



# Sponsorship Assets

FOR TVNZ ONDEMAND SPONSORSHIPS,  
BY ENDPOINT (DEVICE)



DESKTOP / WEB



MOBILE / TABLET

iOS/Android



BIG SCREEN

TVNZ OnDemand accessed via  
a Connected TV

Includes: Smart TVs, Gaming  
Consoles, Chromecast and  
Freeview





# Web

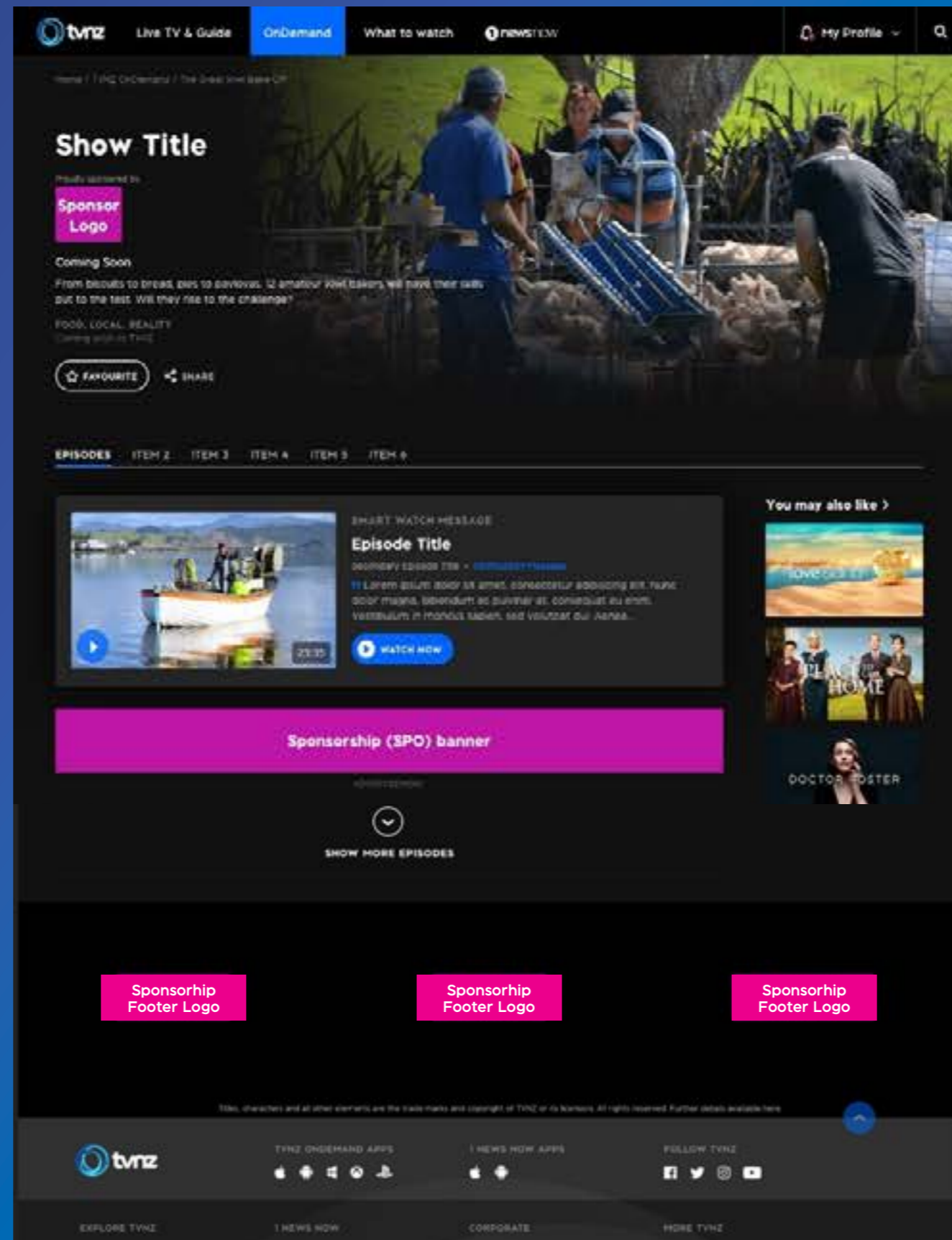
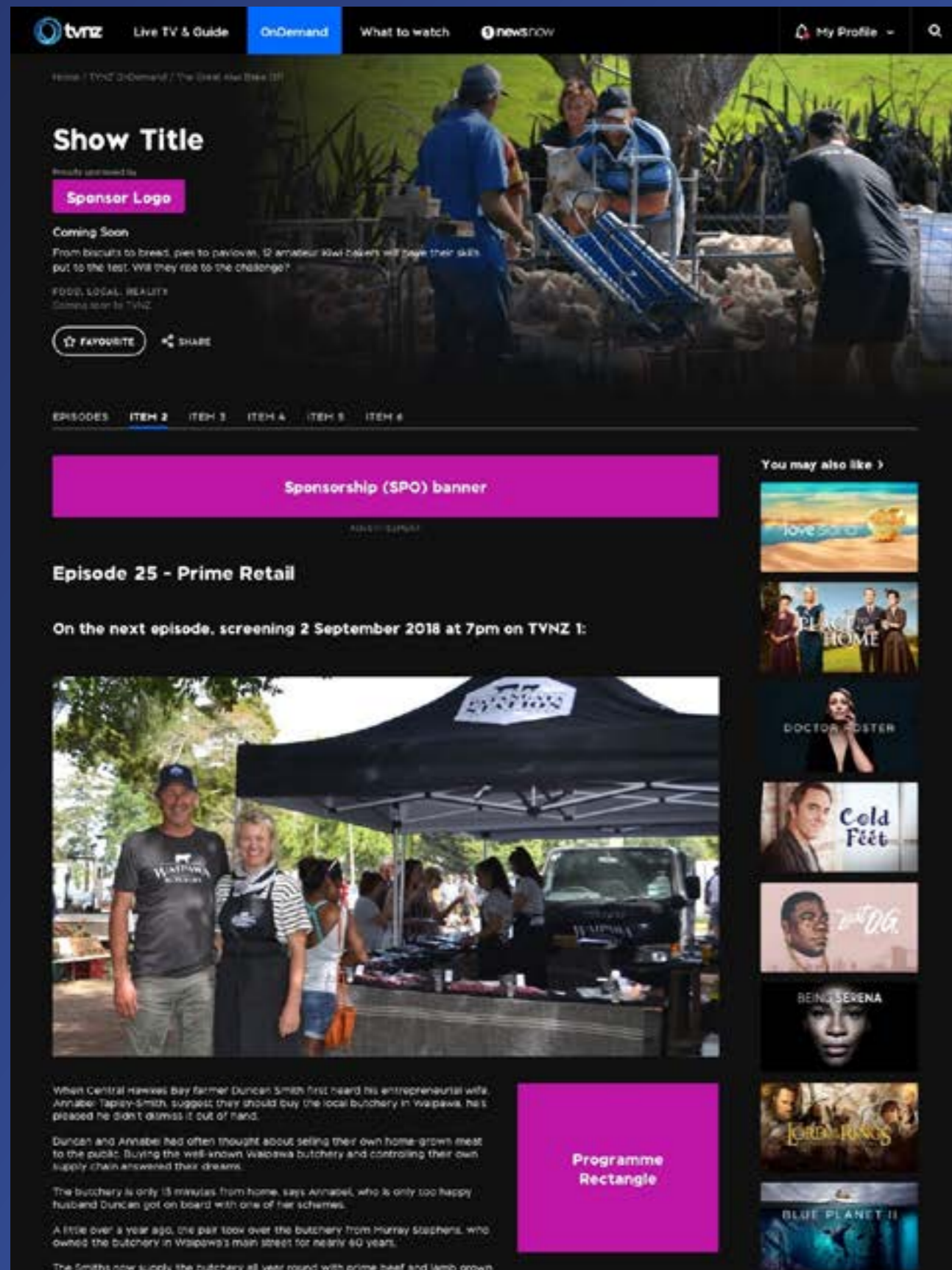
DESKTOP, MOBILE, TABLET

