

Mobile Banner

| Image Site Served Ad Banner | |
|--------------------------------------|--|
| Dimensions | 300x50 and 320x50 |
| Image File Size | 20 KB |
| File Format | JPEG, GIF and PNG |
| Destination URL | Required. Please provide in a separate txt file |
| 3rd Party HTML5 Ad Banner* | |
| | *All HTML5 banners must be third-party served |
| Accepted Third Party Vendors | DoubleClick, Sizmek, Bonzai, Adform and Celtra. All scripts must be secure and any tags received from vendors not approved by Foxtel Media (FM) may delay creative approval and overall campaign start |
| Max Initial Load File Size | 80kb |
| Ad Verification Scripts | 70kb |
| Max Polite Load File Size | 2MB |
| Hosted Shared Library Max File Size | 100kb |
| Approved shared library files | https://tinyurl.com/yb6fbkxs |
| Additional FM Cached Scripts | http://www.foxtelmedia.com.au/download-adspec/7487 |
| HTML5 Frame Rate (Frames-per-Second) | 24 FPS |
| Submission Lead-Time and Delivery | |
| Timeline | Creative must be provided a least 3 working days prior to campaign commencement |
| Late Submissions | Any late units may delay launch or affect total campaign delivery |
| Further Notes | Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by FM |

Additional Info

This ad unit can be either Foxtel Media site served or 3rd party served.

- If banner is white- a one pixel border of a contrasting colour/tone must be present on all frames of the ad.
- Max x2 looping
- No strobing allowed
- Click through must open in a new tab or window
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel Media (FM) ad operations to QC before deploying
- CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Note: Foxtel Media reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically Foxtel Media reserves the right to remove or reject any material which:

- Is misleading, false or illegal and does not comply with state and national regulations;
- Contains but is not limited to sensationalised violence, crime or vulgar activity;
- Promotes stereotypes based on gender, race, sexuality or religion;
- Is provocative in nature and upsetting to the site audience or channel partner;
- Negatively impacts the intellectual property and equity of the wider Foxtel Media network;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.

If you are a gambling client, please ensure your digital creative are compliant with the online rules & legislations specified by the Australian Communications and Media Authority (ACMA). You will also need to ensure that you follow any state laws surrounding the promotion of gambling promotional content.