiated
- No frequency cap if user initiated

#### Max initial file size

- 80KB

#### Max main file size

- 250KB

#### Controls

- Obvious close button on top right hand side
- Once closed ad must not auto-expand again without express interaction from the user

#### Creative dispatch

- Creative must be sent to us via third-party Javascript tags. We will not accept raw creatives files for expandable executions
- If you are providing a third-party adserver tag, please ensure that the naming of all HTML 5 assets uploaded into your adserver is 24 characters or less (including spaces).

#### Format

- File Types dependent on third-party requirements

#### Max # of loops

- No looping

#### Transparency

- Can have transparent areas but these must not be clickable

#### Backup image

- You MUST provide a backup static image to run on IE10 as it does not support rich-media creative. The backup creative must reflect the size of the initial collapsed banner.

#### Delivery

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

