



Digital Technical Specifications - Digital Advertising Units

Last updated: 15th May 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.

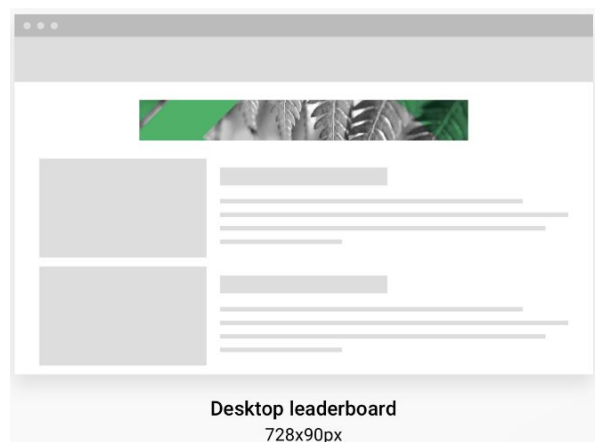
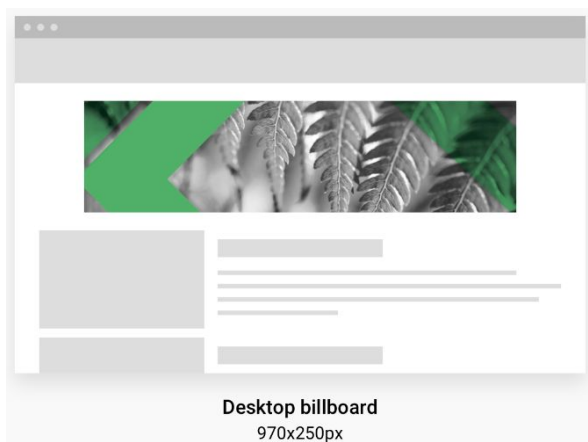
If you have any questions, please contact the KPEX Support Team at support@kpex.co.nz.

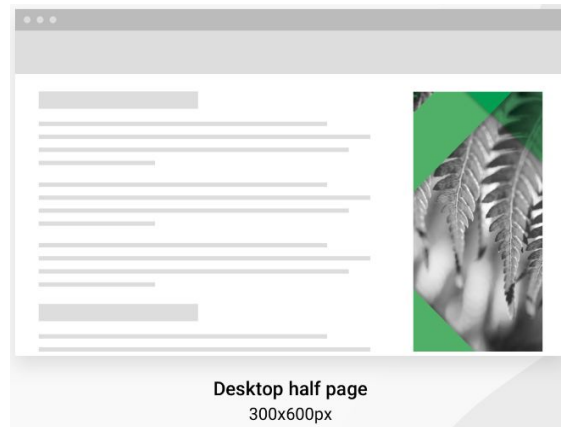
CONTENT POLICY

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

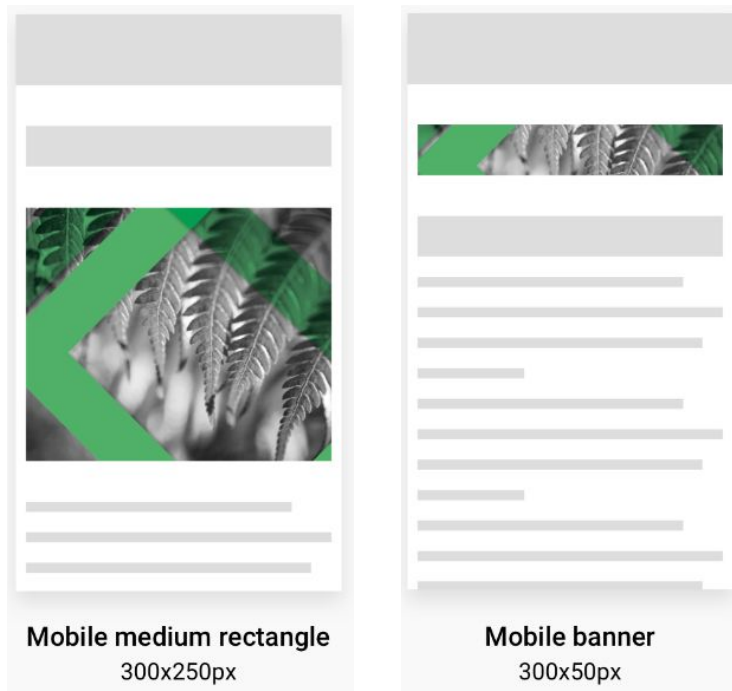
Video creative:

- 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:

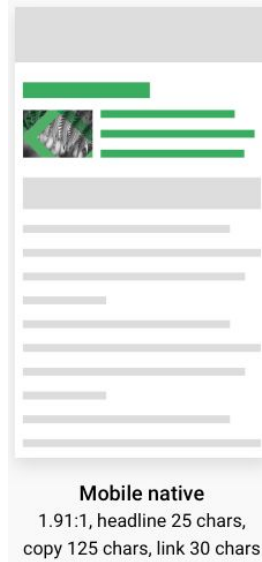
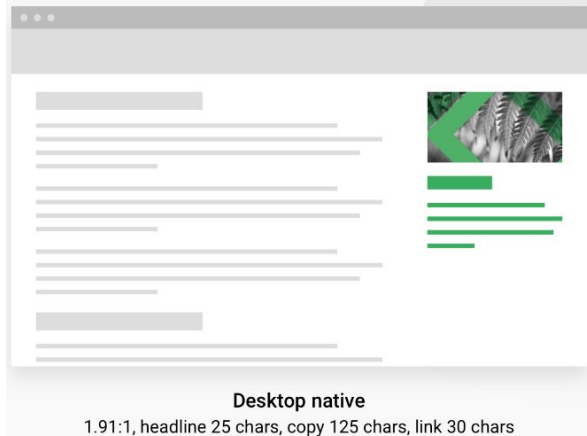
- Expanding: No
- An active click-through URL must be provided
- Creatives require a 1 pixel border or background to differentiate them from other content
- Animated ads must only contain 3 frames
- Continuous looping: accepted

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.



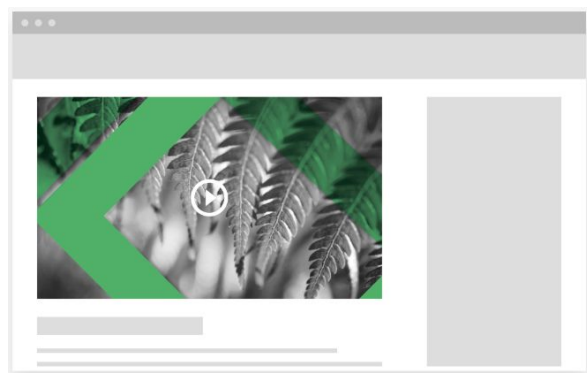
Supported devices:

- Desktop browser
- Mobile browser

Specifications:

- Image aspect ratio: 1.91:1
- Headline: 25 characters
- Body copy: Maximum 125 characters (some publishers have a 45 character limit)
- 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
- Note that VPAID is blocked on many of KPEX's publisher sites due to high error rates caused by the use of incorrect VPAID configuration.

Max file size:

- 3MB

Technical configuration:

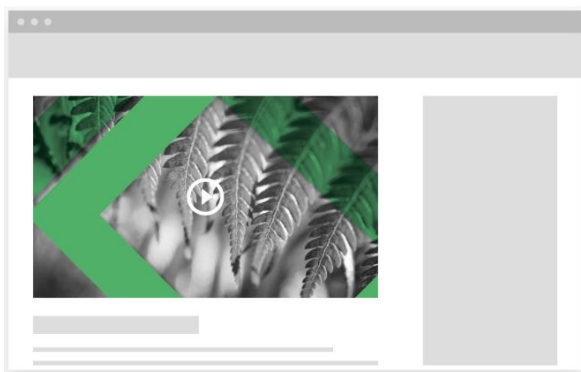
- Aspect ratio: 16:9
- Bit rates: 128kbps-700kbps
- Frames per second: 15-24 frames per second
- Codec: H.264/AAC
- Skippable: Any creative longer than 15 seconds must be skippable at 15 seconds
- SSL: Creatives must be SSL secure for use on sites requiring SSL. Within the DSP ensure 'allow_ssl_audit' is set to true and 'clid value' must match the creative code.

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

IN-STREAM / VOD VIDEO**Playback duration options:**

- 15 secs to 60 secs

Specification:

- .mp4 video
- Dimensions: 1280x720 (720p)
- Max file size: 512MB
- Note that VPAID is blocked on many of KPEX's publisher sites due to high error rates caused by the use of incorrect VPAID configuration.

Companion MREC:

- 300x250 px
- .png, .jpg or .gif
- Maximum file size 100kb

Other technical configurations:

- An active clickthrough must be provided
- Ads do not need to be skippable
- Volume level: No higher than -24 Lkfs with a peak no higher than -1 dbFS. If loudness meter is unavailable, a good rule of thumb is not to peak higher than -12 dbFS
- SSL: Creatives must be SSL secure for use on sites requiring SSL. Within the DSP ensure 'allow_ssl_audit' is set to true and 'crid value' must match the creative code.

Supported devices:

- Desktop, tablet, smartphone, connected TV

3rd party tracking:

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

VIEWROLL / OUTSTREAM VIDEO

Supported dimensions:

- 640x360px (width x height) - optimal size
- 540x270px

Aspect ratio:

- 16:9 (4:3 not supported)

Supported file types

- .mp4 video
- VPAID supported

Maximum file size for VAST redirects hosted by agency:

- 5MB

Playback duration options:

- Up to 2 minutes

Supported devices:

- Desktop browser
- Mobile browser

3rd party tracking:

- Supported 3rd party tracking: Supported tracking links only

Other technical requirements:

- SSL: Creatives must be SSL secure for use on sites requiring SSL. Within the DSP ensure 'allow_ssl_audit' is set to true and 'crid value' must match the creative code
- All KPEX outstream placements are pause out of view to optimise the user's experience