

# Online Advertising Specs

June 2018



**media**

# SBS online advertising guidelines

To ensure a seamless delivery of online advertising for our clients, this document contains all the information required to advertise SBS's digital platforms:

Online

Mobile & Tablet applications

Emerging Platforms e.g. Smart TV's, set top boxes

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**media**

# Material Deadlines and other considerations

**Standard material deadline**                      3 business days prior to start of campaign

**Rich media/Third party deadline**        5 business days prior to start of campaign

The following 3rd Party Ad Servers are accepted:

DoubleClick, Atlas, Sizmek, Facilitate Digital, AOL, Adobe and Videology

SBS adheres to within 10% reporting discrepancy as industry standard

SBS reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience

Please provide all ad creative to your SBS Sales Rep

# Asset Glossary

Display Ads - click to go to specs



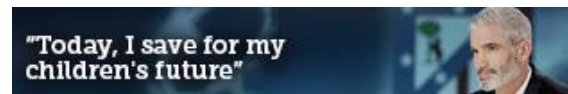
Billboard/ Impact Billboard (970px x 250px )



MREC (300px x 250px)



Leaderboard (728px x 90px)



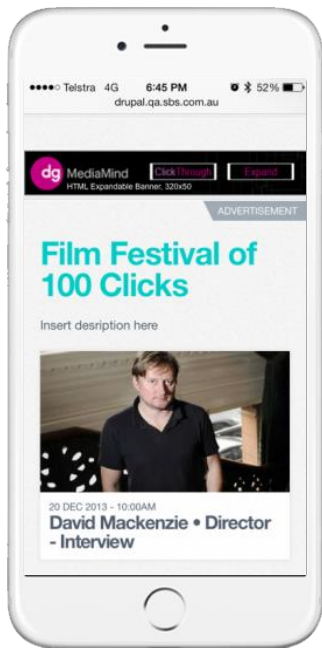
Mobile Banner  
(320px x 50px)



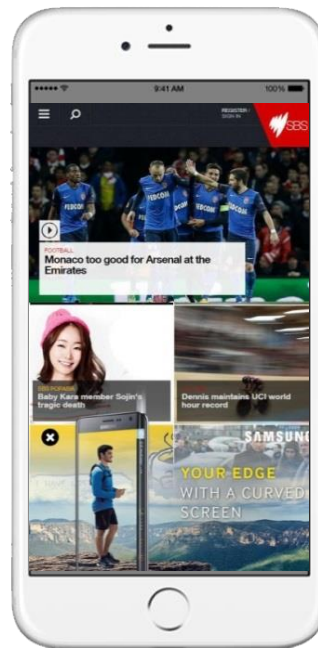
Half Page  
(300px x 600px)

