

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

<https://drive.google.com/file/d/1IIMIZDGGJrAeGcZQK-rTpYex0FumkTXf4-/view>

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 subject to additional review by FM

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.