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TVNZ OnDemand accessed via the website,  
rather than through an app.



# Show Page / Episodes



## PRIMARY SPONSOR LOGO

Maximum Landscape Dimensions: 400 (w) x 100 (h) px (preferred orientation), transparent png, 100kb max

Maximum Portrait Dimensions: 200 (w) x 160 (h) px, image centre aligned, transparent png, 100kb max

Note: Sponsor logo is clickable to sponsor landing page on web only.



## SPONSORSHIP BANNER

2200 x 200 px (retina), jpg/png/gif (animated gif accepted), 200kb max



## SPONSORSHIP BANNER

640 x 100 px (retina), jpg/png/gif (animated gif accepted), 100kb max



## PROGRAMME RECTANGLE (MREC)

300 x 250 px, gif/jpg/png or 3rd party hosted HTML5, 150kb max



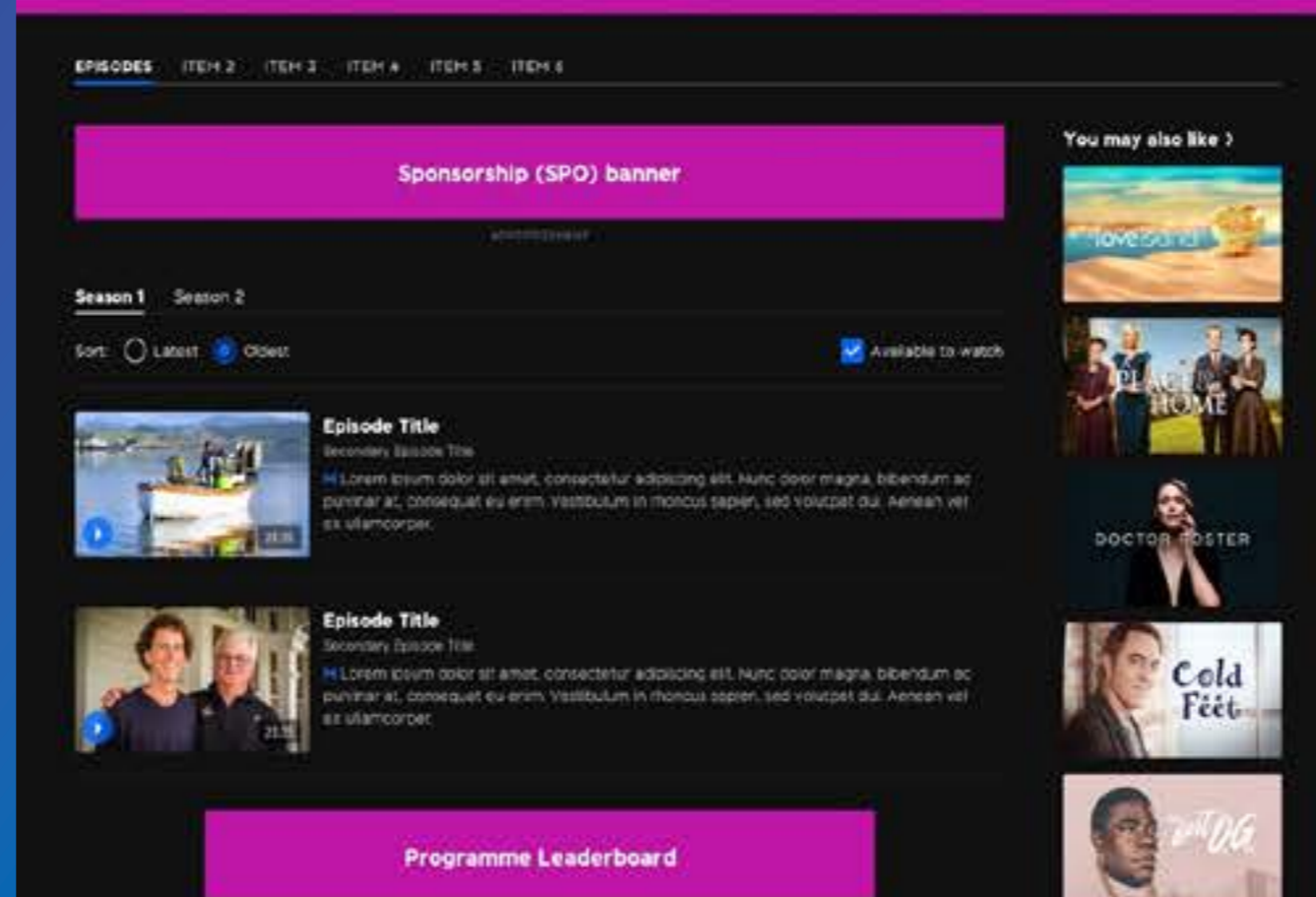
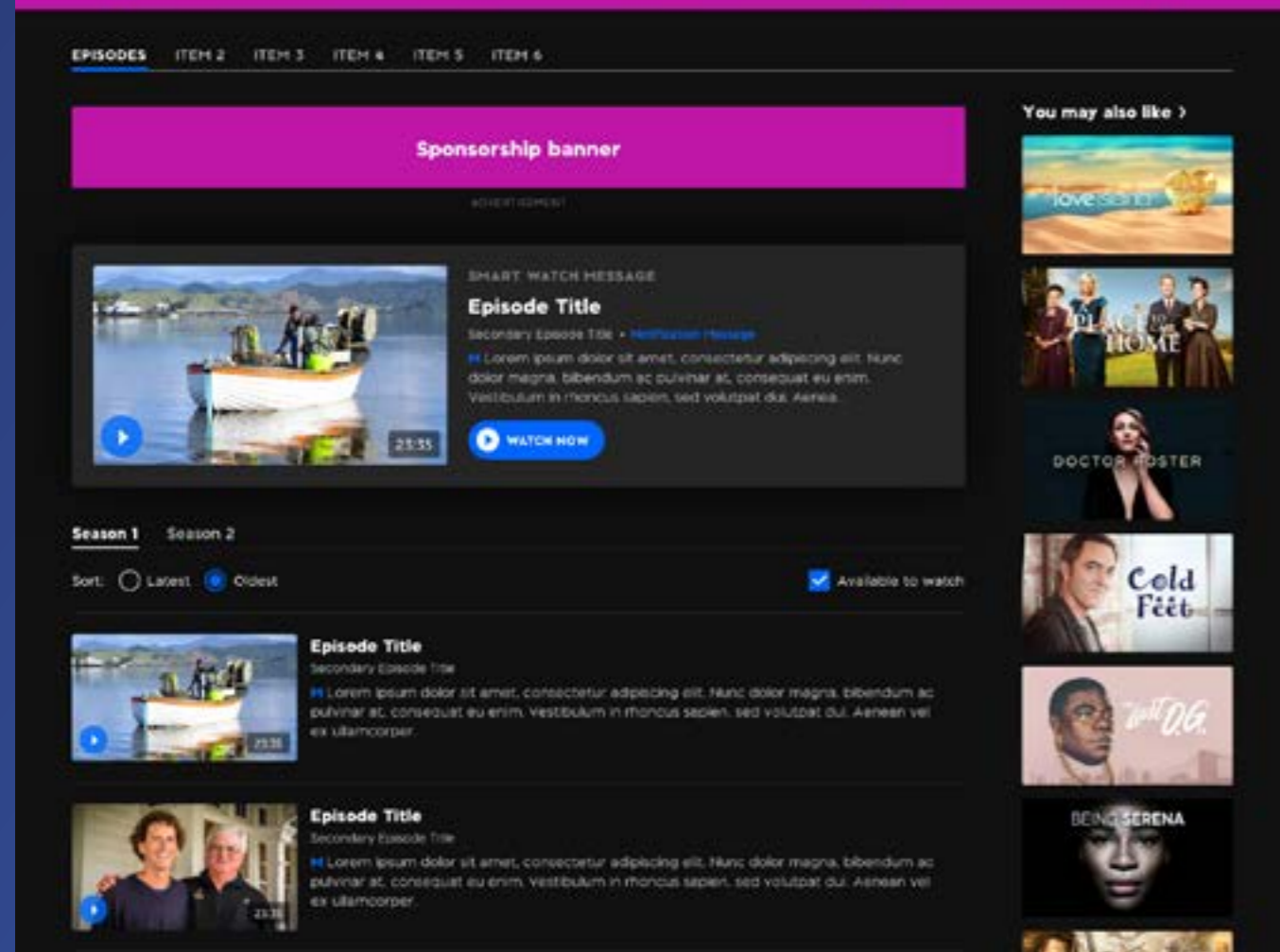
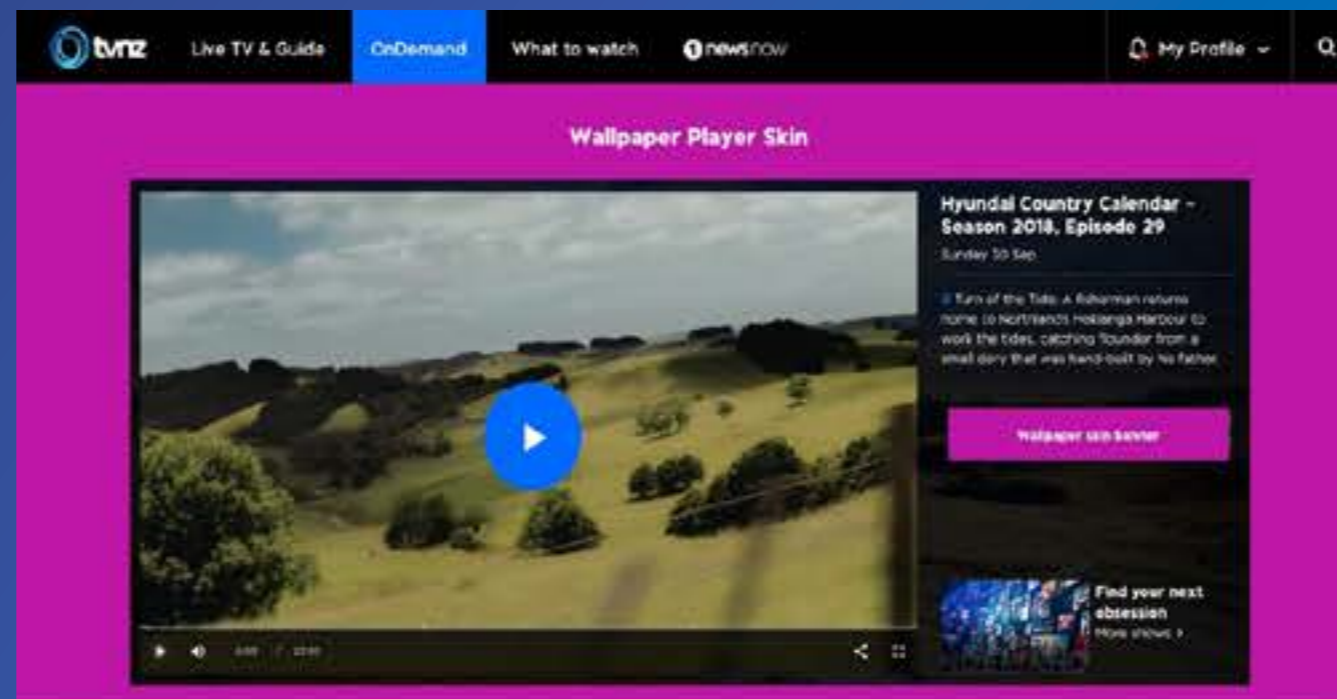
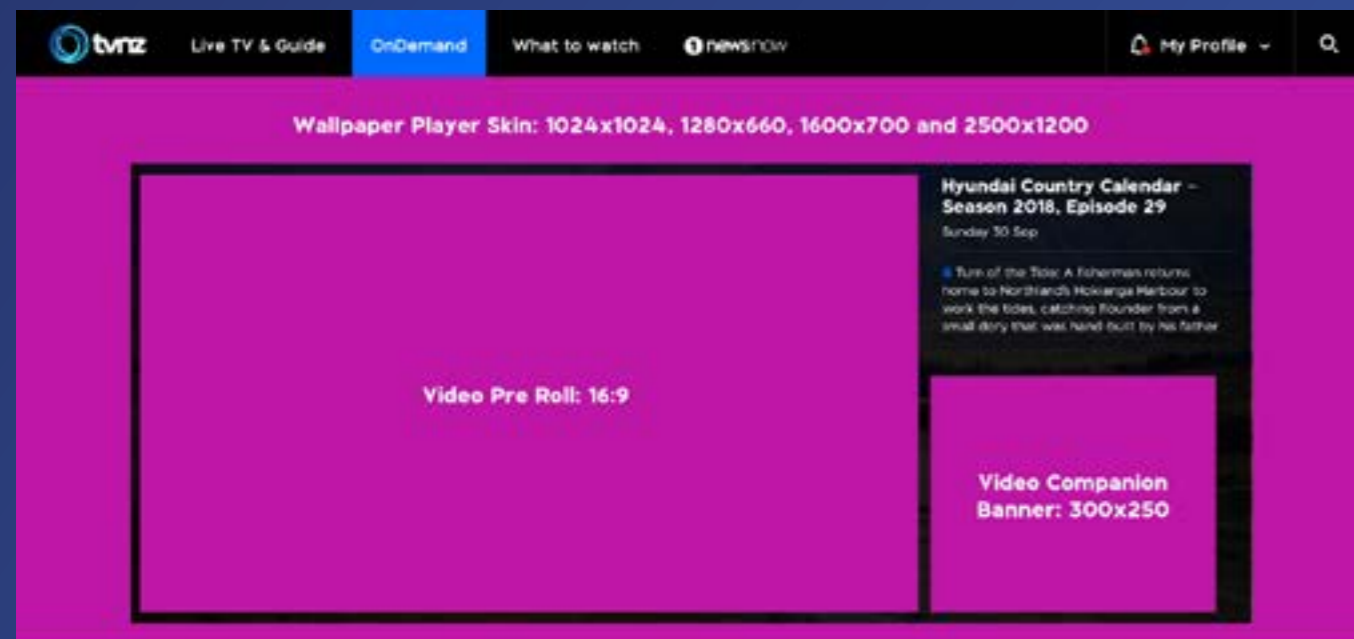
## SPONSORSHIP FOOTER LOGO

