DEALS PAGE SPONSORSHIP

This sponsorship is the perfect placement to help influence the consumer's consideration set with price point or offer driven messaging as they move toward the end of their purchase journey. Sponsorship is sold on a 100% SOV per week

HERO IMAGE SPECIFICATIONS

Placement	Specifications (width x height)	Requirements
Desktop Hero Image	1024px x 260px 300KB JPEG OR PNG	• Creative must reference an offer campaign in market (i.e. not generic brand creative) • Full retail messaging and branding allowed. • The entire hero image is an offsite click, ideally to the special offers section on the manufacturer's website. • Third party tracking can be implemented to track impressions and clicks.
Mobile Hero Image	960px x 300px 300KB JPEG OR PNG	

Device	Banner Dimensions (w x h) px	Back up Image	Banner Load	Polite Load
Desktop/Newsletter	300x250	JPEG, GIF 80 KB Max	HTML5 100 KB Max	HTML5 1 MB Max

SPONSORED VEHICLE

- This section will house all offers from the client, the client may choose the hero image (hero model)
- Third party tracking can be implemented to track impressions and clicks.

MREC SPECS:

HTML5 BANNER SPECIFICATIONS

Hosting Options

- Rich Media HTML5 ads must be third party served via DoubleClick or Sizmek.
  All third party tags must be SSL compliant (https).
- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images
  being hosted by the client. JPEG and GIF images are also accepted.

Requirements

- Animation length: 30 seconds maximum.
- Looping: allowed.
- Creative with a white or light coloured background must include a 1 pixel border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined
  edges.

Creative must include click tags for publisher tracking. Download the build guide here

Timeline:

- Creative material due at least 5 working days before campaign launch to ensure
  technical compatibility and approval.

SPECIAL OFFERS – WEEKLY NEWSLETTER SPECIFICATIONS

MREC dimensions:	300x250
Format:	Static GIF
Image file size:	20kb
Click command:	Supply separately

Requirements:
- GIF image must appear un-pixelated, all writing legible with clearly defined edges.
- MREC is hosted by MediaMotive and cannot be third party ad served.
- A third party click tracker can be implemented to track clicks only.

Timeline:
Creative material due at least 10 working days before campaign launch to ensure technical
compatibility and for approval.

For more information please contact the MediaMotive Product Team
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