

tvnz.co.nz

Advertising Specifications on 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

- 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

Big Banners

- Location : Top of all section homepages and story pages.
- Dimensions : 760 x 120 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 30k (max, non-negotiable) streaming at 33K B/S.
- Sound : Audio must be user activated by a 'click here for sound' instruction.
- 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.

Skyscrapers

- Location : Right side column on all section homepages and story pages.
- Dimensions : 160 x 600 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 30k (max, non-negotiable) streaming at 33K B/S.
- Sound : Audio must be user activated by a 'click here for sound' instruction.
- 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.

Small Banners

- Location : Midway down the homepages of One Sport, TV One and TV2.
- Dimensions : 468 x 60 pixels.
- GIF/JPG File Size: 15k maximum.
- SWF File Size : 15k maximum, streaming at 33K B/S.
- Sound : Audio must be user activated by a 'click here for sound' instruction.
- 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.

Island Ads

- Location : Within the body of the story on standard story pages.
- Dimensions : 300 x 250 pixels.
- GIF/JPG File Size: 20k maximum.
- SWF File Size : 30k (max, non-negotiable) streaming at 33K B/S.
- Sound : Audio must be user activated by a 'click here for sound' instruction.
- 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.

Text Links

- Location : To the right of the body of the story, on story pages.
- Dimensions : Maximum 35 characters, including spaces.

Floating Layers (out of banner advertisements)

- Location : Floating flash to animate out of a permanent advertising unit, i.e. originates from Banner or Skyscraper or a 1 pixel element.
- Dimensions : 300 x 300 pixels.
Note: we are flexible about the size of our Floating Layers as long as they do not float over our lead image, or move over any other ad unit that is not part of the buy.
- Image Display : Only one animated image to activate per Floating Layer.
- 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 Layers can run for a maximum of 7 days per month.
- Close Button : Floating Layers must have an option to close, e.g. [x]
- File Size : File sizes that exceed the standard 30k file size limit, must "polite load" - i.e. a small gif or jpg creative loads first with the rest of the page(20k) and the larger components of the file stream through after the content page has loaded(100k). For additional information on polite loading file sizes contact your Rich Media Solution Provider (i.e. Eyeblaster, Dart Motif).

Expanding Big Banner

- File Size : File sizes that exceed the standard 30k file size limit, must “polite load” - i.e. a small gif or jpg creative loads first with the rest of the page(20k) and the larger components of the file stream through after the content page has loaded(100k). For additional information on polite loading file sizes contact your Rich Media Solution Provider (i.e. Eyeblaster, Dart Motif).
- Dimensions : On expansion, approximately 760 x 240 pixels (double the height of the original Big Banner).
- Image Display : The expanding element must close automatically once the user scrolls off.
- Sound : Must be user initiated by a click.

Expanding Skyscraper

- File Size : File sizes that exceed the standard 30k file size limit, must “polite load” - i.e. a small gif or jpg creative loads first with the rest of the page(20k) and the larger components of the file stream through after the content page has loaded(100k). For additional information on polite loading file sizes contact your Rich Media Solution Provider (i.e. Eyeblaster, Dart Motif).
- Dimensions : On expansion, approximately 320 x 600 pixels (double the width of the original Skyscraper).
- Image Display : The expanding element must close automatically once the user scrolls off.
- Sound : Must be user initiated by a click.

Video Island

- File Size : File sizes that exceed the standard 30k file size limit, must “polite load” - i.e. a small gif or jpg creative loads first with the rest of the page(20k) and the larger components of the file stream through after the content page has loaded(100k). For additional information on polite loading file sizes contact your Rich Media Solution Provider (i.e. Eyeblaster, Dart Motif).
- Dimensions : 300 x 250 pixels
- Image Display : Volume, Play & Stop buttons must be clearly visible. Video can play automatically for each user’s first view. For subsequent views a non-video ad must appear with a call to action to play the video.
- Sound : Sound should be muted when the Ad starts playing and be user activated by clicking a “sound on” button.

Video Ads

- 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.
- File Size : 300k wmv.
Frame Size : 320 x 240 pixels.
Video Bitrate: 256 kbps.
Audio Bitrate: 20 kbps.
- Duration : Maximum of 15 seconds.

Rich Media Solution Providers

- Eyeblander - <http://www.eyeblander.com>
- Dart Motif - <http://www.dartmotif.com>

Flash Style Guide: Dart SWF File Requirements

Filenames	All lower case characters without ampersands, asterisks, slashes, spaces or question marks.
Maximum File Size	30,000 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



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Maximum File Size	30,000 bytes
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Example shown of 'clickTag actionscript'

