

# Celtra Flex

Third Party Ad Banner (MREC, Leaderboard or Mobile Banner accepted)	
Accepted Third Party Vendors	Celtra
MREC Dimensions	300x250
Leaderboard Dimensions	728x90
Mobile Banner Dimension	300x50 OR 320x50
Expanded Dimensions	100% of desktop/mobile screen (landscape)
Close Button	30x30 pixel 'X' close button, top right corner
Initial File Size	100kb
Max Shared Libraries File Size	100kb
Max Polite Load File Size	2MB
Max User Initiated File Size	5MB
Frame Rate (Frames-per-second)	24 FPS
Max Animation or Video Length	30 seconds
Tag Generator	Please provide tag generator to the Ad Ops team
	*All Flex banners must be third-party served by Celtra
Submission Lead-Time and Delivery	
Timeline	Creative must be provided 5 working days prior to campaign start
Late Submissions	Late units may delay launch or affect 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 is Foxtel Media 3rd party served.

- Celtra Flex is available across MREC, Leaderboard and Mobile Banner base dimensions
- Celtra Flex is available on Fox Sports
- Please supply your Ad Ops team with the Celtra Tag Generator link
- If banner is white, one pixel border must be present
- No strobing allowed
- Click through must open in a new tab or window
- Expanded panel activates upon user initiation
- Must include 30x30 pixel 'X' close button in top right corner
- Video must include Play, Pause and Mute options
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel ad operations to QC before deploying

**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.**