# Asset Glossary

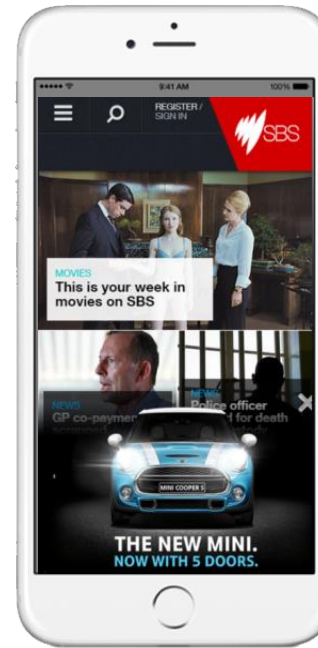
## Rich Media - click to go to specs



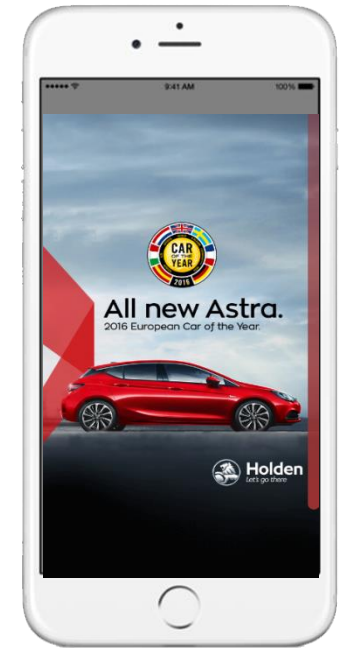
Expanding mobile banner



Mobile hover ad



Mobile Hangtime





# Asset Glossary

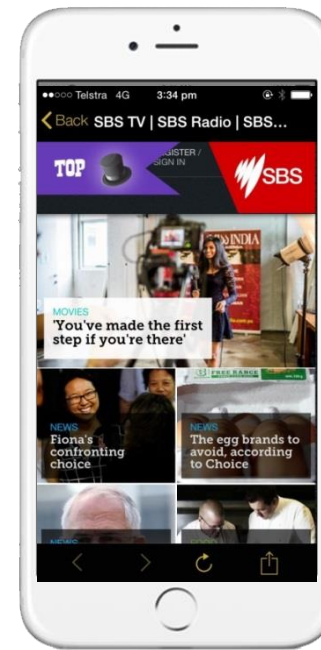
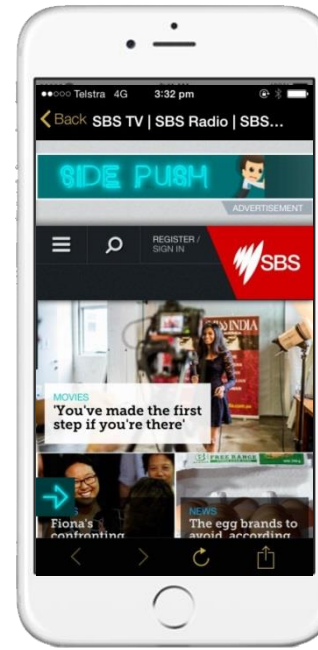
## Rich Media Playground – XYZ - click to go to specs



