



Advertising Specifications for PagePeel Ads
tvnz.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

- Creatives must be received no later than 10 working days prior to the commencement of the campaign.

Brief - If tvnz creates the PagePeel Ad

- Content Brief that will show up on the Ad, after the page is peeled off
- Images high resolution (.jpg, .tiff formats)
- Specific fonts (.ttf Windows PC format)
- Color values (RGB or hexa ie: #000000)
- Client Logo in Vector Format (.ai or .eps - Adobe Illustrator Files)
- Any video or audio files need to be used in the ad

NOTE: We have a 4 week turn around time (and would prefer 5) - If everything requested above is provided.

Time Frame Explanation: 2 weeks to create the creative, 3rd week to change/tweak the creative and get final approval. 4th week is to wrap the creative via dart motif, test it and load it. (Ideally we hope to get to this stage on the 4th week, incase everything doesnt go smoothly then the 5th week is needed.)

Also please NOTE: the creative's will be modified only ONCE. Any modification after, will be charged a minimum fee. (Regarding the fee please contact your Sales Exec). Please make sure the client knows this and feeds back everything at once.

PagePeel Ad Specifications - if client creates the Ad

- Location : Tvnz.co.nz, One News, National News, One Sport, TV One & TV2 Homepages and Story Pages
- What the user sees : The user visits tvnz.co.nz. Upon page load, a 191 x 144px page peel teaser appears with limited animation on the top right corner of the page. The user moves the mouse over it and the page peels to a full ad of 700 x 500px
NOTE: the page peel must be brought with a skyscraper and big banner.

Page Peel Teaser Specifications:

- Dimensions : 191 x 144 pixels
- Accepted Format : .swf, .fla (backup JPG/GIF must be provided.)
- SWF File Size : 20k (max, non-negotiable)
- Image duration : 5 seconds max
- Frame Rate : 20 frames per second
- Sound : Not Allowed
- Video : Not Allowed



Page Peel Specifications:

- Dimensions : 700 x 500 pixels
- Accepted Format : .swf, .fla, .flv (backup JPG/GIF must be provided.)
- SWF File Size : If over 40k must polite load, up to 100k
If the creative has video file in it: 1MB to 5MB (creatives + video files)
- Image duration : Unlimited
- Frame Rate : 20 frames per second
- Sound : Audio must be user activated by a 'click here for sound' instruction
- Video : Video must be user activated by clicking on a play button, or 'click here to play' instruction
NOTE: if an ad has video and audio together, we recommend to the video file (FLV: Flash Video) to have both in one file to ensure we have no synchronisation issue.
- Close Button : must be clearly visible at all times in the top right hand corner.

Sample URL of the pagepeel creative

<http://adcreative.tvnz.co.nz/>