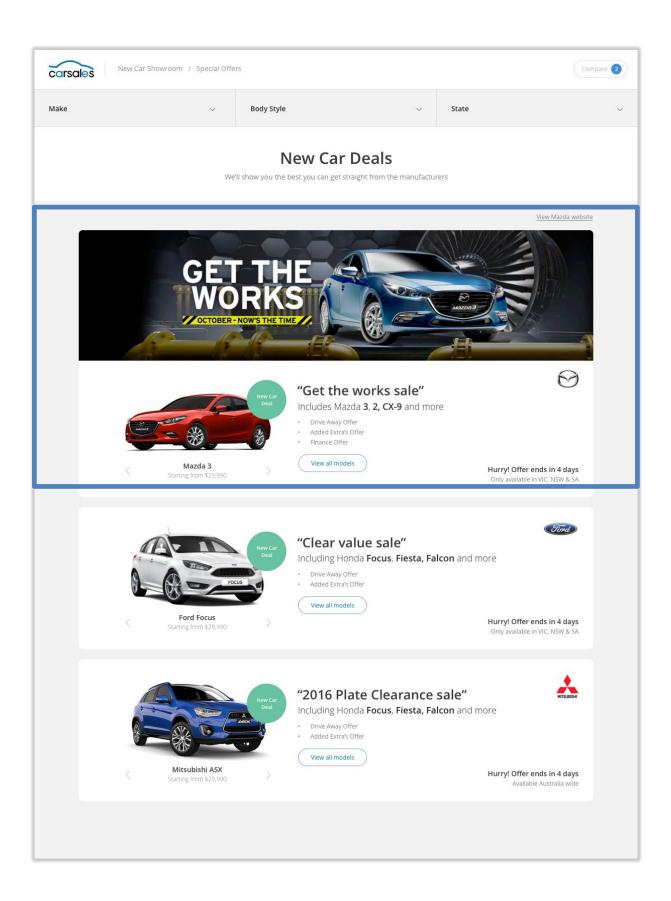


# **DEALS PAGE SPONSORSHIP**

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**

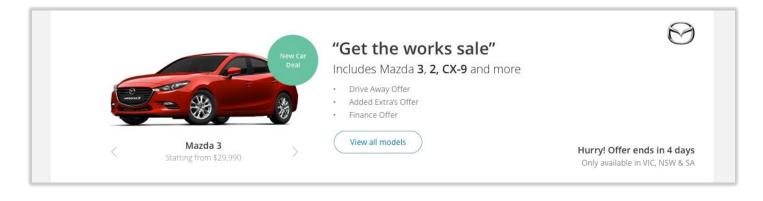


Placement	Specifications (width x height)	Requirements	
Desktop Hero Image	1024px x 260px 300KB JPEG OR PNG	<ul> <li>Creative must reference an offer campaign in market (i.e. not generic brand creative)</li> <li>Full retail messaging and branding allowed.</li> </ul>	
Mobile Hero Image	960px x 300px 300KB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

Device	Banner Dimensions (w x h) px	Back up Image	Banner Load	Polite Load
Desktop/Newsletter	300x250	JPEG, GIF	HTML5	HTML5
		80 KB Max	100 KB Max	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 <a href="here">here</a>

#### 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 <a href="mailto:product@mediamotive.com.au">product@mediamotive.com.au</a>

