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 <u>no more than 40kb</u> in size and can be submitted as either a jpg or a gif file. All creative is due 1 week prior to going live.
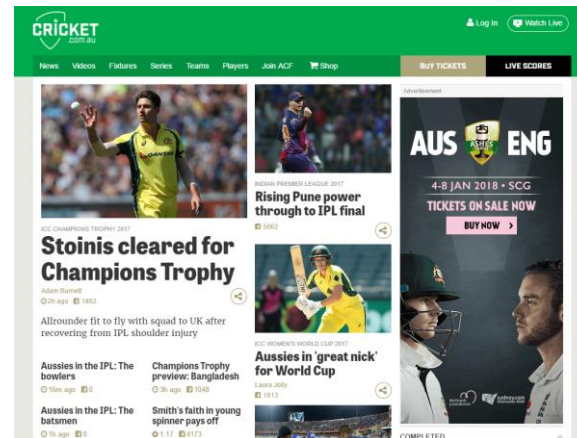
Creative size
728 x 90 (Leaderboard)
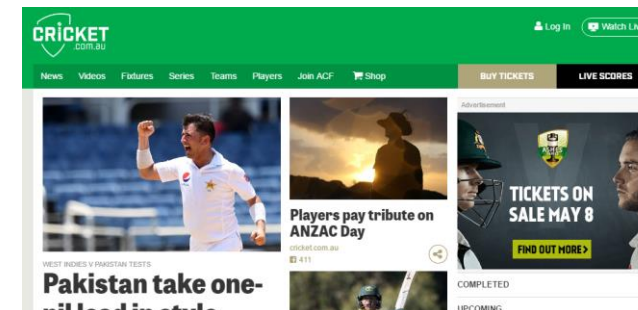**300 x 600 (Half page)**
300 x 250 (MREC)
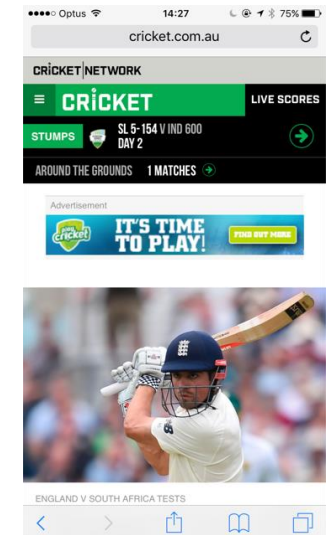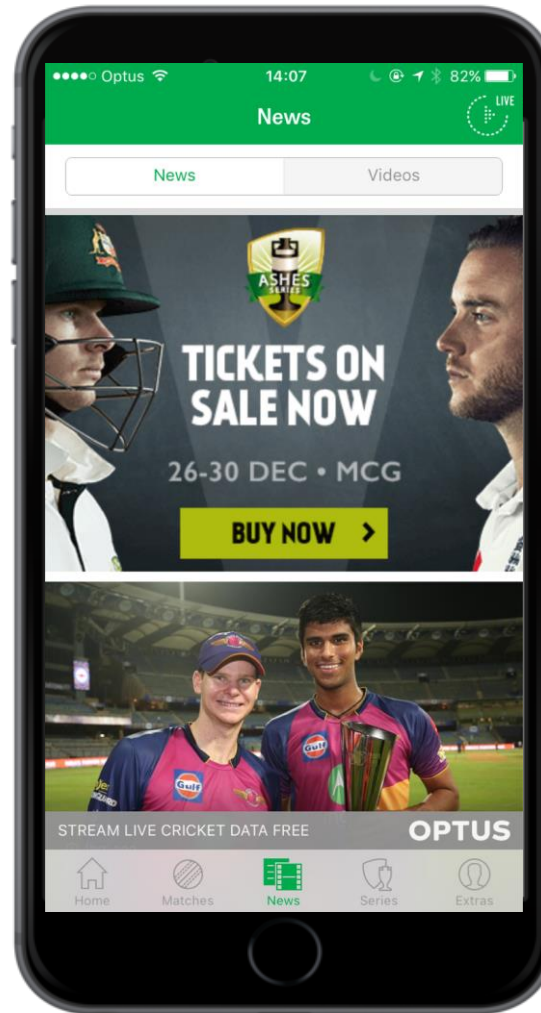**320 x 50 (Mobile banner)**

