



# SBS ONLINE ADVERTISING SPECS

SBS | DECEMBER 2015

# 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 i.e. Smart TV's, gaming consoles, Windows8 devices etc.

## **Material Deadlines:**

- Standard material deadline is 3 business days prior to start of campaign
- Rich Media / 3rd Party material deadline is 5 business days prior to start of campaign
- Incorrectly submitted creative will be returned for revision
- The following 3rd Party Ad Servers are accepted: Doubleclick, Atlas, Sizmek, Facilitate Digital, AdapTV, TubeMogul 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

# DISPLAY ADVERTISING

Display Ad format	Dimensions (WxH)
Medium Rectangle	300x250
Half Page	300x600
Leaderboard	728x90
Mobile Banner	320x50
Super Leaderboard	970x90
Billboard	970x250
Impact Billboard	970x250

- Max file size for all display ad sizes is 100kb, except 150kb for Slider
- Looping: Max. 3 loops
- Standard display ads refer to site-served GIF/JPG/HTML 5 creatives and standard 3rd party served creatives
- SBS require a click-through URL or click tracking tags for all SBS site-served creative.
- SBS does not accept 1x1 impression tracking

- 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

# VIDEO ADVERTISING

SBS's video platform is:

- **VAST 2.0** compliant and integrated with Sizmek, Tube Mogul, 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)
- Companion banners have to be hosted by SBS to be tracked and only run on Desktop
- SBS does not accept 1x1 impression tracking
- SBS can convert TVC's from broadcast for use on emerging platforms at no additional fee. Please provide the key number to your SBS Sales Rep

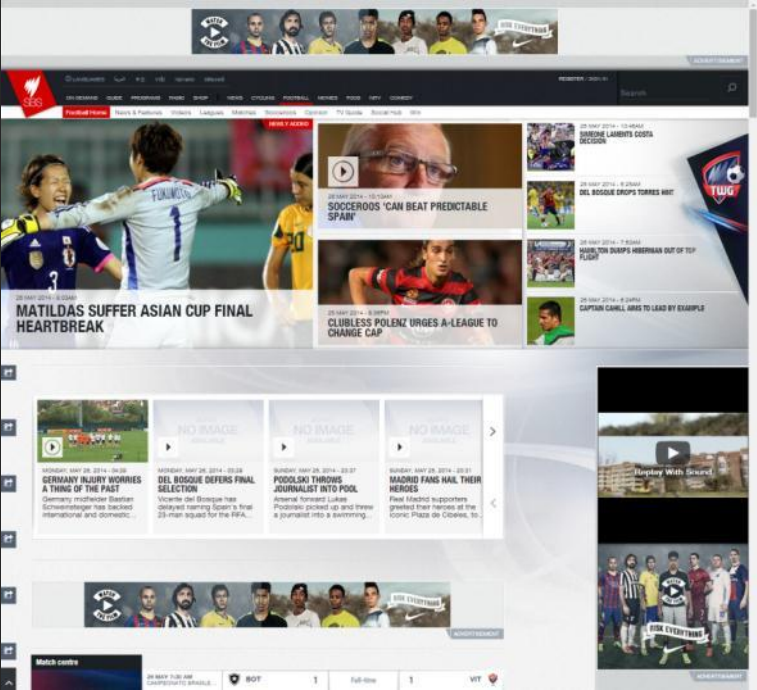
Ad Format	Dimensions (WxH)	File Size	Video Encoding	Video Length	Audio Volume	VPAID
Video Pre-roll	640x360	Minimum 1mb  Maximum 10mb	<ul style="list-style-type: none"> <li>• MP4 assets only</li> <li>• Video – H.264 single pass baseline profile</li> <li>• Audio - AAC up to 48kHz</li> <li>• 1000 kbps MP4</li> </ul>	15sec 30sec 45sec 60sec	-24 LKFS	<ul style="list-style-type: none"> <li>• HTML5 &amp; JS Versions Not Supported.</li> <li>• Must provide 3rd party tag (Innovid, Sizmek &amp; Doubleclick ONLY)</li> <li>• Clear call to action for interactive aspects</li> <li>• "Close X" present on top right corner upon action</li> <li>• No overlay to remain upon completion of ad</li> </ul>
Video Advertising Restrictions						
Mobile Video Pre-roll	<ul style="list-style-type: none"> <li>• No VPAID</li> <li>• No frequency capping</li> <li>• No program or movie genre targeting</li> </ul>					
Emerging Platforms Video Pre-roll	<ul style="list-style-type: none"> <li>• No VPAID</li> <li>• No frequency capping</li> <li>• No multiple VAST wrappers</li> <li>• Non-clickable</li> <li>• No program or movie genre targeting</li> </ul>					

