TVNZ Online Ad Specifications for:

Homepage Takeover

Homepage Takeover is a high impact advertising opportunity that is perfect for launching a brand or special offer. By owning the home page of TVNZ.co.nz your message will reach every person that visits the TVNZ home page on the given day. With multiple creative options including video, a Homepage Takeover with TVNZ is the perfect way to get your message across.

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Please provide us with the below material at least 5 working days prior to campaign start date.

Background image

Please provide your background image in JPEG format, with a maximum file size of 100KB. A colour in HEX or RGB value for the background to bleed.

Keep all branding, product imagery and text inside the 1280 width for maximum view.

Block out a 958 pixel wide area that sits behind the website content to keep file size down. Centre horizontally.

Make your total image size 1920 x 1080 pixels. The bottom of the image should blend into a solid colour

Background image can be unlocked so it scrolls with the page content.
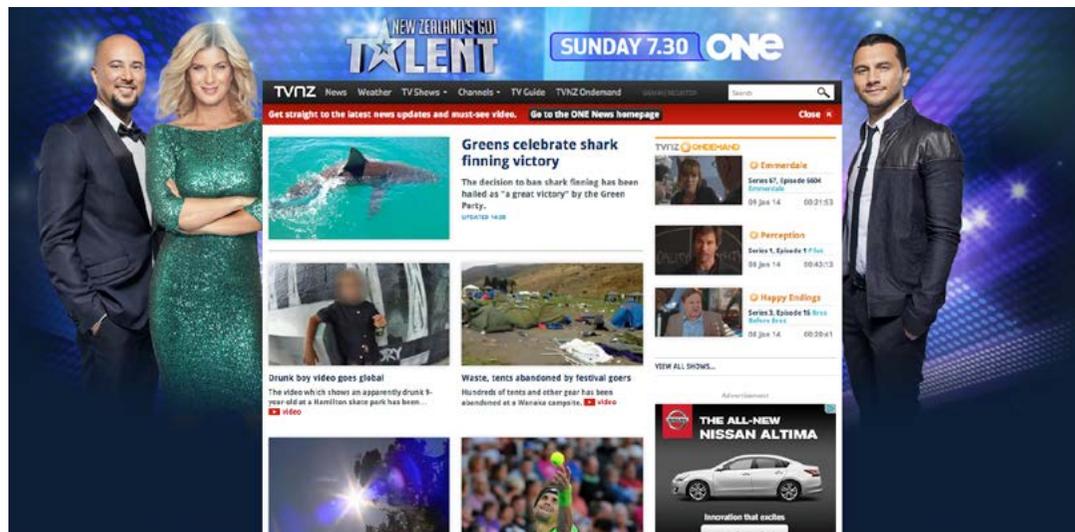
Homepage Takeover Options:

Option 1 - Full width Flash Big Banner 960x120.

Option 2 - Standard Flash Banner 728x90

Ad units should be supplied as Flash SWF files in AS2 or 3 (40KB max)

and a JPEG/GIF back up (20KB max). Please refer to page 5 in this document for clicktag implementation.

HPTO Option 1:

HPTO Option 2:

HPTO Sizing Guidelines:

Keep all branding, product imagery and text inside the 1280 width for maximum view.

958 px

Keep this area blocked out in white to keep file size down.
The content area begins 120 pixels down and is 958 pixels wide
Please centre horizontally.

Total image height
1080 pixels

Total image width 1920 pixels

HTML Background colour value supplied as Hex or RGB

TVNZ

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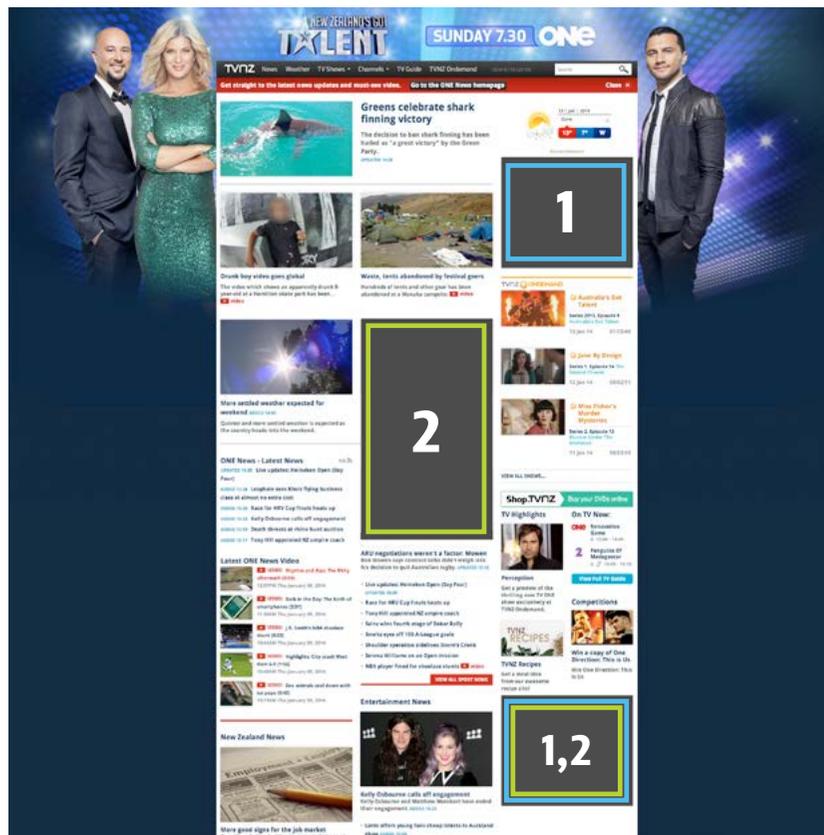
Ad Specs

Option 1 - Elevated Position
Three 300x250 Ad Units (Top unit moved up)

Option 2 - Half Page Ad
300x600 and two 300x250 Ad Units

Ad units should be supplied as Flash SWF files in
AS2 or 3 (40KB max) and a JPEG/GIF back up
(20KB max). Please refer to our Basic ad specification
document for clicktag implementation guideline.

Notes:

Only one Ad Unit to use video per HPTO.

All creative is subject to TVNZ editorial sign off.

Please speak to your Sales Manager
regarding option pricing.

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Ad units should be supplied as Flash SWF files in AS2 (recommended) or AS3. Files should be (40KB max) and a JPEG/GIF back up (20KB max).

ActionScript 2

Insert the following clickTag code on a transparent button that covers the entire banner:

on (release) {

   getURL(_level0.clickTAG, '_blank');

}

Notes: Audio may be permitted on click with prior consent from TVNZ. For Multiple Click Counting please see the DoubleClick Flash guide available on request. All Ads are 3rd Party hosted.

Video Ad Units

The video must be user initiated and the audio is required to be activated by a click. Please create and submit your creatives with video through a Rich Media Solution Provider.

Rich Media

TVNZ does support Rich media ad solutions such as Page Peel, Floating Layer, and Video in Rectangle. Submit your creatives through a Rich Media Solution Provider.

For more Rich Media opportunities please contact your account manager.