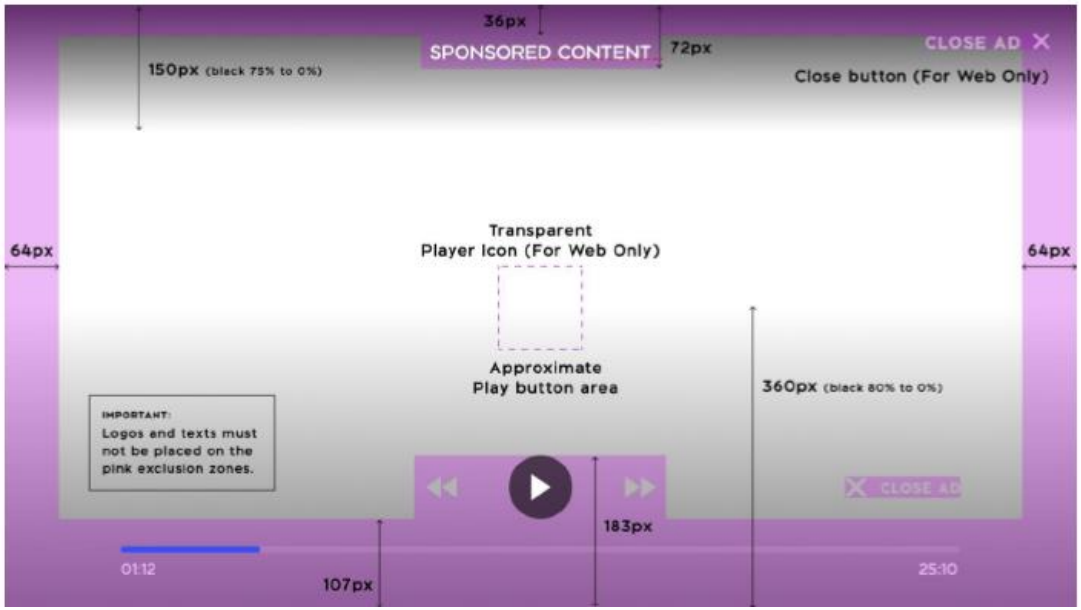
DIGITAL SPONSORSHIP SPECIFICATIONS 2020

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	• 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
Sponsorship (SPO) Banner	2200x200 & 640x100	• File format**:** JPG/PNG/GIF (animated GIF accepted) • Required: 1px visible border around artwork • Max file size: 200 kb each • Two sizes are required to service multiple screens	Required
Programme Leaderboard (only required when more than two episodes of a programme)	728 x 90 px	• File format**:** JPG/PNG/GIF or HTML5 • If creative is delivered by the sponsor/agency any HTML5 creative is to be 3rd party hosted and sent via an ad placement tag. If creative is built by TVNZ Blacksand creative can/will be hosted by TVNZ • Required: 1px visible border around artwork • Max file size: 150kb • Third party host creative must use https:// secure URLs	Required
Programme Rectangle (MREC)	300 x 250 px	• File format**:** JPG/PNG/GIF or HTML5 • If creative is delivered by the sponsor/agency any HTML5 creative is to be 3rd party hosted and sent via an ad placement tag. If creative is built by TVNZ Blacksand creative can/will be hosted by TVNZ • Required: 1px visible border around artwork • Max file size: 150kb • Third party host creative must use https:// secure URLs	Required
Sponsorship Mobile Banner	320 x 50 px	• File format**:** JPG/PNG/GIF or HTML5 • If creative is delivered by the sponsor/agency any HTML5 creative is to be 3rd party hosted and sent via an ad placement tag. If creative is built by TVNZ Blacksand creative can/will be hosted by TVNZ • Required: 1px visible border around artwork • Max file size: 150kb • Third party host creative must use https:// secure URLs	Required

Video Pre-roll + Companion Banner	1280x720 video resolution + companion banner 300x250 px	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. 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. 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: • 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 -18 LKFS loudness • Include a Click-through URL File size for Third Party Hosted ad placement tag/VAST tag Redirect: • 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 File size for TVNZ hosted creative e.g.video creative sent directly or via Adstream or Peach to TVNZ to load: • File size 100mb max Desktop video companion banner: • Same specs as MREC • Only visible on desktop browsers	Required
Wallpaper Player Skin	1024x1024 px 1280x660 px 1600x700 px 2500x1200 px	• File format: PNG/JPG (static only, no animation) • Max file size: 500kb for sizes 1024x1024, 1280x660 and 1600x700 • Max file size: 900KB for size 2500x1200 • No key imagery or text in the background as wallpaper skin scales depending on the size of the screen the viewer is using to watch content. This placement should be treated like ‘wallpaper’ and not used for any key messaging of hero imaging. In some instances, approximately 20% of the border of the skin may be cut off based on viewers screen size due to the sites responsive design • The show title sits in the top half of the image. Please use a background colour that will work with white text • Only visible on desktop browsers	*Not clickable, no URL required*

Wallpaper Player Skin Companion Banner	300 x 50 px	• File format**:** JPG/PNG/GIF or HTML5 • If creative is delivered by the sponsor/agency any HTML5 creative is to be 3rd party hosted and sent via an ad placement tag. If creative is built by TVNZ Blacksand creative can/will be hosted by TVNZ • Max file size: 150kb • Only visible on desktop browsers	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: http://www.tvnz.co.nz/content/tvnz/tvnz-sales/resources/specs-and-deadlines/tvnz-digital-specs-and-deadlines.html#ad-on-pause • Visible to desktop and CTV viewers, not on mobile devices 	*Not clickable/No URL required*
Sponsorship Footer Logo	1152x648 px	• File format: PNG • Max file size: 100kb • Sponsorship logo is clickable to sponsor landing page	Required