# RICH MEDIA - STREAMING

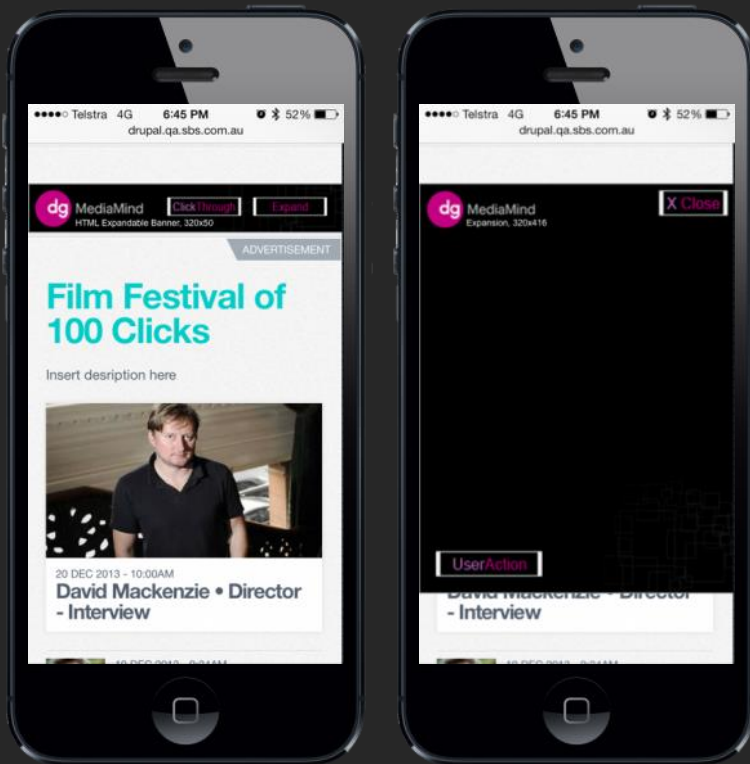
- In Page and Expanding rich media ads allow for larger, politely loaded file sizes and must be served by an SBS-approved 3rd party rich media vendors
- Rich Media Creative must be provided 5 working days prior to launch

IN BANNER STREAMING		
Flash player/skin	Video	Back-up image
File type .swf	File type .mp4	File type .swf
Max. file size 100kb	Max. file size 2mb	Max. file size 100kb
Must have play/pause	Can start automatically	
Must have mute button	Sound off by default	
Mute button 70x30	Frame rate 21fps	
	Looping: Max. 3 loops	