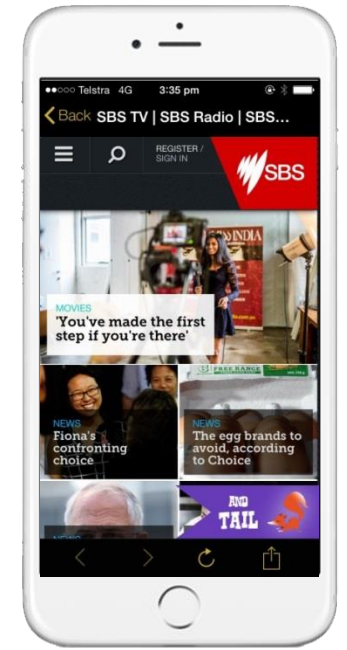
Mobile Superskin



Mobile Side Push

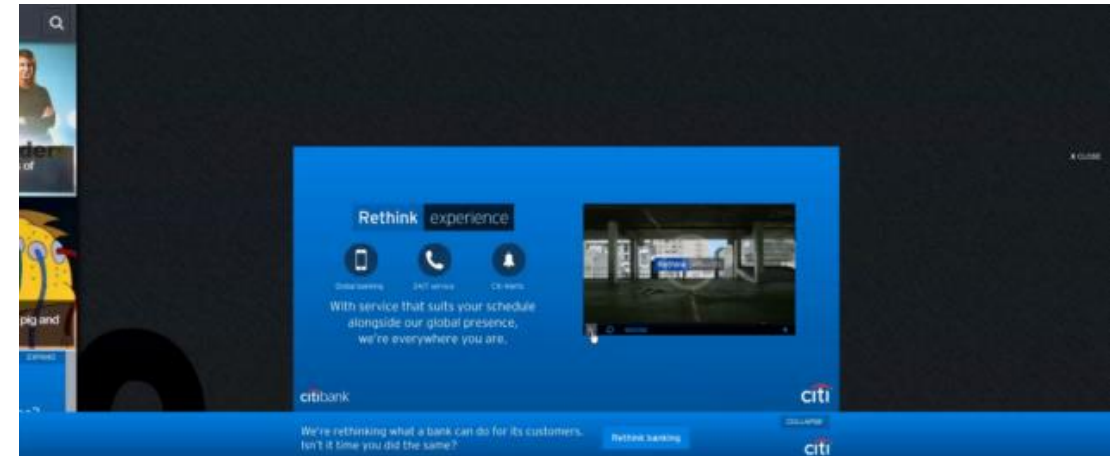
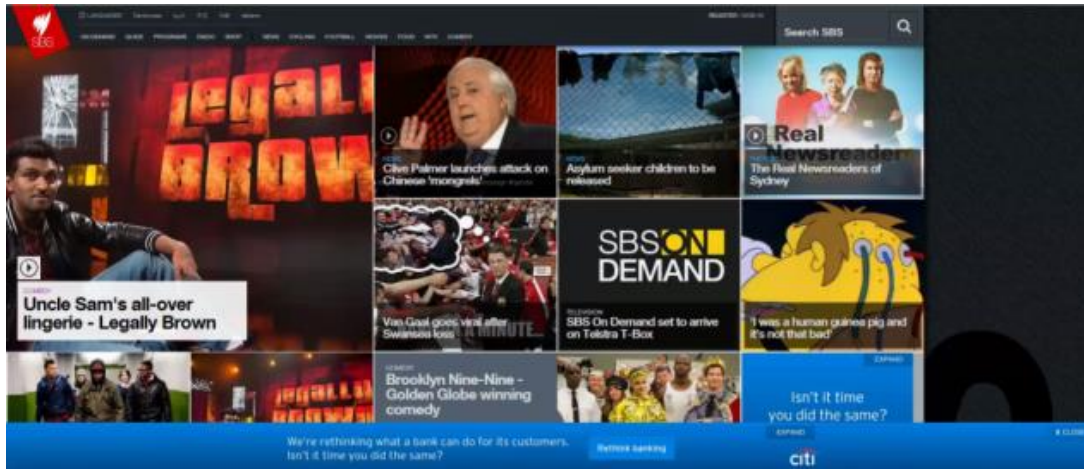


