

SBS online advertising guidelines



Creative sizes

Leaderboard/Footerboard – 728 x 90

Island – 300 x 250

Sponsored Text Link – 60 x 50 Static Image file, with maximum 25 words of text.

SBS online video player

We will need the raw files, redirect tags cannot be accepted.

Video Pre Rolls – Max 15 seconds

Minimum 1MB Flash8 On2VP6 .flv File

Frame size 720x405

Aspect Ratio 16x9

Video Bit Rate 650kbps

Frame Rate: 25fps

Mp3 Audio: CBR 128kbps

Audio Sample Rate: 44100 Hz

Audio Channel: Stereo

Naming Convention: filename_1000K.flv

Click-through not required

Video Banner

468 x 60 Static Gif Image, with a click through URL.

File types

SBS cannot accept expanding creative on any News and Current Affairs sites.

Files must not exceed 39 kilobytes each. (Except Pre Rolls)

We require static or animated GIF or SWF Flash files. If providing Flash, also provide a back-up GIF for non-Flash-using site visitors.

We require a click-through URL, or click tracking tags, for all creative.

(Implement this in Flash using the clickTAG variable).

Correct click tag to implement into the Flash creative:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

If hosted by 3rd party: (Leaderboards/Footerboards and Islands only)

(Eyeblander, Facilitator etc) SBS requires GIF and SWF files for creative approval, and redirect tags to display the advertisement. Please ensure that clicks are being tracked, or please request for this to be implemented by SBS in DoubleClick.

Contacts

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