1152 x 648 px, png, 100kb max





# Show Page / Player



## WALLPAPER PLAYER SKIN

1024 x 1024 px, jpg/png, 500kb max  
1280 x 660 px, jpg/png, 500kb max  
1600 x 700 px, jpg/png, 500kb max  
2500 x 1200 px, jpg/png, 900kb max

\*No key imagery or text to be used 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.

## PLAYER SKIN BANNER

300 x 50 px, jpg/png, 150kb max

## PROGRAMME LEADERBOARD

728 x 90 px gif/jpg/png or 3rd party hosted HTML5, 150kb max

## VIDEO PRE-ROLL

1280x720 video resolution

Please refer to our TVNZ video specs [HERE](#)

## VIDEO COMPANION BANNER

300 x 250 px gif/jpg/png or 3rd party hosted HTML5, 150k max

## SPONSORSHIP BANNER

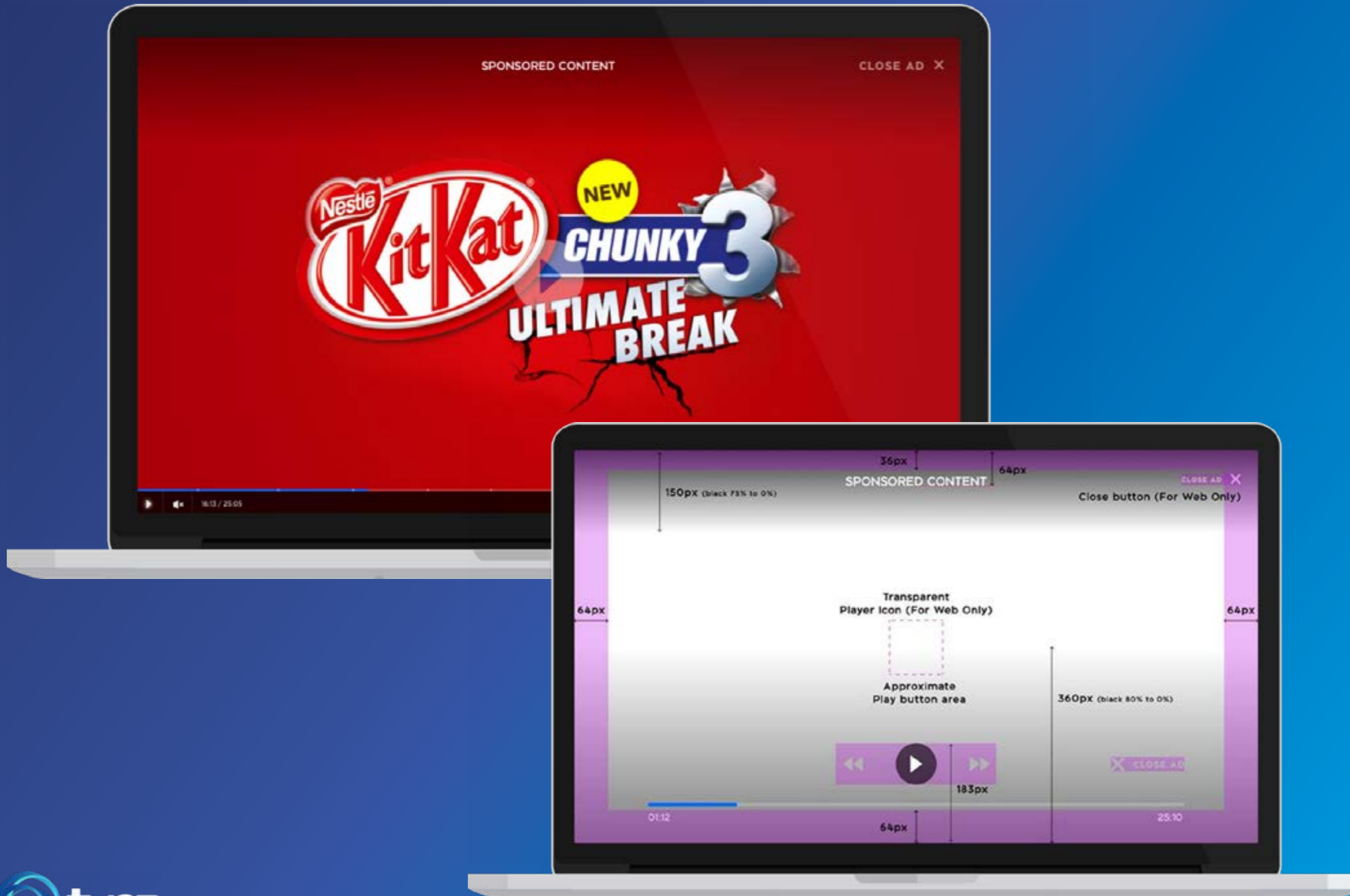
2200 x 200 px (retina), jpg/png, 200kb max  
640 x 100 px (retina), jpg/png, 200kb max