- 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



# RICH MEDIA – EXPANDING MOBILE BANNER



## EXPANDING

320x50 expands to 320x416

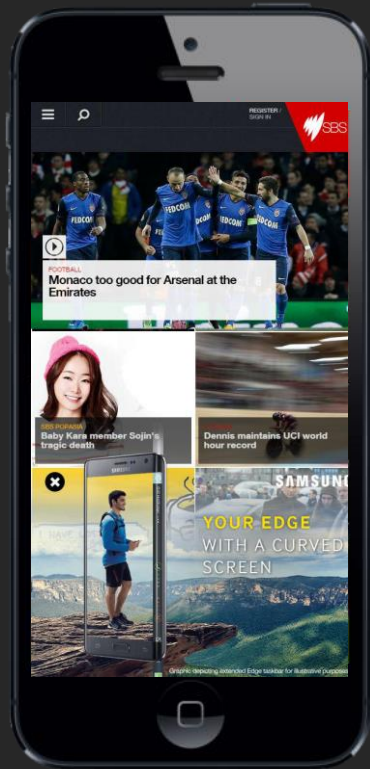
Close button mandatory

Maximum File Size = 100kb

File Type Accepted = HTML5, GIF

- 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
- Close button must be present and clearly defined at all times in the top right corner as "Close X" on expanded panel and "Expand" on collapsed panel, Font = 8pt (11px) - 16pt (21px)
- 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
- 5 business days lead time
- Must use 3<sup>rd</sup> party redirect; SBS cannot build or host
- SBS requires approval of all creative and redirect tags to air on SBS sites

# RICH MEDIA – MOBILE HOVER AD



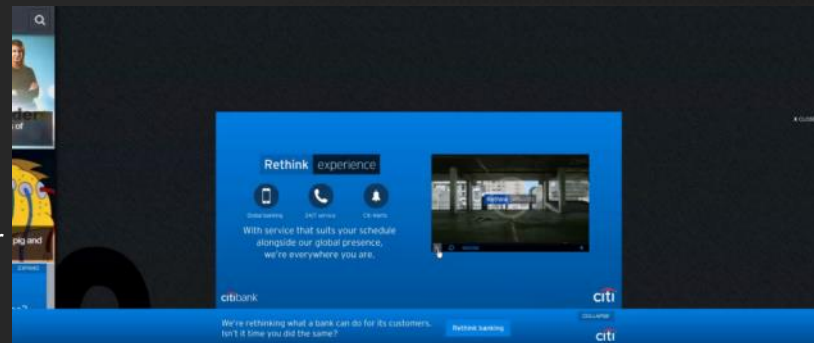
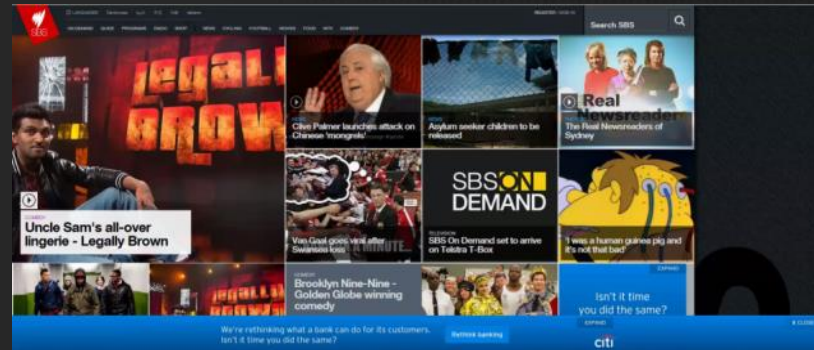
## SBS custom made HOVER ad

320x50 expanded dimensions	320x416
Close button	Mandatory
Maximum File Size	100kb
File Type Accepted	HTML5; GIF

- Built By SBS Only (Production costs \$1200)
- Frequency Capped 1 Per Day
- 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
- 320x50 gif/jpg backup mandatory
- Video not supported
- 5 business days lead time
- SBS requires approval of all creative and redirect tags to air on SBS sites

SLIDER	
Slider bar	950x90
Slider content	950x550
Expansion direction	Right gutter only, pushes page to the left
Video	Permitted, refer to Streaming specs
Initial load file size	150kb max
Format	HTML5
Frame rate	24fps
Close button	Mandatory

