

Celtra Flex

| Third Party Ad Banner (MREC, Leaderboard or Mobile Banner accepted) | |
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| Accepted Third Party Vendors | Celtra |
| MREC Dimensions | 300x250 |
| Leaderboard Dimensions | 728x90 |
| Mobile Banner Dimension | 300x50 OR 320x50 |
| Expanded Dimensions | 100% of desktop/mobile screen (landscape) |
| Close Button | 30x30 pixel 'X' close button, top right corner |
| Initial File Size | 100kb |
| Max Shared Libraries File Size | 100kb |
| 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 |
| Tag Generator | Please provide tag generator to the Ad Ops team |
| | *All Flex 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.

- Celtra Flex is available across MREC, Leaderboard and Mobile Banner base dimensions
- Celtra Flex is available on Fox Sports
- Please supply your Ad Ops team with the Celtra Tag Generator link
- If banner is white, one pixel border must be present
- No strobing allowed
- Click through must open in a new tab or window
- Expanded panel activates upon user initiation
- Must include 30x30 pixel 'X' close button in top right corner
- 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 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.