Note: The sponsorship banner responsively scales based on the screen the viewer is using to watch content. These two sizes cover all devices.





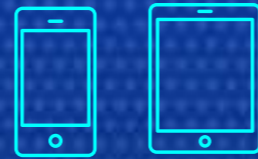
# Ad On Pause / Web OnDemand



## AD ON PAUSE

- 1280 x 720 px, jpg/png/gif (static only), 150kb max
- The Ad on Pause is not able to be third party ad served or tracked using an impression tracker
- This ad unit is non-clickable

Please consider player controls during the creative design process. Please reach out to your Project Manager or Business Manager for these guidelines

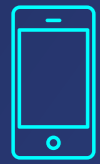


# Mobile & Tablet Apps

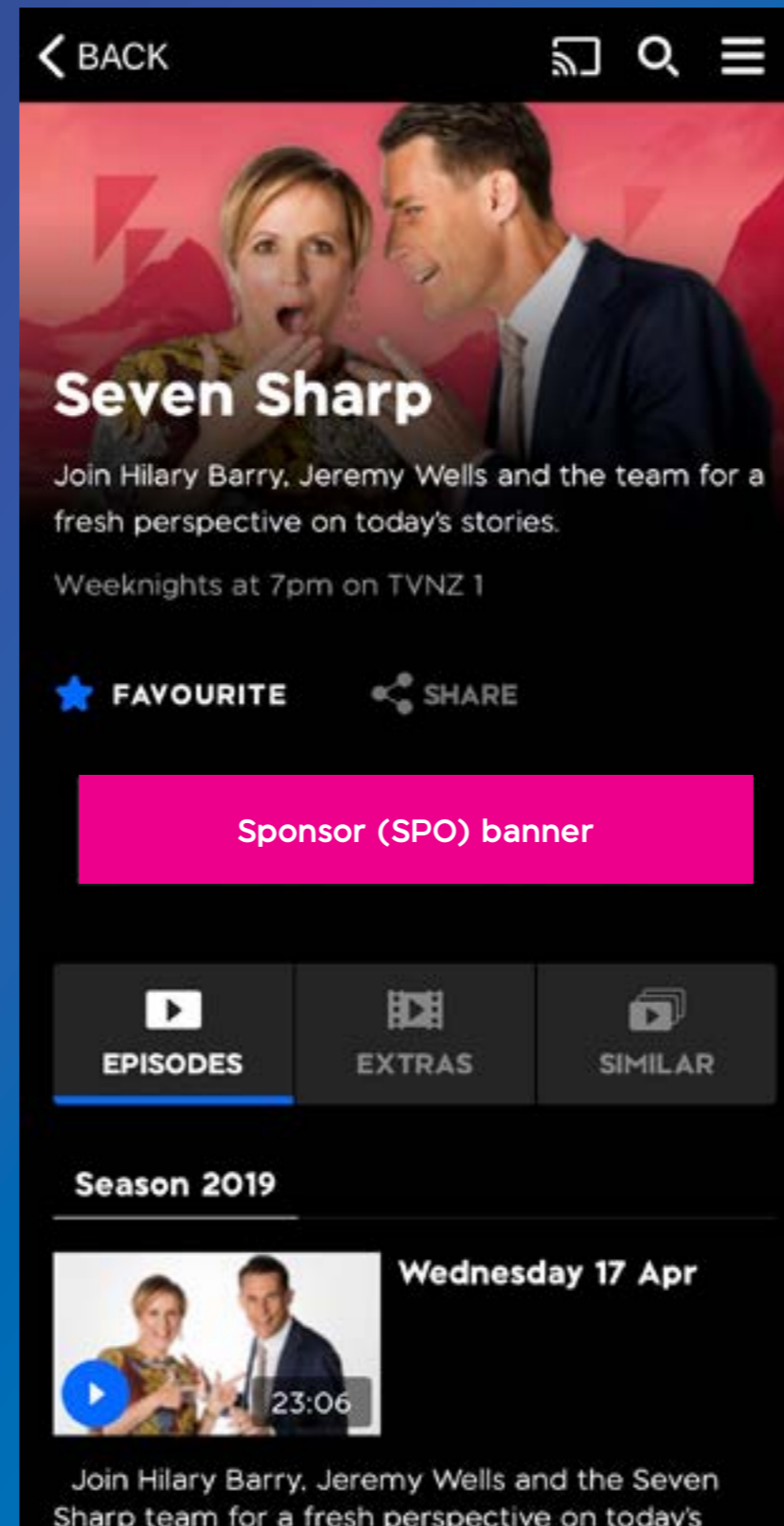
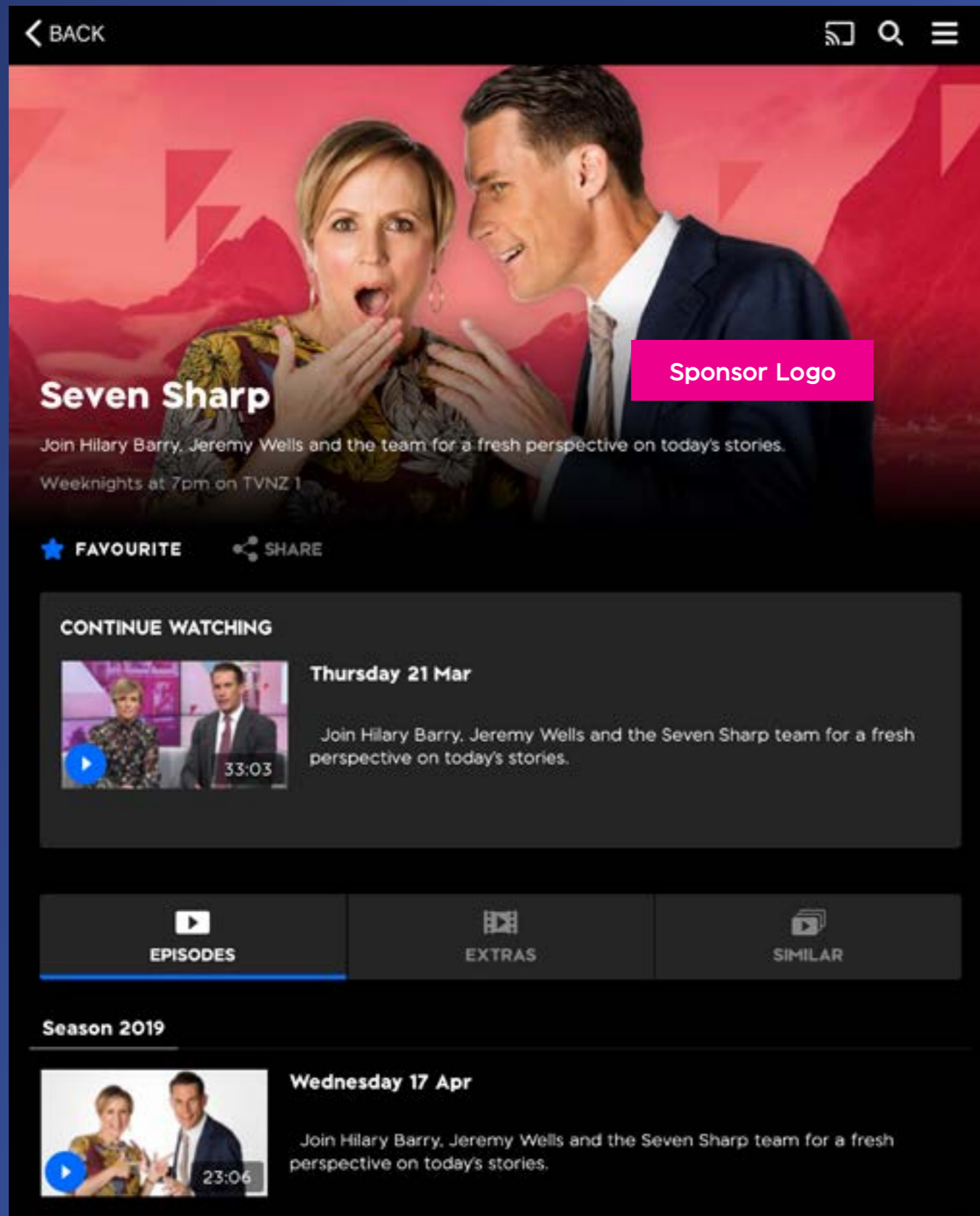
IOS & ANDROID

