

Slide Skins

Creative Details	
File Format : Background image	JPG or PNG only
File format : Foreground images	PNG only, 3 images per panel required
Dimensions : Foreground & Background	Minimum: 136x970, maximum: 500x970
Individual Image File Size : Foreground images	40 KB (per image per panel)
Order of image placements	Please provide the order of each images on each panel.
Accepted Third Party Vendors	Cannot be 3rd Party Ad Served. Served by FM only.
Destination/Click through URL	Required. Please also refer to "Click Tracker" below.
Impression Trackers	Accepted. 1 tracker to measure both panels. Each image cannot be tracked.
Click Trackers	Minimum: 1 click tracker required, Maximum: two click trackers accepted (one per side)
Submission Lead-Time and Delivery	
Timeline	Creative must be provided a least 5 working days prior to campaign commencement. If any creative swaps are planned, they will also need to be provided 5 days prior to the burst going LIVE.
Late Submissions	Any late units may delay launch or affect total campaign delivery. Please speak with your Sales team if delays expected.
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
Availability	
Supporting sites	Please see table below
Type of buy	Available as CPM or 100% SOV

Programmatic setup	Allowed
Examples	
1. Alcohol imagery	https://goo.gl/kSEzFB
2. Travel Imagery	https://goo.gl/hsAAJy
3. Text only	https://goo.gl/tPLJjh

Additional Info

Slide Skins are available on the below sites:

Site	Slide Skins	Slide Skins
	(100% SOV)	(CPM)
BeIN Sports	Y	Y
CNN	N	N
Fox Sports	Y	Y
Sky Racing	Y	Y

This ad unit can be Foxtel Media site served.

- No strobing allowed
- Click through must open in a new tab or window
- 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.