

TVNZ.CO.NZ

Advertising Specifications on [tvnz.co.nz](http://tvnz.co.nz)

**(Applicable for all Advertising)**

If requested creative materials do not meet the specifications expressed below, TVNZ will be unable to commence the campaign.

## Creative Deadlines

- Standard advertising units must be received no later than 3 working days prior to the commencement of the campaign.
- All Rich Media Advertising (Floating Layers and Expanding Banners etc) must be approved at least 10 working days prior to commencement of the campaign, with creative received no later than 5 working days prior to campaign commencement.

## Accepted Data Formats

- GIF
- JPEG
- DoubleClick Ad Tags
- SWF (must have back up JPEG/GIF)
- Third Party Redirects

*Note: Please contact your Account Manager/Exec for other accepted data formats.*

## Image Display

- In standard ad units there is no limit to the amount of times that an animation can repeat.
- Creative must not include transparent backgrounds.

## Click-throughs

- An active linking URL, not exceeding 128 characters, must be provided with all creatives.
- Click-through URLs must not contain spaces or the ‘&’ character.
- Click-throughs embedded in flash files must follow the format laid out in the Flash Style Guide. (See below)

## Flash Style Guide: Dart SWF File Requirements

Filenames	All lower case characters without ampersands, asterisks, slashes, spaces or question marks.
Maximum File Size	40,000 bytes
Get URL actions	The button action script should be <pre>on (release){     getURL(_level0.clickTag, "_blank"); }</pre>
<i>NB: Please do not use the word 'clicktag' (in upper or lower case or a combination of the two) as a layer name in a flash file.</i>	
Publish Settings	Flash version 6 or higher, ActionScript version 2.0

Example shown of 'clickTag actionscript'

```
on (release){
    getURL(_level0.clickTag, "_blank");
}
```

## Scripting for ads with multiple click tags

If client wants multiple click throughs to different URLs in a single ad, they need to create a button for each item with click tags shown below.

BUTTON ONE:

```
on (release){
    getURL(_level0.clickTag, "_blank");
}
```

BUTTON TWO:

```
on (release){
    getURL(_level0.clickTag1, "_blank");
}
```

BUTTON THREE:

```
on (release){
    getURL(_level0.clickTag2, "_blank");
}
```

We will need to know which item has which click tag and the URL associated with it.

## Standard Ad Specifications

### Big Banners

- Location : Top of all pages.
- Dimensions : 760 x 120 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 40k streaming at 33K B/S.
- Sound : Audio must be user activated.
- CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive, alteration to the creative will be requested.

### Wide Skyscrapers

- Location : Right side column on News and Sport Article pages.
- Dimensions : 160 x 600 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 40k streaming at 33K B/S.
- Sound : Audio must be user activated.
- CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive, alteration to the creative will be requested.

*Please Note: From July 2010 the availability of Skyscraper Ad Unit will be reduced on the TVNZ web site. Please contact your account manager for further information.*

## Small Banners/Promotional Ad Banners

- Location : Above News and Sports streamed video content.
- Dimensions : 468 x 60 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 20k maximum, streaming at 33K B/S.
- Sound : No audio allowed.
- Animation : There is no limit to the amount of times that an animation can repeat.
- CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive alteration to the creative will be requested.

*NOTE: If TVNZ is producing the creative it will be modified only ONCE. Any modification after, will be charged a fee of minimum hourly rate. (Regarding the fee please contact your Account Manager/Exec)*

## Rectangle Ads

- Location : Homepages and within the body of the story pages.
- Dimensions : 300 x 250 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 40k streaming at 33K B/S.
- Sound : Audio must be user activated.
- CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive, alteration to the creative will be requested.

*NOTE: Please provide our designer with high resolution copyright-cleared stock images if, TVNZ Digital Sales is producing the creative for your campaign. A charge will incur on the agency/advertiser to pay for any copyrighted materials needed if there are no images provided for the campaign.*

*NOTE: If TVNZ is producing the creatives (except for the Small Banners) will be modified TWICE only. Any modification after, will be charged a fee of minimum hourly rate. (Regarding the fee please contact your Account Manager/Exec)*

## Video Rectangle

- Rectangle unit containing video must be hosted and polite loaded by a third party ad server, e.g. Eyeblander or DoubleClick Motif etc. The Play/Stop and mute/un-mute controls must be built in. The sound must be user initiated unless the video playback is triggered by user; the original Flash file size must be no more than 40kb and the maximum file size for video is 1.5Mb. Please talk to us if you need to exceed this limit for your creative execution.

## Sponsored Links

- Location : Below the fold in the right hand column on the main homepage; at the bottom of the right hand column within article pages across News, Sport, and Television.
- Text : 80 characters maximum including spaces
- URL : Either a normal URL or a click tracking enabled URL

## Marketplace Specs

- Location : Below the story on all News, Sport, and Television story pages.
- Thumbnail : 90 x 68 pixels.
- Title : 25 characters including spaces.
- Body Text : 115 characters including spaces.

