



CRICKET  
AUSTRALIA



# Digital Ad Specs 2017



# Web/Mobile Advertising

All display ads must be built to the below sizes to run across our digital platforms. Each file must be no more than 40kb in size and can be submitted as either a jpg or a gif file. All creative is due 1 week prior to going live.



## Creative size

728 x 90 (Leaderboard)

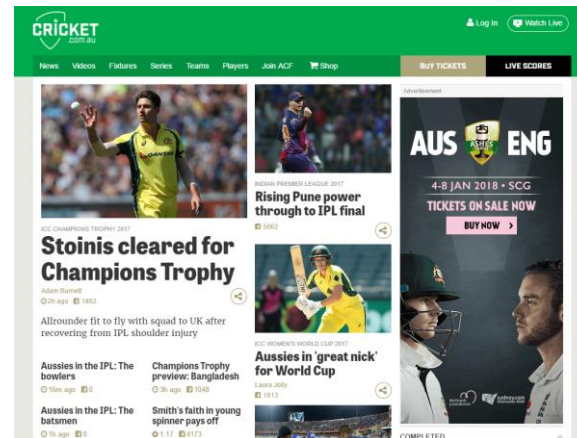
300 x 600 (Half page)

300 x 250 (MREC)

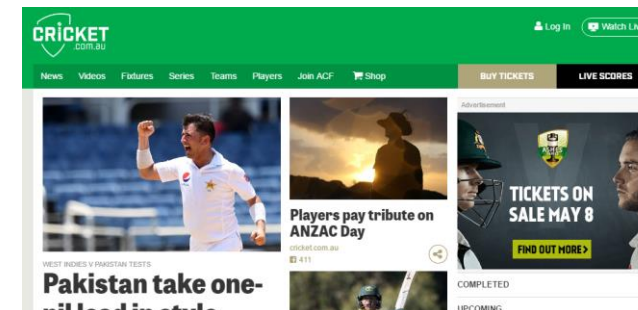
320 x 50 (Mobile banner)



