

# ONE NEWS

Advertising Specifications for One News Video  
on [stuff.co.nz](http://stuff.co.nz)

## (Applicable for all Advertising)

If requested advertisements do not meet the specifications expressed below, tvnz.co.nz will be unable to commence the campaign, and the client will be required to revise the creative, at their own cost.

## 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 5 working days prior to commencement of the campaign, with creative received no later than 3 working days prior to campaign commencement.

## Accepted Data Formats

- GIF
- JPG
- SWF(must have back up GIF)
- Third Party Redirects

## 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.

## Image Display

- In standard ad units there is no limit to the amount of times that an animation can repeat.

## Standard Ad Specifications

### Video Stuff Banners

- Location : Upper right hand side of video player.
- Dimensions : 210 x 55 pixels.
- GIF/JPG File Size: 14k maximum.
- SWF File Size : 14k maximum, streaming below 33K B/S.

*NOTE: Please note that the creative's will be modified only ONCE. Any modification after, will be charged a fee of minimum hourly rate. (Regarding the fee please contact your Sales Exec)*

**Video Ad - Pre Roll**

- Location : Video Pop up windows.
- Dimensions : 320 x 240 pixels.
- 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, Windows Media (WMV).
- Dial Up File Size : 56k wmv.  
Frame Size : 176 x 144 pixels.  
Video Bitrate: 36.984 kbps.  
Audio Bitrate: 10.016 kbps, 11.025khz audio (mono).
- Broadband File Size : 300k wmv.  
Frame Size : 320 x 240 pixels.  
Video Bitrate: 256 kbps.  
Audio Bitrate: 20 kbps.
- Duration : Maximum of 5 seconds.

**Video Ad - Post Roll**

- Location : Video Pop up windows.
- Dimensions : 320 x 240 pixels.
- 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, Windows Media (WMV).
- Dial Up File Size : 56k wmv.  
Frame Size : 176 x 144 pixels.  
Video Bitrate: 36.984 kbps.  
Audio Bitrate: 10.016 kbps, 11.025khz audio (mono).
- Broadband File Size : 300k wmv.  
Frame Size : 320 x 240 pixels.  
Video Bitrate: 256 kbps.  
Audio Bitrate: 20 kbps.
- Duration : Maximum of 60 seconds.

## Flash Style Guide: Dart SWF File Requirements

Filenames	All lower case characters without ampersands, asterisks, slashes, spaces or question marks.
Maximum File Size	14,000 bytes
Get URL actions	The button action script should be <pre>on (release){     getURL(_level0.clickTag, "_blank"); }</pre>
Publish Settings	Flash version 6 or higher, ActionScript version 2.0

Flash creative must use "Click Tag" expression



Example shown of 'clickTag actionscript'

```

1  on (release){
2      getURL(_level0.clickTag, "_blank");
3  }
```