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TVNZ OnDemand accessed via iOS and  
Android apps on a mobile device



# Show Page



## PRIMARY SPONSOR LOGO

Landscape:  
400 (w) x 100 (h) px (preferred orientation), transparent png, 100kb max

Portrait:  
200 (w) x 160 (h) px,  
200 (w) x 160 (h) px, image centre aligned, transparent png, 100kb max



## SPONSORSHIP BANNER

320 x 50 px, gif/jpg/phg or 3rd party hosted HTML5, 150kb max



# Big Screen

CONNECTED TV

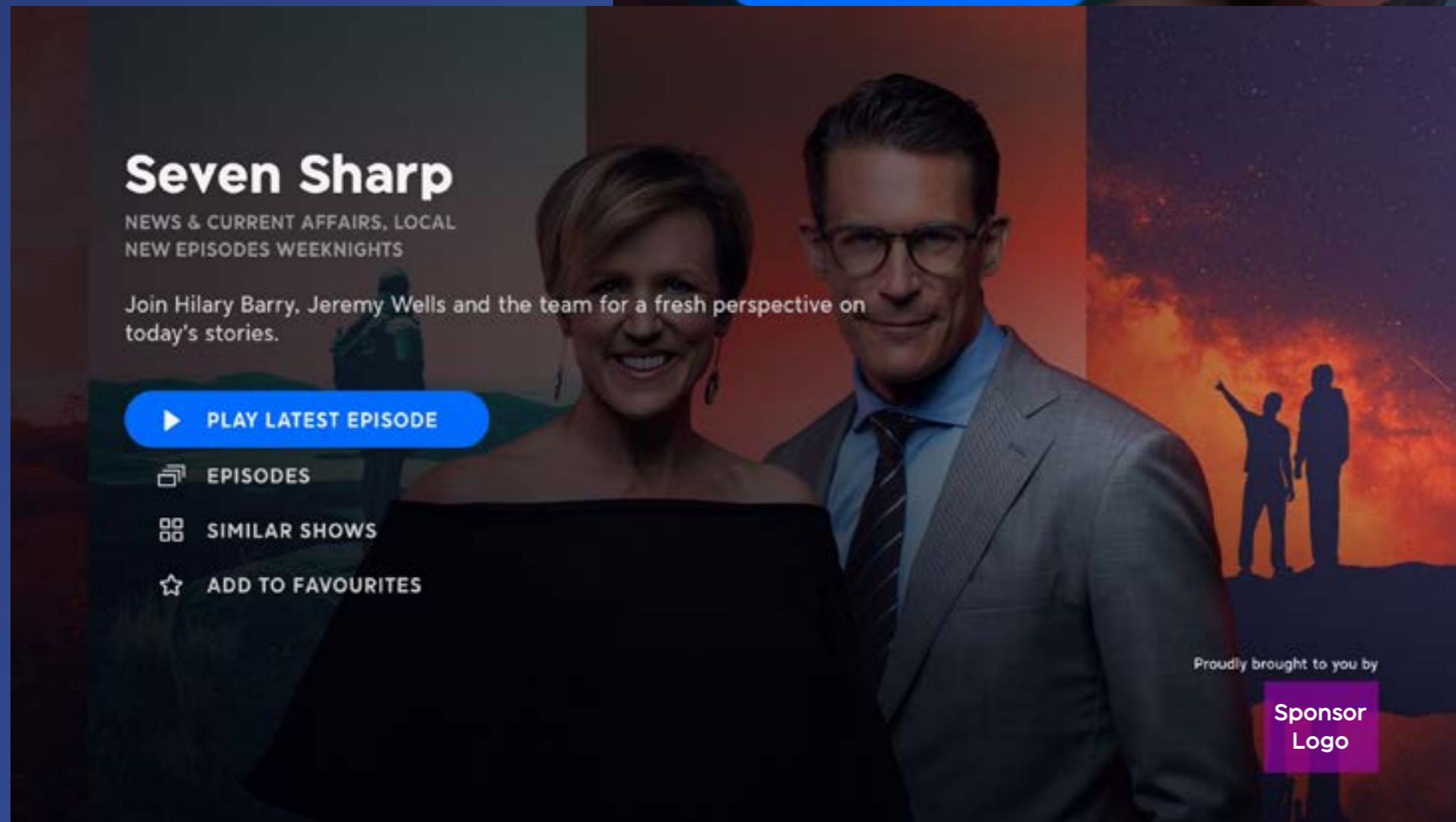
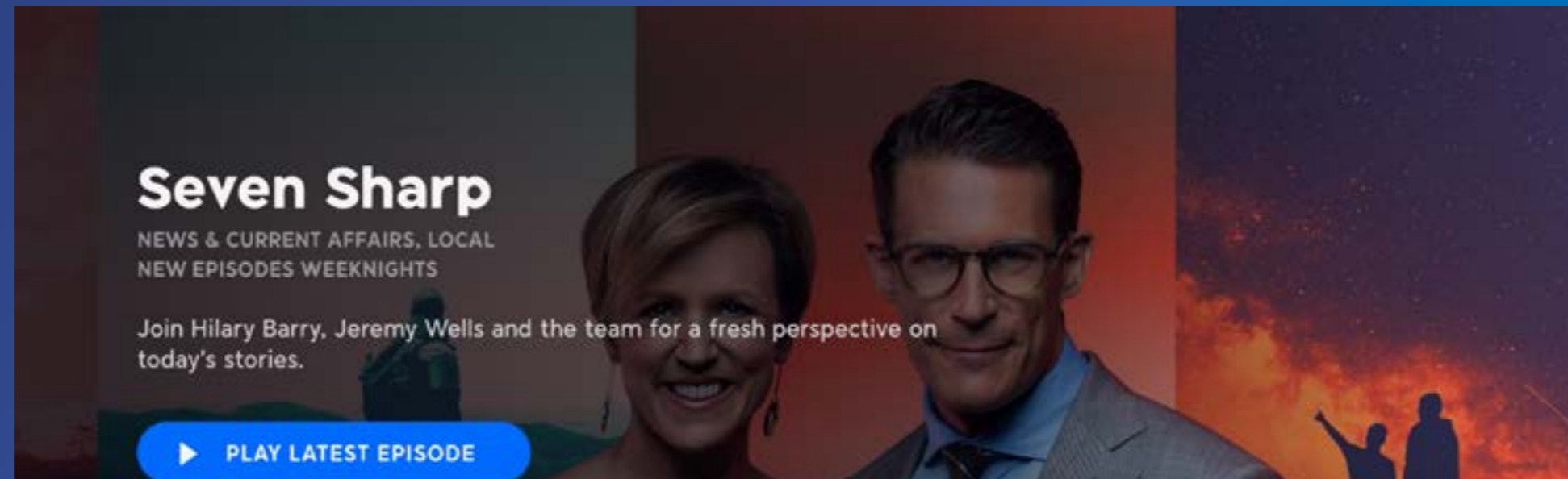
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TVNZ OnDemand accessed via a Connected TV  
Includes: Smart TVs, Gaming Consoles,  
Chromecast and Freeview