728x90

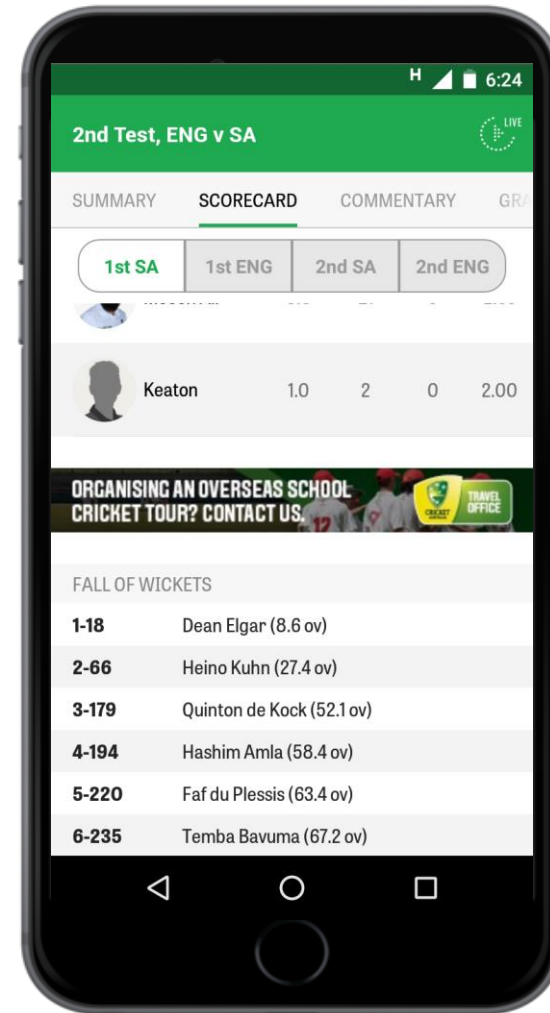300x600

300x250

320x50

App Advertising

Creative size
375 x 280 (News Tile)
360 x 48 (Mobile banner)
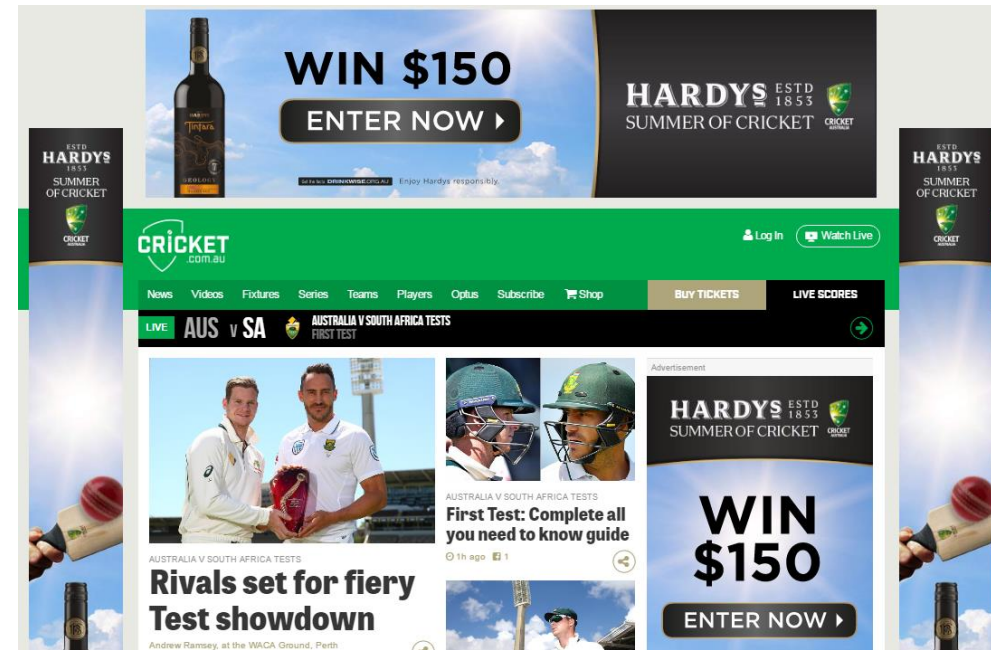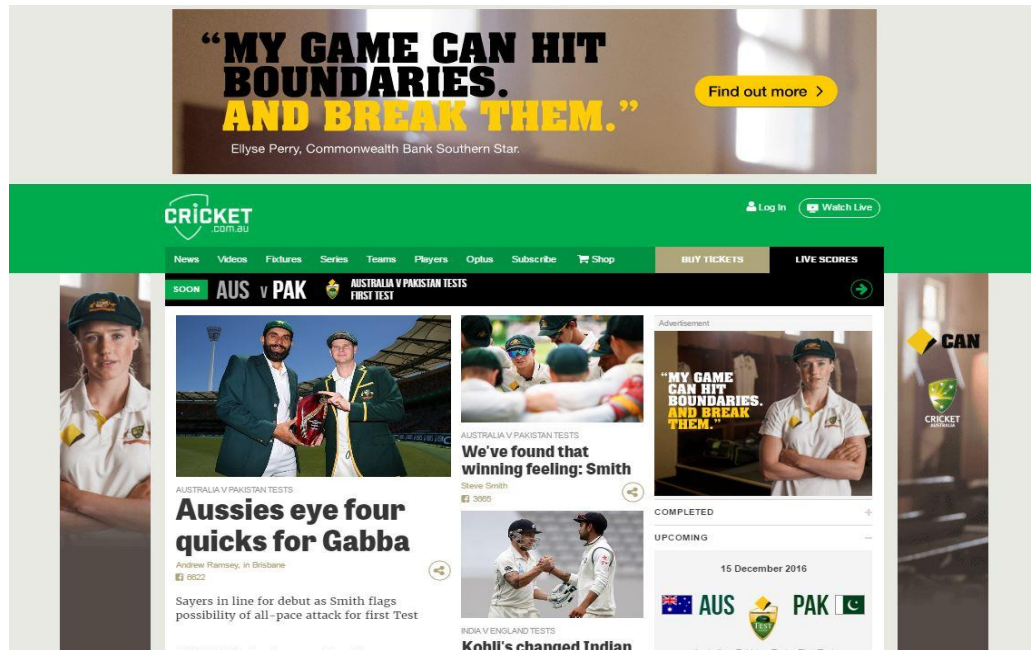

375 x 280

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)

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