MREC

Image Site Served Ad Banner	
Dimensions	300x250
Image File Size	40 KB
File Format	JPEG, GIF and PNG
Destination URL	Required. Please provide in a separate txt file
3rd Party HTML5 Ad Banner*	
	*All HTML5 banners must be third-party served
Accepted Third Party Vendors	CM360, Bonzai, Adform and Celtra. All scripts must be secure and any tags received from vendors not approved by Foxtel Media (FM) may delay creative approval and overall campaign start
Max Initial Load File Size	80kb
Ad Verification Scripts	70kb
Max Polite Load File Size	2MB
Hosted Shared Library Max File Size	100kb
Approved shared library files	https://tinyurl.com/yb6fbkxs
Additional FM Cached Scripts	http://www.foxtelmedia.com.au/download-adspec/7487
HTML5 Frame Rate (Frames-per-Second)	24 FPS
Submission Lead-Time and Delivery	
Timeline	Creative must be provided a least 3 working days prior to campaign commencement
Late Submissions	Any late units may delay launch or affect total campaign delivery
Further Notes	Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by FM

Additional Info

This ad unit can be either Foxtel Media site served or 3rd party served.

- If banner is white- a one pixel border of a contrasting colour/tone must be present on all frames of the ad.
- Max x2 looping
- No strobing allowed
- Click through must open in a new tab or window
- If you opt to replace a creative or add new creative for rotation on LIVE tags, please alert Foxtel Media ad operations to QC before deploying
- CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Note: Foxtel Media reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically Foxtel Media reserves the right to remove or reject any material which:

- Is misleading, false or illegal and does not comply with state and national regulations;
- Contains but is not limited to sensationalised violence, crime or vulgar activity;
- Promotes stereotypes based on gender, race, sexuality or religion;
- Is provocative in nature and upsetting to the site audience or channel partner;
- Negatively impacts the intellectual property and equity of the wider Foxtel Media network;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.

If you are a gambling client, please ensure your digital creative are compliant with the online rules & legislations specified by the Australian Communications and Media Authority (ACMA). You will also need to ensure that you follow any state laws surrounding the promotion of gambling promotional content.