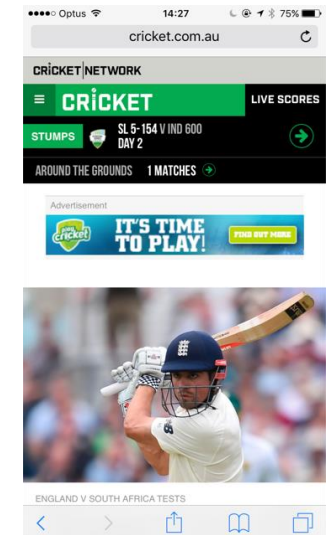
728x90



300x600



300x250



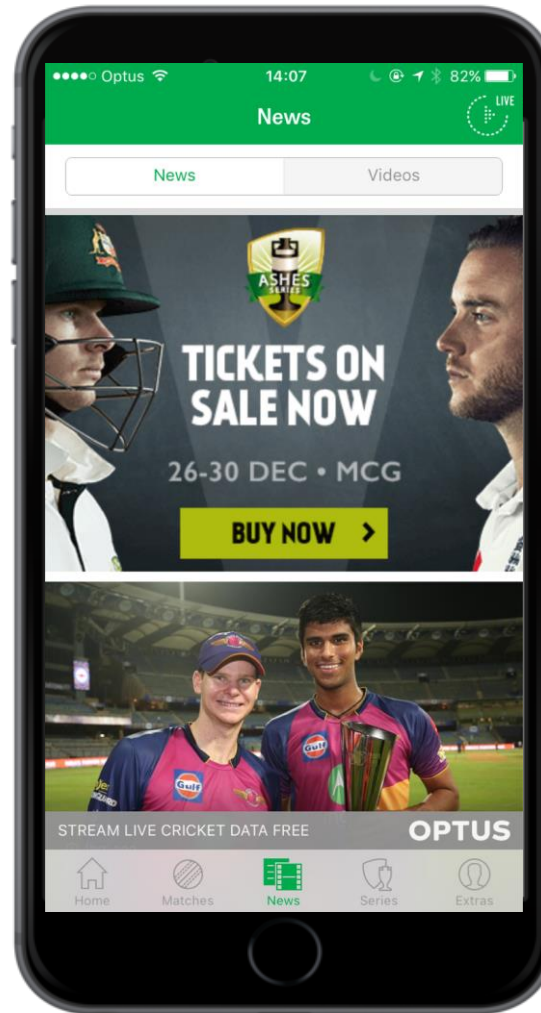
320x50

# App Advertising

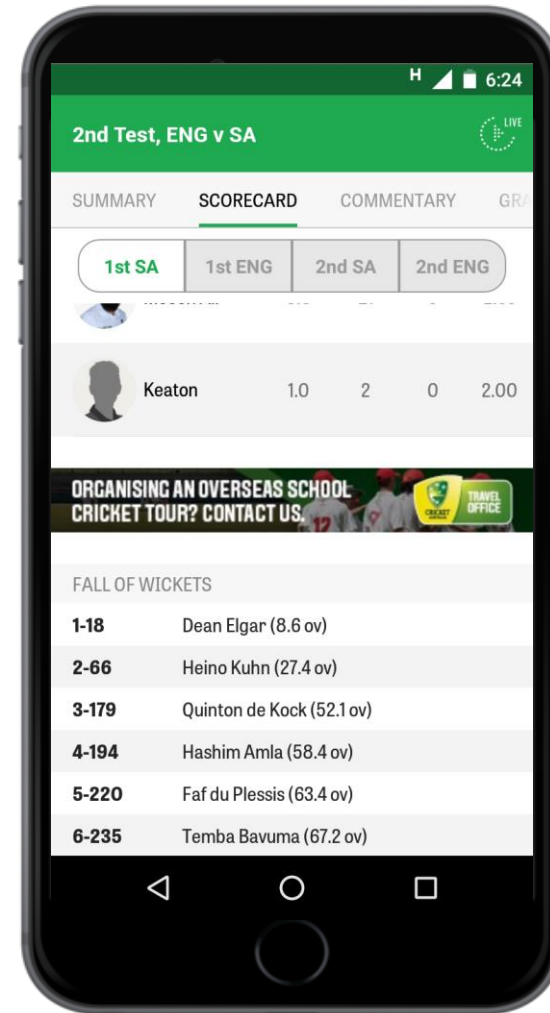
## Creative size

375 x 280 (News Tile)

360 x 48 (Mobile banner)



