

# Flying Carpet (Fox Sports)

<b>Preview</b>	<a href="https://amp.dev/documentation/examples/components/amp-fx-flying-carpet/preview/?format=websites#asd">https://amp.dev/documentation/examples/components/amp-fx-flying-carpet/preview/?format=websites#asd</a>
<b>Image Site Served Ad Banner</b>	
<b>Dimensions</b>	Mobile: 350x600px   Desktop: 970x600px
<b>Image File Size</b>	40 KB
<b>File Format</b>	JPEG, GIF and PNG
<b>Destination URL</b>	Required. Please provide in a separate txt file *AMP creative landing pages must be secure
<b>3rd Party HTML5 Ad Banner*</b>	
	*All HTML5 banners must be third-party served
<b>Accepted Third Party Vendors</b>	DoubleClick and built on Google Web Designer. Other third-party vendor tags can be used when they follow AMP creative guidelines.
<b>AMP Guidelines:</b>	<a href="https://github.com/ampproject/amphtml/blob/master/spec/amp-html-format.md">https://github.com/ampproject/amphtml/blob/master/spec/amp-html-format.md</a>
<b>HTML5 File Size</b>	80kb
<b>Max File Size (KB) of shared library files</b>	100kb
<b>HTML5 Frame Rate (Frames-perSecond)</b>	24 FPS
<b>Submission Lead-Time and Delivery</b>	
<b>Timeline</b>	Creative must be provided a least 5 working days prior to campaign commencement
<b>Late Submissions</b>	Any late units may delay launch or affect total campaign delivery
<b>Further Notes</b>	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.

- 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
- 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 & legislations 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.**