Mobile Top & Tail



# Asset Glossary

Slider – click to go to specs



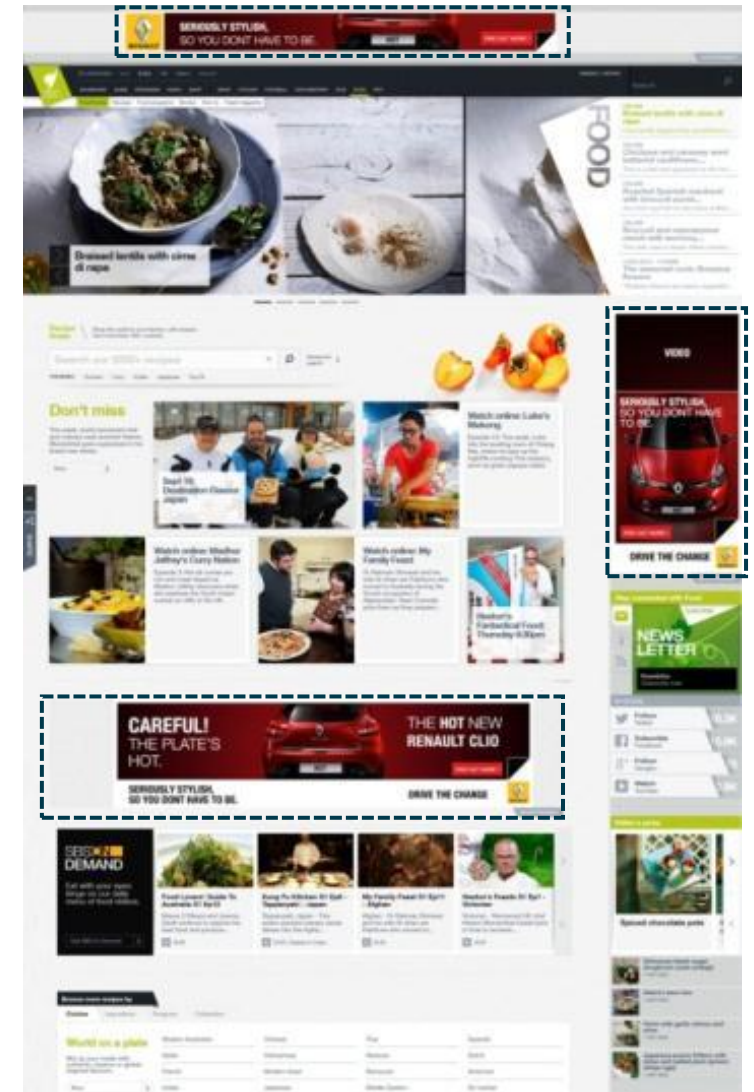
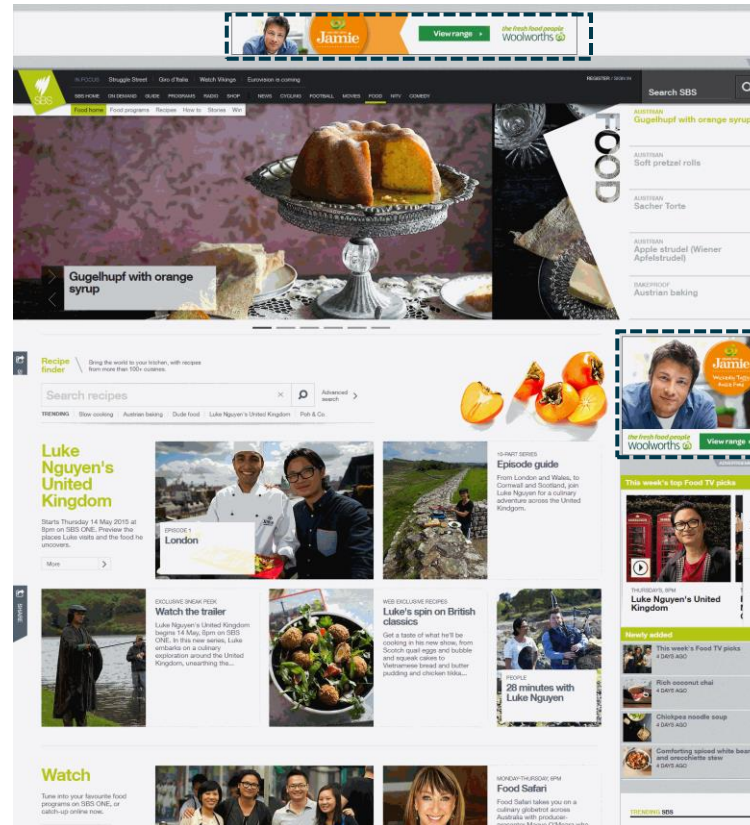
Slider



# Asset Glossary

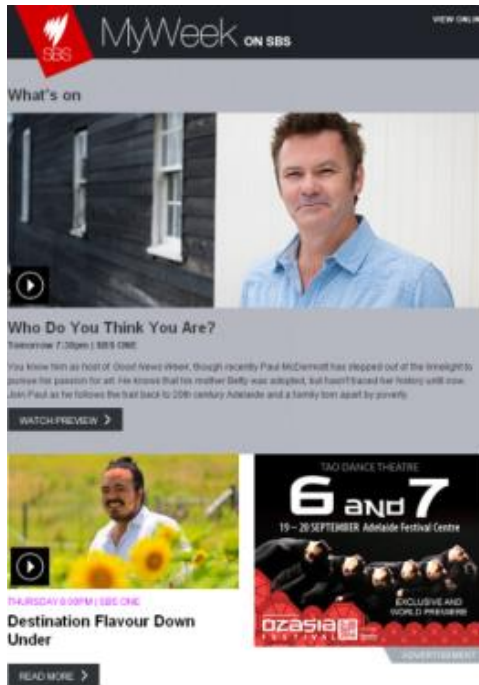
## Homepage Takeover

[Click to go to specs](#)



