

# Expanding Video Mobile Banner

Third Party Ad Banner*	
Accepted Third Party Vendors	DoubleClick, Sizmek and Bonzai. 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
Format	Refer to accepted third-party vendor
Dimensions	320x50 OR 300x50
Expanded Dimensions	320x250 OR 300x250
File Size	80 KB
Max File Size (KB) of shared library files	100 KB
Max Polite Load File Size	1 MB
Maximum Animation Length	15 Seconds
Frame Rate (Frames-per-Second)	24 FPS
	*All Rich Media banners must be third-party served
Submission Lead-Time and Delivery	
Timeline	Creative must be provided a least 5 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 only be 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

- Expanded panel activates upon user initiation
- Must include 'Click X to close' in top right corner
- Audio must be user initiated with a 'Mute' default
- Video must include; Play, Pause and Mute options
- Must not include any transparent elements
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel Media 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 & legislation 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.**