

TVNZ

TELETEXT

Advertising Specifications for Teletext

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

Creative Deadlines

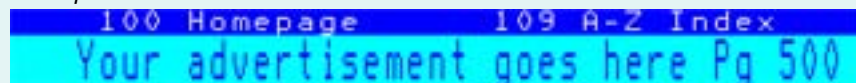
There is a three business day turnaround time for creating and updating Teletext advertisements.

Standard Ad Specifications

Note: Maximum numbers of characters includes spaces

Banner: Maximum 35 characters including the page number

Example Banner:

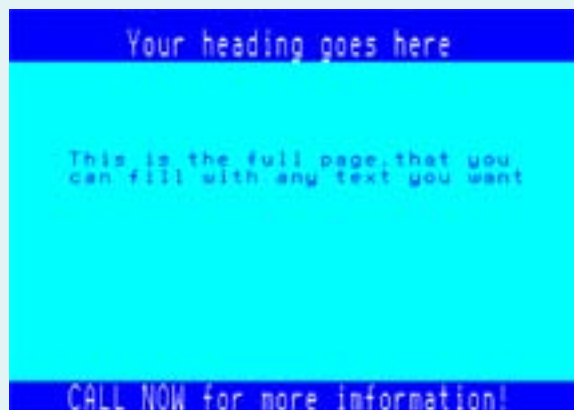


Full Page Ad

Option 1:

- Heading** :Double height, maximum 35 characters.
Body :Maximum 38 characters per line and 722 characters in total.
Bottom Line of Full Page Ad :Double height, maximum 35 characters.

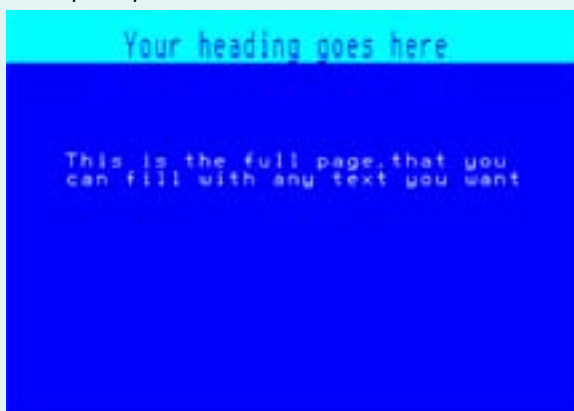
Example Option1:



Option 2:

- Heading** :Double height, maximum 35 characters.
Body :Maximum 38 characters per line and 836 characters in total.*

Example Option2:



* Double Height text can be used in the body of full page ads. However, this decreases the total number of character available. If you are interested in this option contact your Sales representative.

Colours Available on Teletext

	Black
	Red
	Green
	Yellow
	Blue
	Magenta
	Cyan
	White

Suggested Colour Combinations

Blue Background with White Text

Green Background with Blue Text

Yellow Background with Blue Text

White Background with Blue Text

Blue Background with Yellow Text

Cyan Background with Blue Text