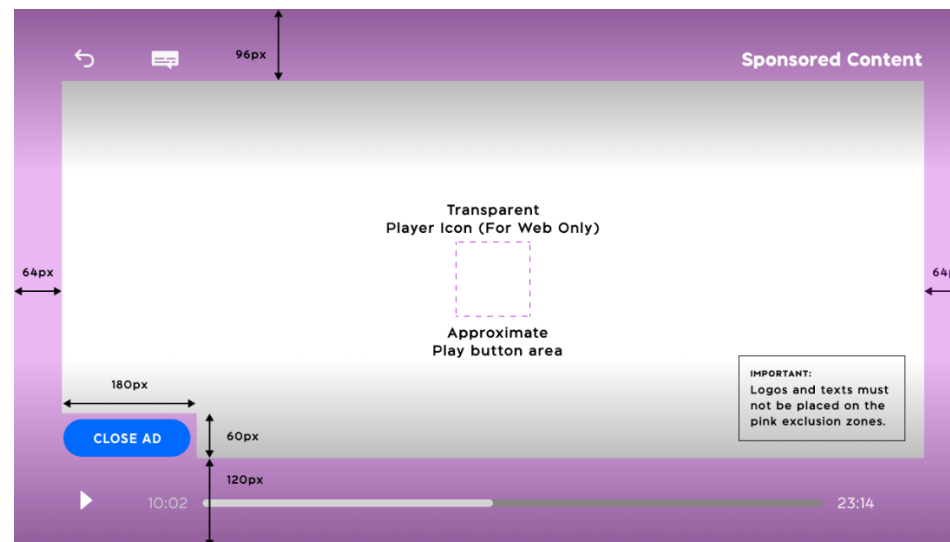


ASSET	SIZE	SPEC/DETAILS	CLICK THROUGH URL
TVNZ OnDemand – Show Page			
Sponsorship Logo	400 x 100 px - Landscape logo (preferred orientation) 200 x 160 px - Portrait/Square logo	<ul style="list-style-type: none"> File format: transparent PNG (no background) Max file size: 100kb Landscape logos are preferred where possible to maximise space Sponsorship logo is clickable to sponsor landing page 	Required
Video Pre-roll	1280x720 video resolution	<p>Video ads may be 3rd party ad-served or hosted by TVNZ directly. If TVNZ is hosting the creative, you can still supply 3rd party tracking tags for the video and/or companion banner (optional) e.g. an impression and click tracker.</p> <p>Video can be dispatched via Adstream or Peach, if using the dispatch method, a key number is required for TVNZ to retrieve the file. Alternatively, you can send the video files directly to TVNZ to load.</p> <p>Video creative does not require CAB approval (except for Vaping), but all video creatives, whether 3rd party hosted or direct files, must meet the below specs:</p> <ul style="list-style-type: none"> MP4 file 1280x720 video resolution Required bit rate approximately 3000 kbps (Video) + 128kbps (Audio) All videos must include audio, videos without audio will be rejected Audio Level -24 LKFS loudness Include a Click-through URL <p>File size for Third Party Hosted ad placement tag/VAST tag Redirect:</p> <ul style="list-style-type: none"> File size approximately 12-15mb (30" video) File size approximately 6-7mb (15" & 6" video) 3rd party served video must have at least one mp4 file of approximately 700kbs included <p>File size for TVNZ hosted creative e.g.video creative sent directly or via Adstream or Peach to TVNZ to load:</p> <ul style="list-style-type: none"> File size 100mb max 	Required

Ad On Pause

1280x720 px

- File format: JPG/PNG/GIF (static only, no animation)
- Max file size: 150kb
- Not able to be 3rd party ad-served or tracked using an impression tracker
- The Ad on Pause format is non-clickable due to it displaying in a paused environment
- Important: Logos and text must not be placed within the pink exclusion zones
- Ad on Pause transparent overlay template available so you can see how your creative will appear behind the TVNZ OnDemand player controls:
<https://sales.tvnz.co.nz/resources/ad-specs/tvnz-ondemand/>
- Visible to desktop and CTV viewers, not on mobile devices



*Not
clickable/No
URL required*