

Celtra Universal Miniscroller

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| Key Notes | |
| Available On | Fox Sports - Homepage & Index pages only |
| Devices | Desktop, Mobile & Tablet Web |
| Frequency Cap | 1 per user per day |
| Preview Link | https://www.foxsports.com.au/football/e-league#!mcn=targeting&keyword=test2mini290819 |
| Third Party Ad Banner | |
| Accepted Third Party Vendors | Celtra Only - please provide tag generator to Ad Ops team |
| File Size | Max 200kb |
| Video File Size | Max 5MB |
| Additional Video Requirements | Must include play, pause & mute buttons. |
| Frame Rate (Frames-per-second) | 24 FPS |
| Max Animation or Video Length | 30 seconds |
| Fallback Banner | |
| Desktop & Tablet | 728x90 (JPEG, GIF or PNG) |
| Mobile | 320x50 (JPEG, GIF or PNG) |
| Submission Lead-Time and Delivery | |
| Timeline | Creative must be provided at least 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 Universal Miniscroller is available on Fox Sports only.
- Please supply your Ad Ops team with the Celtra Tag Generator link
- 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.