

# Celtra Interscroller

Third Party Ad Banner	
Accepted Third Party Vendors	Celtra
Dimensions	
Recommended background overflow size	at least 736x736 pixels
Note	You should design your creative with a buffer of 20px on the top and bottom to accommodate for the Notice bars.
Smartphone	Portrait: 736x1230 pixels (safe area 640x880)   Landscape: 1280x646 pixels (safe area 960x394)
Tablet	Portrait: 1600x2290 pixels (safe area 1536x1780)   Landscape: 2560x1330 pixels (safe area 2048x1248)
Initial File Size	100kb
Max File Size	200kb
Max Polite Load File Size	2MB
Max User Initiated File Size	5MB
Frame Rate (Frames-per-second)	24 FPS
Max Animation or Video Length	30 seconds
Frequency Cap	1 per user per day
Build Templates	<a href="https://drive.google.com/file/d/1IMIZDGGJrAeGcZQK-rTpYex0FumkTXf4-/view">https://drive.google.com/file/d/1IMIZDGGJrAeGcZQK-rTpYex0FumkTXf4-/view</a>
Tag Generator	Please provide tag generator to the Ad Ops team
	*All Interscroller banners must be third-party served by Celtra
Submission Lead-Time and Delivery	
Timeline	Creative must be provided 5 working days prior to campaign start
Late Submissions	Late units may delay launch or affect campaign delivery
Further Notes	Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be

## Additional Info

This ad unit is Foxtel Media 3rd party served.

- Please supply your Ad Ops team with the Celtra Tag Generator link
- Please see downloadable guides above, for Celtra creative specifications, asset specifications and build templates
- No strobing allowed
- Click through must open in a new tab or window
- Video must be user-initiated
- Video must include Play, Pause and Mute options
- 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

**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 & legislation 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.**