*NOTE: Please provide one single click through for the above elements.*

## Rich Media Ad Specifications

### Floating Layers

- Location & Dimensions** : We can be flexible about the size and location of the floating layer as long as it does not float over our lead image or move over any other ad unit that is not part of the buy.  
*Please provide your creative concept to the Account Manager/Exec for approval at least 10 working days prior to the commencement of the campaign.*
- Duration** : Maximum 8 seconds.
- Sound** : Sound should only play while the mouse cursor is over the Floating Layer, or by user click activation.
- Frequency Cap** : To display once per unique user per day. Floating Layer will run for a maximum of 1 day per month.
- Close Button** : Floating Layers must have an option to close, e.g. [Close X]
- File Size** : File sizes that exceed the standard 40k file size limit, must “polite load” through a rich media adserving solution provider.  
For additional information on polite loading file sizes and cost contact your Rich Media Solution Provider eg: Eyeblander, Dart Motif.

### Expanding Big Banner

- **File Size** : File sizes that exceed the standard 40k file size limit, must “polite load” through a rich media adserving solution provider.  
For additional information on polite loading file sizes and cost contact your Rich Media Solution Provider eg: Eyeblander, Dart Motif.
- **Dimensions** : On expansion, approximately 760 x 220 pixels.  
*Please contact your Account Manager/Exec for creative concept approval and questions.*
- **Image Display** : The expansion must be initiated by user mouse over. The expanding element must close automatically once the user scrolls off.
- **Sound** : Must be user initiated by a click.

### Expanding Rectangle

- **File Size** : File sizes that exceed the standard 40k file size limit, must “polite load” through a rich media adserving solution provider.  
For additional information on polite loading file sizes and cost contact your Rich Media Solution Provider eg: Eyeblander, Dart Motif.
- **Dimensions** : On expansion, approximately 500 x 250 pixels with expansion to the left.  
*You are welcome to further discuss your creative concept with your Account Manager/Exec as the dimension and expanding direction can be flexible.*
- **Image Display** : The expansion must be initiated by user mouse over. The expanding element must close automatically once the user scrolls off.
- **Sound** : Must be user initiated by a click.

## Video Ads - News and Sport Section

- Location : Within WATCH tab of News and Sport section.
- Accepted Data Formats : Digi Beta or Beta SP TVC (that we will stream), or the TVC's Key number if already ingested into the TVNZ system.
- Duration : Maximum of 15 seconds.

## Video Ads - Ondemand

- Accepted Data Formats : Digi Beta or Beta SP TVC (that we will stream), or the TVC's Key number if already ingested into the TVNZ system, Mpeg2 or .mov with either a H264 or ON2 codec. We can ONLY accept flash files if we get ALL three sizes as specified below (non anamorphic).
- FLV Sizes & Bitrates :
 

300Kb/s	640x360
700Kb/s	640x360
1100Kb/s	640x360
- File Size : n/a, as the creative will be housed internally.
- Duration : Maximum of 30 seconds.

## Ad on Pause

*Please provide us with the below material at least 10 working days prior to campaign start date:*

- FLA File : 300x250 pixels (scaled up to roughly 600x500 pixels in full screen mode); please keep this below 9MB  
Any custom font used
- SWF File Size : Maximum 100KB streaming at 33K B/S
- GIF/JPG File Size : 300x250 pixels max 40KB

*Please follow the below design guideline:*

1. No Timeline Tween.
2. No 3D Tween
3. No Enterframe.Event
4. No while loops unless it removes itself
5. eventlistener self removing

*Please note:*

*Sound : Allowed but audio must be user activated.  
CPU Load : The load on a user's computer CPU must not be excessive. If TVNZ deem it to be excessive, alteration to the creative will be requested. All creative materials are subject to testing prior to go live.*

## Ad Selector

*Please provide us with the below material at least 10 working days prior to campaign start date:*

- Thumbnail files : JPG format, 15kb max file size, 154x107 pixels
- Caption text : Max 25 characters
- TVC Key No.s : We can retrieve material from eBus/Dubstat/Adstream if the TVC has already been dispatched to one of the three systems; if you choose to supply us the Flash movie files, please use MPEG2 or .MOV with either a H264 or ON2 codec. Please provide the FLV files in all three sizes as specified below (non anamorphic):

FLV Sizes & Bitrates :
 

300Kb/s	640x360
700Kb/s	640x360
1100Kb/s	640x360

*Please note:*

*Each TVC's maximum duration is 30 seconds unless discussed otherwise*

For each individual TVC, you can choose to have a companion banner (premium pricing may apply); please refer to our standard banner specification. We can also implement impression tracking pixel for the TVC, along with normal or click tracking enabled URL.