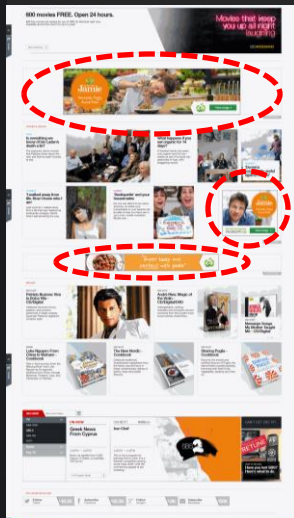
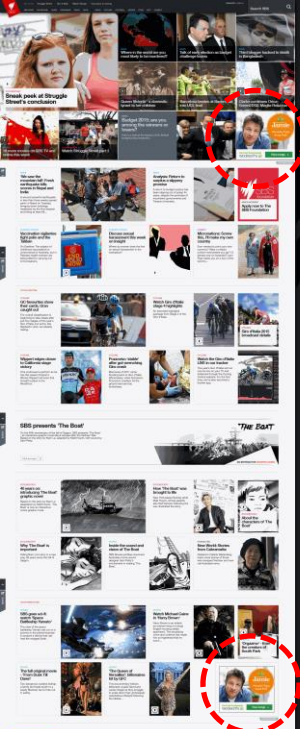
## RICH MEDIA – SLIDER



- 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.
- Must be served out of 300x250
- Slider bar is frequency capped to 1 per day, but can be expanded again through the 300x250
- 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.
- Close button must be present and clearly defined at all times in the top right corner as “Close X” on expanded panel and “Expand” on collapsed panel
- Must use 3<sup>rd</sup> 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



# TAKEOVER – SBS HOMEPAGE



	Display Ad format	Dimensions (WxH)
1	Super Leaderboard	970x90
2	MREC*	300x250
3	Billboard	970x250
4	Billboard x 2	970x250
	MREC x 2	300x250
5	Leaderboard (Tablet)*	728x90*
6	MREC (Tablet)	300x250*
7	Mobile Banner*	320x50*

- Advertisers who book SBS Homepage Takeovers can supply the mandatory ad placements only (marked with \*) or all of the above
- Non-expanding creative only
- MREC can accept video streaming with user initiated play and sound

# TAKEOVER – THE WORLD GAME, FOOD, NEWS, CYCLING CENTRAL, MOVIES OR POP ASIA

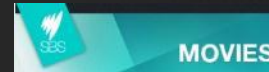
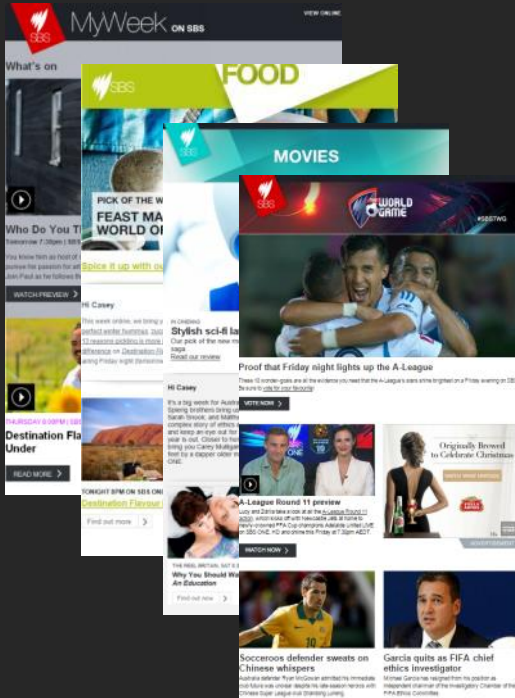
	Display Ad format	Dimensions (WxH)
1	Super Leaderboard x 2	970x90
2	Half Page	300x600
3	Billboard x 2	970x250
4	MREC x 2	300x250*
5	Leaderboard (Tablet)	728x90*
6	Mobile Banner*	320x50* & 300x250

- Advertisers who book SBS Homepage Takeovers can supply the mandatory ad placements only (marked with \*) or all of the above
- Non-expanding creative only
- MREC and Half Page can accept video streaming with user initiated play and sound



# E-NEWSLETTER ADVERTISING

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



	Display Ad format	Dimensions (WxH)	File Size	Notes
1	Medium Rectangle	300x250	Under 100kb	Static Only

- Display ads refer to static GIF/JPG creative only. Animated gifs and rich media files are not accepted
- Creative material must be supplied by the client to SBS 5 days prior to send date
- Send creative and click-through URL to your SBS Sales Rep and or [onlinecampaigns@sbs.com.au](mailto:onlinecampaigns@sbs.com.au)