# Asset Glossary

## E-newsletter – click to go to specs



## E-Newsletter



# Display advertising

Standard display ads refer to site-served GIF/JPG/HTML 5 creative and standard 3rd party served creative

SBS require a click-through URL or click tracking tags for all SBS site-served creative.

SBS does not accept 1x1 impression tracking

Must be SSL Compliant.

Ads must clearly be differentiated from page content through either a defined linear or graphical border, a solid contrasting background colour or a combination of border and contrasting background. Ads should not be stylistically similar to on-page content

Display ad format	Dimensions (WxH)	Max Size*
Medium Rectangle	300px x 250px	100kb
Half Page	300px x 600px	100kb
Leaderboard	728px x 90px	100kb
Mobile Banner	320px x 50px	100kb
Super Leaderboard	970px x 90px	100kb
Billboard	970px x 250px	100kb
Impact Billboard	970px x 250px	100kb

\*Except for slider. Max size: 150kb

# Video advertising

Creative must be **SSL Compliant**.

**VAST 2.0** compliant and integrated with Sizmek, Adobe, AOL, Videology and Doubleclick 3rd Party Ad Serving platforms

**VPAID** compliant with Google, Sizmek and Innovid

Video advertising can be bought on Desktop, Mobile/Tablet and Emerging Platforms (Smart TV's, gaming consoles, set top boxes etc)

SBS does not accept 1x1 impression tracking

SBS can convert TVC's from broadcast (Dubsat or Adstream only) for use on emerging platforms at no additional fee, please provide the key number to your SBS Sales Rep



Video	Length (seconds)	15,30,45,60
	Dimensions	640px x 360px * more sizes can be provided, but one 640px x 360px is required
	File size	Max 10mb
	Video Encoding	H.264 single pass baseline profile, level 3.0 1000 kbps (maximum) MP4 only
Audio	Codec	AAC
	Sample rate	Up to 48kHz
	Audio levels	-24 LKFS * for more information please refer to IAB specifications
VPAID	HTML5 Only Must provide 3rd party tag (Innovid, Sizmek & Doubleclick ONLY) Clear call to action for interactive aspects “Close X” present on top right corner upon action No overlay to remain upon completion of ad	

**Restrictions Mobile:** No VPAID

**Restrictions Emerging:** No VPAID, No multiple VAST wrappers, Non-clickable



# Rich media

## Streaming

In Page and Expanding rich media ads allow for larger, politely loaded file sizes and must be served by an SBS-approved 3rd party rich media vendors

Larger video assets beyond the initial streaming limit must not be pre-loaded and should be user initiated by a click

Roll-over initiated audio that is deemed to be intrusive or disruptive to our users may be rejected and returned for revision at SBS's sole discretion

## In banner streaming

<b>Deadline</b>	5 working days prior to launch	
<b>Video</b>	File type	.mp4
	Max file size	2mb
	Start	Can start automatically
	Sound default	Sound OFF by default
	Frame rate	12fps
<b>Back-up image</b>	Looping	Max 3 loops
	File type	.gif
	Max file size	100kb



# Rich media

## Expanding mobile banner

All expanding ads must be user-initiated unless written permission is given by SBS i.e. the user must click or rollover to expand

If the expanded panel is initiated by the mouse rollover, the user must mouse-over the creative for more than 1second for it to expand

All expanding panels must close immediately when the user mouses-off the creative or the close button is clicked

Ad unit content must be clearly distinguishable from normal webpage content i.e. clearly defined borders

