

# IAB Half Page (Fox Sports Apple News)

| Image Site Served Ad Banner          |   |
|--------------------------------------|---|
| Available On                         | iPhone/iPod touch.  |
| File Format                          | JPEG, GIF and PNG   |
| Dimensions                           | 300x600   |
| Image File Size                      | 500 KB  |
| Copy Free Zone For Ad Marker         | 30x30 (bottom left and right corner)  |
| Animation/Looping                    | Animated banners can only loop three times and total animation must not exceed 15 seconds.  |
| Destination URL                      | Required. Please provide Apple News article URL or website URL in a separate txt file   |
| 3rd Party HTML5 Ad Banner*           |   |
| Accepted Third Party Vendors         | Bonzai, Celtra, CM360, Innovid. 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                      |
| HTML5 File Size                      | 500 KB  |
| HTML5 Frame Rate (Frames-per-Second) | 24 FPS  |
|                                      | *All HTML5 banners must be third-party served   |
| Submission Lead-Time and Delivery    |   |
| Timeline                             | Creative must be provided at least 5 working days prior to campaign commencement.   |
| Late Submissions                     | Any late units may delay launch or affect total campaign delivery as all creatives must be certified by Apple US, before the campaign can be set live. This may take up to 48 hours due to time difference. |
| 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.

- Available on Fox Sports Apple News
- 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 (unless URL destination is Apple News article)
- Third party tracking isn't available for setting cookies from third-party URLs, collecting any data other than counts, and including fourth-party tracking. Cachebuster and timestamps are unavailable tag values.
- Whitelist must include all IP addresses beginning with 17, to avoid blocking ad serves.
- All tags must be SSL compliant
- 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 & 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.**