375 x 280



360 x 48



# Page Takeover

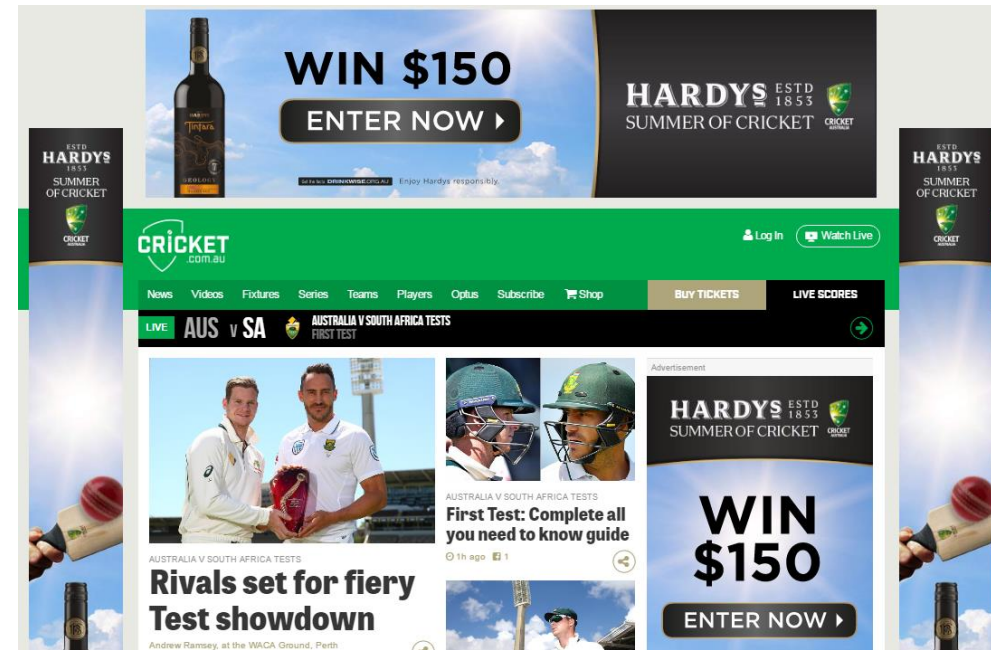
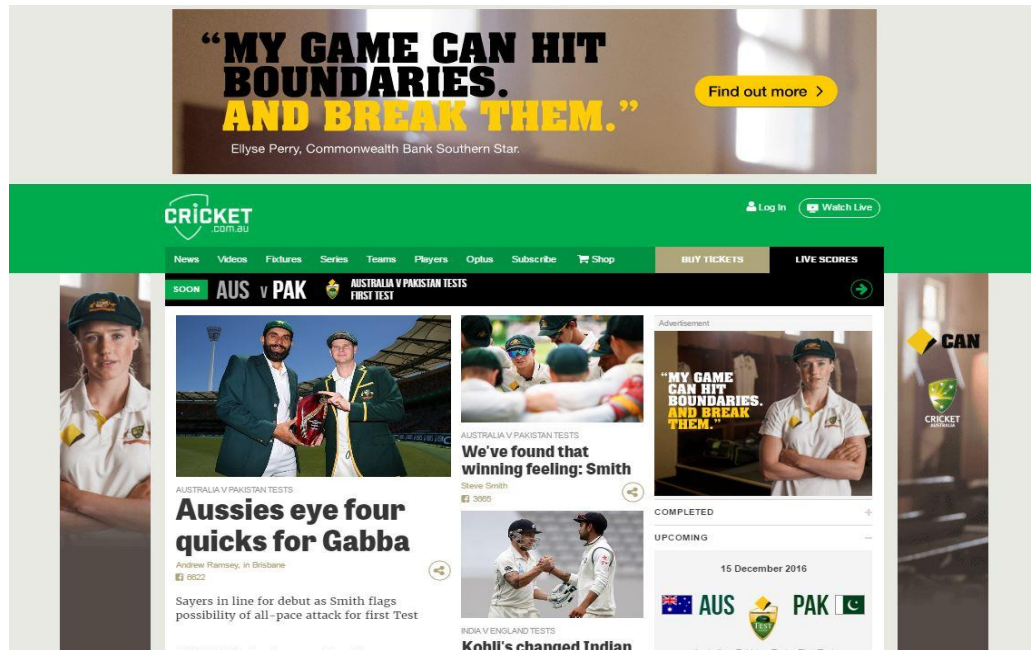


## Creative size

970 x 250 – Masthead (max 40kb)

125 x 900 – Standard side panels (max 40kb per panel)

125 x 600 – Big Bash side panels (max 40kb per panel)



# Match Centre

## Creative size

728 x 90 (Leaderboard)

468 x 60 (Banner)

200 x 200 (MREC)



Commonwealth Bank Ashes Series 2017-2018 1st Test, Day 2 - The Gabba, Brisbane

Australia 9-150 vs England 127

Australia win by 30 runs in super over (D-L method)

Batting	R	B	4s	6s	SR	Bowling	O	R	W	Econ	
Alastair Cook	157	121	9	15	333.33	Ben Stokes	9.0	2	29	2	3.71
Joe Root*	157	121	9	15	333.33						

AUS RR: 2.08 Current partnership: 200 runs (277 balls) Last 10 overs: 0-25 RRR 2.50