Ensure images are mobile web optimized; do not use Flash™ assets

Video not supported

Must use 3rd party redirect; SBS cannot build or host

SBS requires approval of all creative and redirect tags to air on SBS sites

### MUST HAVE A CLOSE BUTTON



## Expanding mobile banner

<b>Lead time</b>	5 business days
<b>Dimensions</b>	320px x 50px, expanding to 320px x 416px
<b>Maximum file size</b>	100kb
<b>Accepted file types</b>	HTML5 GIF
<b>Close Button Mandatories</b>	Present and clearly defined Top right corner Text must be 'Close X' on expanded panel Text must be 'Expand' on collapsed panel Text size: 8pt(11px) – 16pt(21px)

# Rich media

## Mobile hover ad

Polite Loading

Maximum 10 second animation

All expanding panels must close immediately when the user mouses-off the creative or the close button is clicked

Close button must be present and clearly defined at all times in the top right corner as “Close X”

Ad unit content must be clearly distinguishable from normal webpage content i.e. ad unit must have clearly defined borders and not be confused with normal page content

Ensure images are mobile web optimized; do not use Flash™ assets

Video not supported

SBS requires approval of all creative and redirect tags to air on SBS sites

**MUST HAVE A CLOSE BUTTON**



## SBS custom made hover ad

Lead time	5 business days	
Production cost	\$1200	
Frequency	Capped 1 per day	
Dimensions	320px x 50px, expanding to 320px x 416px	
Maximum file size	100kb	
Animation length	Max 10 seconds	
Accepted file types	HTML5 GIF	
Backup Image	Size	320 x 50px
	File types	GIF, Jpeg

# Rich media

## Slider

**Slider Bar:** The floating banner that appears initially at the bottom of the page.

**Slider Content:** The full ad area that is pushed in from the side.

All slider ads must be user-initiated unless written permission is given by SBS i.e. the user must click or rollover to slide page to the left, revealing the Slider Content on the right.

Must use 3rd party redirect; SBS cannot build or host – for further information please refer to [http://www.iab.net/media/file/IAB\\_Slider\\_Specs\\_Final.pdf](http://www.iab.net/media/file/IAB_Slider_Specs_Final.pdf)

SBS requires approval of all creative and redirect tags to air on SBS sites

## Slider

<b>Frequency</b>	Capped 1 per day, can be expanded again through the 300px x 250px	
<b>Dimensions</b>	Must be served out of 300px x 250px	
	Slider bar	950px x 90px
	Slider content	950px x 90px
<b>Video</b>	Permitted – refer to streaming specs	
<b>Frame-rate</b>	24fps	
<b>Initial load file size</b>	Max 150kb	
<b>File Type/Format</b>	HTML5	
<b>Close Button Mandatories</b>	Present and clearly defined Top right corner Text must be 'Close X' on expanded panel Text must be 'Expand' on collapsed panel	

# Rich media

## Mobile Hangtime

Standard 320x50 Mobile banner will display on page – must work independently to other parts of ad

Polite Loading

Ad unit content must be clearly distinguishable from normal webpage content i.e. ad unit must have clearly defined borders and not be confused with normal page content

Ensure images are mobile web optimized, do not use Flash™ assets

SBS requires approval of all creative and redirect tags to air on SBS sites

Ad design template available.

## Mobile Hangtime

<b>Lead time</b>	5 business days	
<b>Frequency</b>	Capped 3 per day + 1 per hour	
<b>Dimensions</b>	Banner	320px x 50px
	Hangtime Panel	Width: 100% Height: 100%
	Optional Footer Bleed	Width: 100% Height: 70px
<b>Skip button</b>	Mandatory Top right Non-customisable	
<b>Progress bar</b>	Solid (Hex colour)	

# Rich media playground XYZ

## Mobile SuperSkin

Standard 320x50 Mobile banner will display on page – must work independently to other parts of ad

Polite Loading

Ad unit content must be clearly distinguishable from normal webpage content i.e. ad unit must have clearly defined borders and not be confused with normal page content

Ensure images are mobile web optimized, do not use Flash™ assets

SBS requires approval of all creative and redirect tags to air on SBS sites

Ad design template available.

