



## **Digital Technical Specifications - Digital Advertising Units**

Last updated: October 2019

KPEX supports the following desktop and mobile online advertising units. Failure to adhere to these technical specifications could result in your ad creative being rejected or failing to display, causing a delay to your campaign.

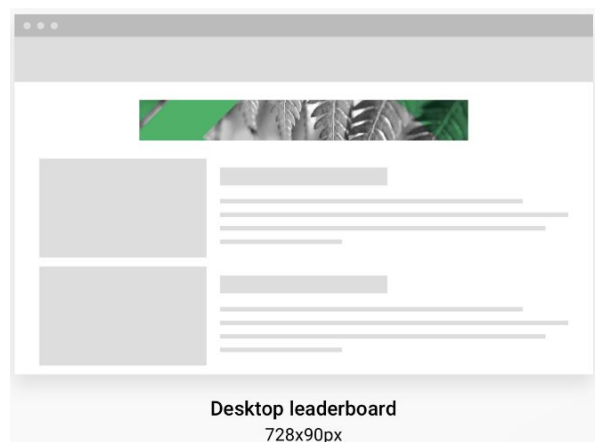
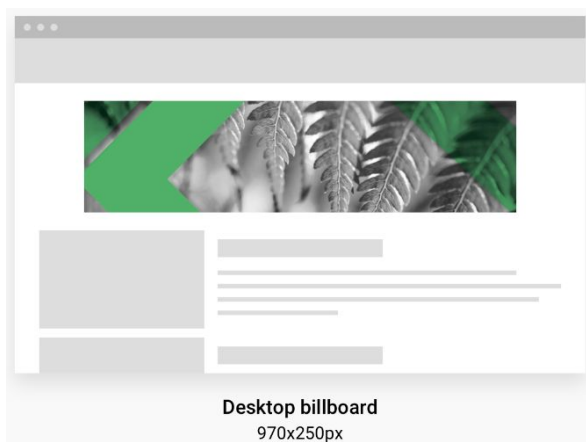
If you have any questions, please contact the KPEX Support Team at [support@kpex.co.nz](mailto:support@kpex.co.nz).

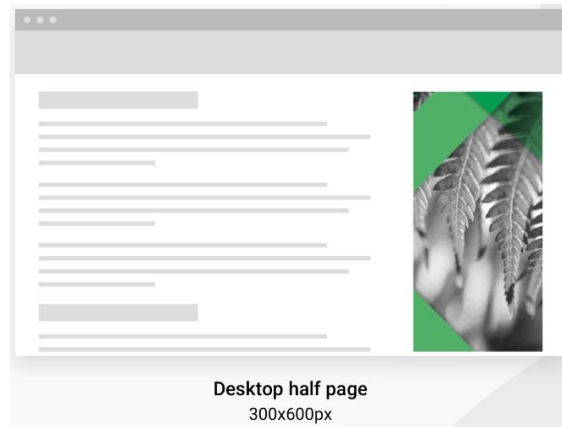
### **CONTENT POLICY**

All ad creatives must adhere to the following policies, otherwise they will be rejected.

- Creative must not be offensive, misleading, overwhelming, or distracting
- Advertising content must have clearly defined borders and must not be easily confused for normal webpage content
- Creative loop animation must not exceed 30 seconds

### **DESKTOP DISPLAY**





### Supported dimensions:

- **Medium rectangle:** 300x250px (width x height)
- **Half page:** 300x600px (width x height)
- **Leaderboard:** 728x90px (width x height)
- **Billboard:** 970x250px (width x height)

### Supported file types

- GIF, JPG, PNG
- HTML5 (HTML5 creative must be third-party served)
- Third-party redirect tags

### Max file size

- GIF/JPG/PNG – 100KB initial load
- HTML5 – 100KB initial load
- 2MB max polite load size

### Creative restrictions:

- Expanding: No
- An active click-through URL must be provided
- Creatives require a 1 pixel border or background to differentiate them from other content
- Do not include a close function in your ad - this will be rendered automatically by the ad server

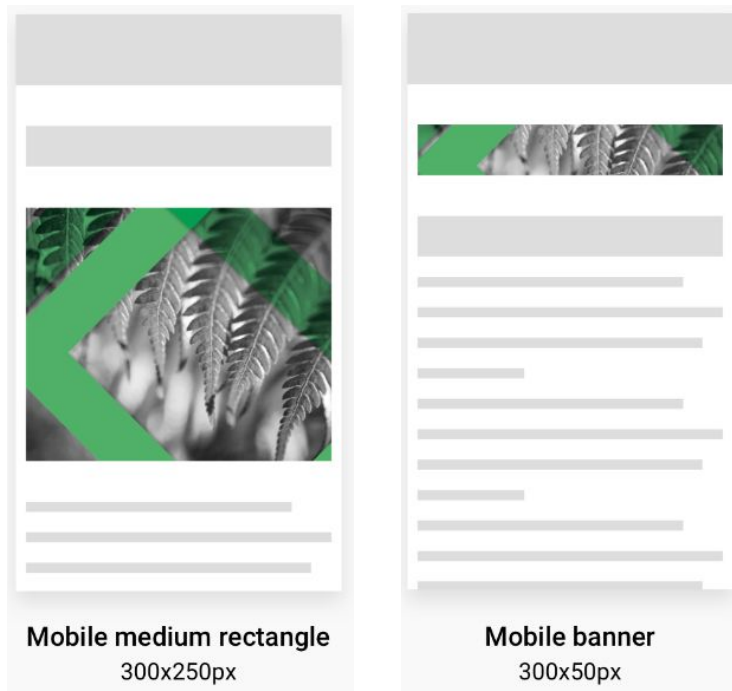
### Video creative:

- Max length: 30 seconds
- Autoplay: Allowed on desktop only
- Click to play: Required on mobile
- No auto sound
- Ad must contain visible buttons: pause, play, replay, sound on/off
- Continuous looping: Accepted, except for Billboard ads. Maximum 3 loops.
- 3rd party adserved tags: Please ensure that the naming of all HTML5 assets uploaded into your adserver is 24 characters or less (including spaces)

### 3rd party tracking:

- Supported 3rd party tracking tags: Doubleclick, Facilitate, Sizmek

## MOBILE DISPLAY



### Supported dimensions:

- **Medium rectangle:** 300x250px (width x height)
- **Mobile banner:** 320x50px (width x height)

### Supported file types

- 320x50px: GIF, JPG, PNG
- 300x250px: GIF, JPG, PNG, HTML5 (must be ad served)

### Max file size

- 300x250px: 80KB initial load
- 320x50px: 40KB initial load

### Creative restrictions:

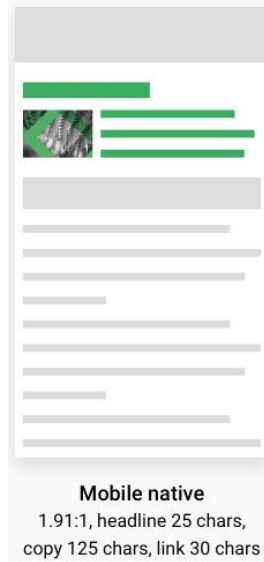
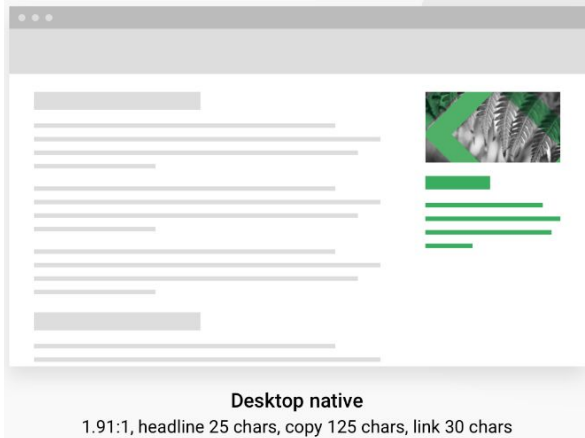
- Expanding: No
- An active click-through URL must be provided
- Creatives require a 1 pixel border or background to differentiate them from other content
- Animated ads must only contain 3 frames
- Continuous looping: accepted

### 3rd party tracking:

- Supported 3rd party tracking tags: Doubleclick, Facilitate, Sizmek

## NATIVE / IN-FEED

Native ads are not ad served but rendered by the publisher into the purchased ad placement.



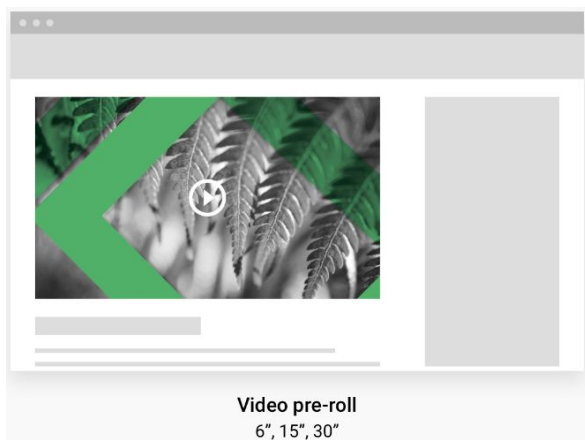
### Supported devices:

- Desktop browser
- Mobile browser

### Specifications:

- Image aspect ratio: 1.91:1
- Headline: 25 characters
- Body copy: 125 characters
- Link: 30 characters

## PRE-ROLL VIDEO



**Playback duration options:**

- Desktop: 6 seconds, 15 seconds, 30 seconds (*30 second creative must be skippable*)
- Mobile: 6 seconds, 15 seconds

**Supported file types**

- .mp4 video
- 3rd party VAST tags

**Max file size:**

- 3MB

**Technical configuration:**

- Aspect ratio: 16:9
- Bit rates: 128kbps-700kbps
- Frames per second: 15-24 frames per second
- Codec: H.264/AAC
- Skippable: Yes, skippable after 15 seconds on desktop. If supplying creative through a redirect tag, please set the 15 second skipability. Note that 30 second duration must be skippable.

**Supported devices:**

- Desktop browser
- Mobile browser
- Mobile apps

**3rd party tracking:**

- Supported 3rd party tracking: Supported for impressions and clicks, and 3rd party VAST tags

**VIEWROLL / OUTSTREAM VIDEO**

**Supported dimensions:**

- 300x169px (width x height)
- 540x305px (width x height) - desktop only

**Supported file types**

- .mp4 video

**Max file size**

- 300x169px: 2MB
- 540x305px: 5MB

**Playback duration options:**

- 30 seconds

**Supported devices:**

- Desktop browser
- Mobile browser

**3rd party tracking:**

- Supported 3rd party tracking: Supported tracking links only