Leaderboard 728x90

1st AUS 100 1st SA 100

**Batting**

	R	B	SR	4s	6s	REPLAY
M. Renshaw	15*	127	24.28	0	0	
M. Renshaw	c A. Fletcher	311	127	0	0	
M. Renshaw	z	34*	127	0	0	
M. Renshaw	c A. Fletcher	34*	127	24.28	0	
M. Renshaw		12	127	24.28	0	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	
M. Renshaw	-	-	-	-	-	

EXTRA (1W, 0NB, 2LB, 0B) 3

TOTAL (40.5 Overs, 2 Wickets) 57

Fall of wickets 1-4: Both Murney & Parry; 1-2 OVI; 2-9: Mrg Lanning & Goswami; 4-5 OVI; 3-21: Nicole Bolton & Shama; 7-2 OVI; 4-138: Elyse Villani & Marsh; 5-10: Duggan; 23-1 OVI; 5-148: Elyse Villani & Duggan; 28-1 OVI; 6-148: Alyssa Healy & Parry; 30-3 OVI; 7-152: Ashleigh Gardner & Rog & Foxon; 29-4 OVI; 8-154: Jess Jonassen run out (Goswami); 30-2 OVI; 9-188: Megan Schutt & Goswami & Shama; 32-3 OVI; 10-240: Alex Blackwell & Shama; 40-1 OVI.

**Bowling**

	O	M	R	W	SR	Wkt	NB	REPLAY
M. Renshaw	0	00	00	127	24.28	0	0	

Leaderboard 728x90

Commonwealth Bank Ashes Series 2017-2018 1st Test, Day 2 - The Gabba, Brisbane

Australia 9-150 vs England 383 & 127

Australia win by 30 runs in super over (D-L method)

Batting	R	B	4s	6s	SR	Bowling	O	R	W	Econ	
Alastair Cook	157	121	9	15	333.33	Ben Stokes	9.0	2	29	2	3.71
Joe Root*	157	121	9	15	333.33						

AUS RR: 2.08 Current partnership: 200 runs (277 balls) Last 10 overs: 0-25 RRR 2.50

Leaderboard 728x90

**END OVER 41 - ENGLAND 2/109**  
2 RUNS, 1 WICKET | A. Cook 56 (12) J. Root 76 (68)

Manage filters: Wickets 65 45

Select player

40.6 J Goswami to M Lanning, no run, 106.3 km/h short length on leg stump.

40.8 **W** OUT! Bowled. J Goswami to M Lanning, no run, 106.3 km/h short length on leg stump.

	R	B	4s	6s	SR	REPLAY
M Lanning	157	121	9	15	333.33	

40.4 J Goswami to M Lanning, no run, 106.3 km/h short length on leg stump.

40.3 J Goswami to M Lanning, no run, 106.3 km/h short length on leg stump.

40.2 J Goswami to M Lanning, no run, 106.3 km/h short length on leg stump.

40.1 Renshaw brings up his half century

Square 200x200

Banner 468x60

# Video



## Third Party Served Specs

### File size: 30MB Max

Spec	Low	Medium	High
Resolution / Aspect Ratio	640x360 (16:9), 640x480 (4:3)	1024x576 (16:9), 786x576 (4:3)	1280x720, 1920x1080 (16:9)
Bitrate	500-700 kbps	700-1500 kbps	2500-3500 kbps

The following requirements apply to all 3 files above:

- File type: Mp4
- Encoding profile: H.264, Baseline 3.0
- Frame rate: 25fps
- Audio Codec: AAC-LC or HE-AACv1
- Audio Bitrate:
  - 128-192 kbps for AAC-LC
  - 64-128 kbps for HE-AACv1
- Audio level: -24 LKFS (+/- 2.0 dB)
- Delivery type: Progressive

Accepted 3rd Parties: Sizmek, Innovid, TVN, Telemetry, DoubleClick, Facilitate