## Mobile SuperSkin

<b>Lead time</b>	5 business days	
<b>Background</b>	Solid colour (web-safe), pattern or image Background will be center aligned	
<b>Frequency</b>	Capped 3 per day + 1 per hour	
<b>Dimensions</b>	Hero unit	320px x 200px
	Mobile banner	320px x 50px
	Expanded (Optional)	Visible: 320px Clickable: 400px
<b>Maximum file size</b>	250kb (total ad weight including bundled HTML/JS/CSS)	



# Rich media playground XYZ

## Mobile Side Push

Standard 320x50 Mobile banner will display on page – must work independently to other parts of ad

Polite Loading

Ad unit content must be clearly distinguishable from normal webpage content i.e. ad unit must have clearly defined borders and not be confused with normal page content

Ensure images are mobile web optimized, do not use Flash™ assets

SBS requires approval of all creative and redirect tags to air on SBS sites

Ad design template available.

## Mobile Side Push

<b>Frequency</b>	Capped 5 per day + 1 per hour	
<b>Dimensions</b>	Side unit	100px x 350px
	Expand button	50px x 50px
	Close button	50px x 50px
	Mobile banner	320px x 50px
<b>Maximum file size</b>	250kb (total ad weight including bundled HTML/JS/CSS)	
<b>Auto-initiated On Screen Time</b>	5 seconds	

# Rich media playground XYZ

## Top & Tail

Standard 320x50 Mobile banner will display on page – must work independently to other parts of ad

Polite Loading

Ad unit content must be clearly distinguishable from normal webpage content i.e. ad unit must have clearly defined borders and not be confused with normal page content

Ensure images are mobile web optimized, do not use Flash™ assets

SBS requires approval of all creative and redirect tags to air on SBS sites

Ad design template available.

## Mobile Top & Tail

<b>Lead time</b>	5 business days	
<b>Frequency</b>	Capped 5 per day + 1 per hour	
<b>Dimensions</b>	Top unit	180px x 60px
	Tail unit	180px x 60px
	Close button	Visible: 25px x 25px Visible: 50px x 50px
	Mobile banner	320px x 50px
<b>Maximum file size</b>	250kb (total ad weight including bundled HTML/JS/CSS)	

# Homepage Takeover

Advertisers who book SBS Homepage Takeovers are required to supply the mandatory ad placements (marked with \*). Additional sizes optional

Non-expanding creative only

MREC can accept video streaming with user initiated play and sound

Display ad format	Dimensions (WxH)	Max Size*
Super Leaderboard	970px x 90px	100kb
MREC*	300px x 250px	100kb
Billboard	970px x 250px	100kb
Billboard x 2	970px x 250px	100kb
MREC x 2	300px x 250px	100kb
Leaderboard (Tablet)*	728px x 90px*	100kb
MREC (Tablet)	300px x 250px*	100kb
Mobile Banner*	320px x 50px*	100kb

# E-newsletter advertising

E-newsletter sponsorship is available for the following e-newsletters:

- **My Week**
- **SBS On demand**
- **SBS Food**
- **Daily News**
- **The World Game**
- **Viceland**

Send creative and click-through URL to your SBS Sales Rep and or [onlinecampaigns@sbs.com.au](mailto:onlinecampaigns@sbs.com.au)

## E-newsletter advertising

<b>Deadline</b>	5 business days prior to send date	
<b>Dimensions</b>	300px x 250px	
<b>Maximum file size</b>	JPEG	100kb
	GIF, Rich Media*	200kb
<b>Accepted file types</b>	JPEG, GIF, Riche Media*	

\*Please note that GIF's are supported across the majority of platforms with the exception of Outlook 2007, 2010 and 2013. The first frame or last frame will be replaced as the static image on platforms that are not supported

