

Fireplace

Image Site Served Ad Banner

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|-------------------------|---|
| Dimensions | 1920 (w) x 1200 (h) pixels |
| Skins Safe Zone | Imagery Safe Zone: 321 pixels (w) Messaging Safe Zone: 136 (w) x 930 (h) pixels |
| Header Safe Zone | 970 (w) x 250 (h) pixels |
| Image File Size | 1 MB |
| File Format | JPEG, GIF and PNG |
| Destination URL | Required. Please provide in a separate txt file |
| Creative Example | See Template and Guidelines for examples |

Submission Lead-Time and Delivery

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|-------------------------|--|
| Timeline | Creative must be provided a least 3 working days prior to campaign commencement |
| Late Submissions | Any late units may delay launch or affect total 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

Creative Examples

View example of safe zone [here](#).

View creative example [here](#).

Business Rules

This ad unit must be Foxtel Media site served.

- Available on Fox Sports
- Click through must open in a new tab or window

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.