# Show Page



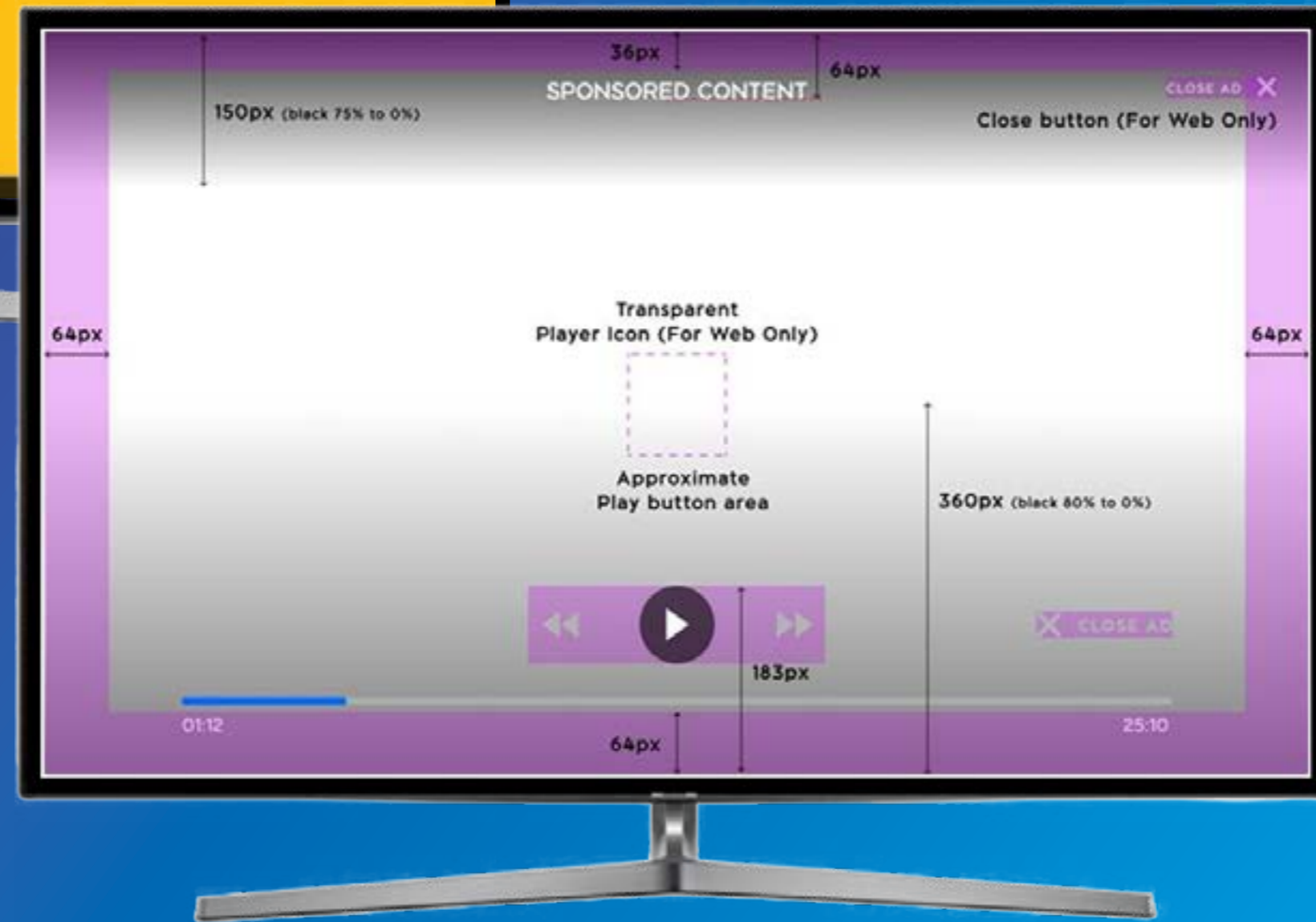
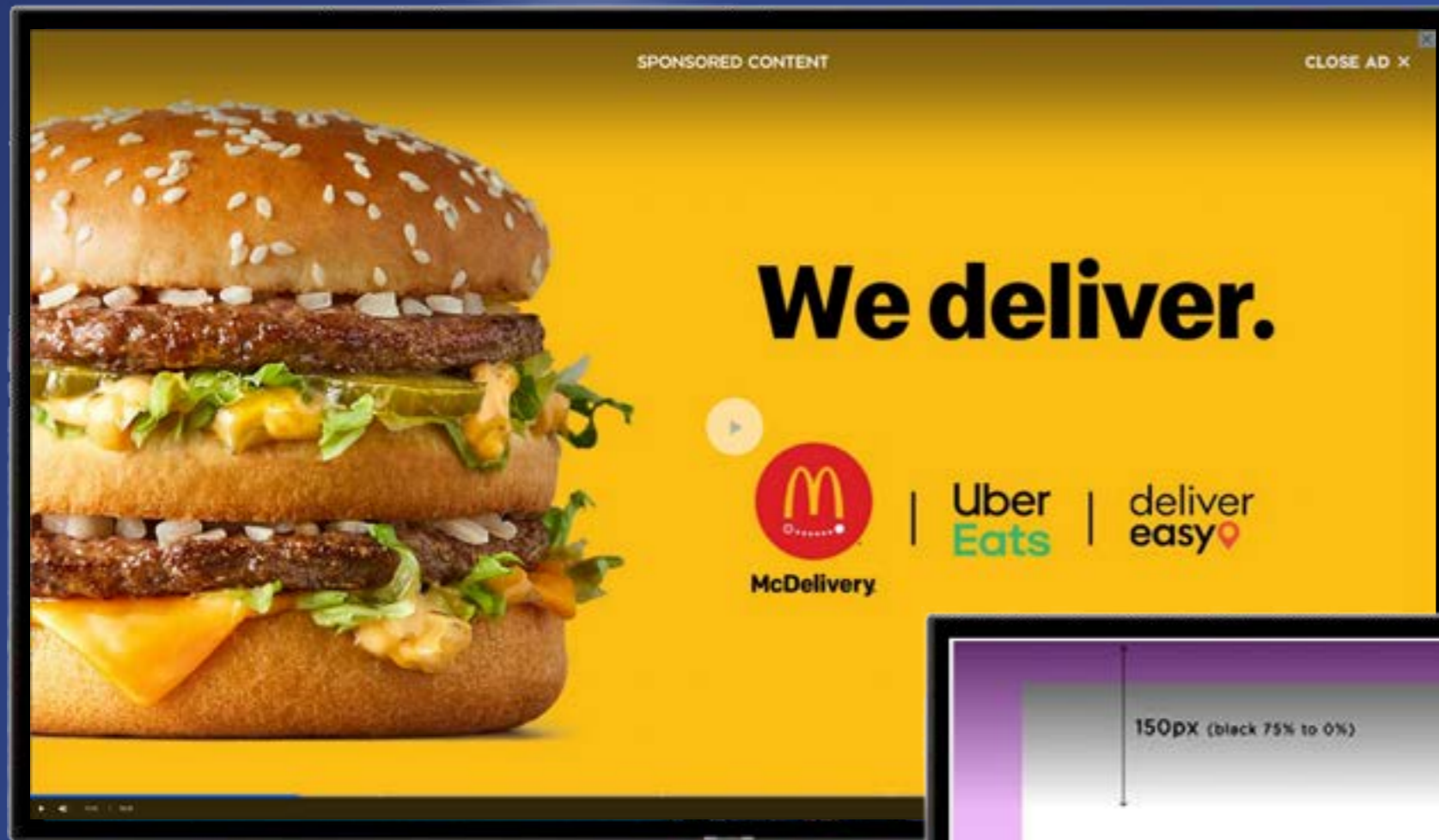
## PRIMARY SPONSOR LOGO

Maximum Landscape Dimensions:  
400 (w) x 100 (h) px

Maximum Portrait Dimensions:  
200 (w) x 160 (h) px, image center  
aligned, transparent png, 100kb max



# Ad On Pause / Big Screen



## AD ON PAUSE

- 1280 x 720 px, jpg/png/gif (static only), 150kb max
- The Ad on Pause is not able to be third party ad served or tracked using an impression tracker
- This ad unit is non-clickable

Please consider player controls during the creative design process. Please reach out to your Project Manager or Business Manager for these Guidelines.



# Thank You

IF YOU HAVE ANY QUERIES, PLEASE  
CONTACT YOUR TVNZ REPRESENTATIVE.

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