MetService Online Advertising Technical Specifications

OCTOBER 2023

CONTENTS

1 Cross-Platform Advertising

Advertisements which are available across **mobile, desktop** and **app** platforms.

Medium Rectangle (Mrec)

- Dimensions: 300x250 pixels
- Max file size: 80kb
- Format: 3rd party redirects, .png .jpg or .gif (No transparency), HTML5
- Must follow CPU guidelines

Video Mrec

Video that plays inside the mrec space on desktop, app or mobile. It will autopay and any sound will be muted by default. (user initiated.) This is created on the publisher end.

Please supply a video file with the following specifications:

- Max file size: 5mb
- Format: .mp4, .mkv
- Sound: Accepted (User initiated)
- Max video duration: 30 seconds
- Dimensions: 300x250
- A backup 300x250 .png – this will show while video is loading in background.
- Logo (transparent .png)
- Call to action messaging (optional)

Deadline 5 working days prior.

Tiles

- Max file size: 25kb
- Website Dimensions: Supply all 3 sizes - 300x100, 320x100 & 380x100px
- App Dimensions: 300x125 or 300x100
- Optional: Supply x2 resolution of static images for higher resolution devices.
- Format: .png .jpg or .gif, HTML5, HTML
- No transparency, static images only, no animation
- No 'auto-scroll'
- Must follow CPU guidelines
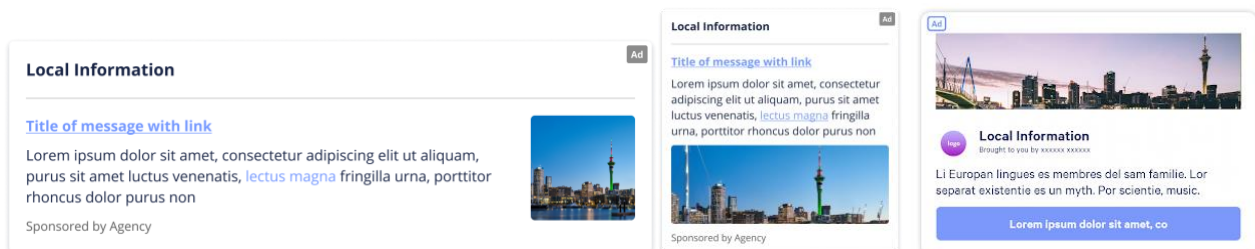- Max of 3 creatives per placement

Native

Native placement middle of page on mobile and desktop website platforms.

Please note: Only available for Councils and government agencies.

For this placement please provide the following:

- Title: Max 30 characters
- URL: All elements will be clickable using this link.
- Body text: Minimum 100 characters including spaces, and a maximum of 160 Characters or 4 lines on mobile/app view (example below right)
- Images: 3 supplied –
  - 1 square shaped for desktop, minimum size 500x500 px, and
  - 1 rectangular shaped, minimum size 1000x250 (25:7 ratio) for mobile & app.
  - 1 logo, maximum size 100x100px, must be square. Displays on app.
  - Format: .jpg or .png
  - Max file size: 150kb
- A brought to you by/sponsored message or website URL to display at bottom (see small text in below examples).
- Optional: Third-Party Impression trackers/ Click tracker

From left to right: Desktop, Mobile, and App examples:

Deadline 2 weeks' notice, and the creative must be received no later than 5 working days before the commencement of the advertisement.

2 Mobile & Towns App Advertising

Advertisements which are available across the **mobile website** and **app** only in addition to cross-platform list.

Interstitial (OLI)

Full Page 320x480px on first view, with a supporting standard 300x250px mrec on close.

- Dimensions: 320x480px & 300x250px
- 320x480 must be .jpg, .png or .gif Images due to creative template.
- 300x250 can be .jpg, .png or .gif Images or 3rd party ad served (Full Specs Page 1)
- Max file size: 150kb (OLI)
- Background must be opaque
- Can be click and impression tracked
- Loading: On page load
- Delivery: 3 working days

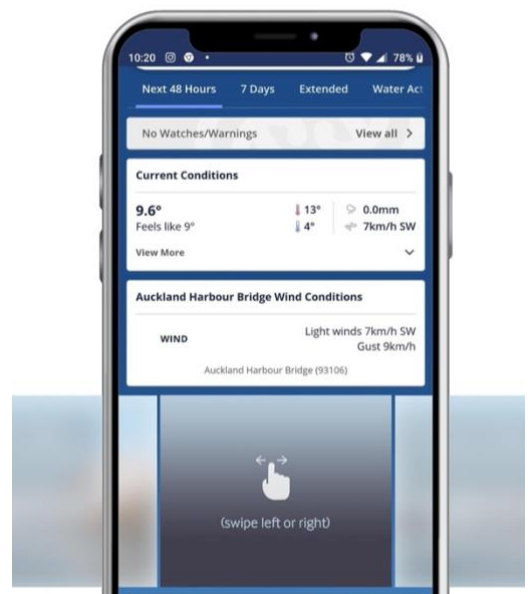Expanded interstitial full page creative auto closes after 7 seconds.

Mobile Carousel

Carousel is an in-house build format for mobile and app devices. It maximizes screen real-estate by combining multiple images into a single ad. They contain up to 6 single images that can be swiped through by users on mobile.

A brief overlay message will appear on image tell user they can swipe left or right (infinitely). – See image right for e.g.:

Carousel specifications:

- Dimensions 300x250px
- Static images only– gif, png or jpg files (no transparency)
- Max 80kb per image
- Please supply 4, 5 or 6 images
- URL – 1 URL per image (can be same or different)
- ***Note: Android App supports auto start only***

3 Desktop & Tablet Advertising

Advertisements which are available across the **desktop** platform only in addition to the cross-platform formats .

Half-page

- Dimensions: 300x600 pixels.
- Max file size: 150kb
- Format: Third party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines
- Max of 3 creatives per placement

Billboard

- Dimensions: 970x250 pixels (*Different sizes when part of a takeover*)
- Max file size: 200kb
- Format: 3rd party redirects, .png .jpg or .gif (No transparency)
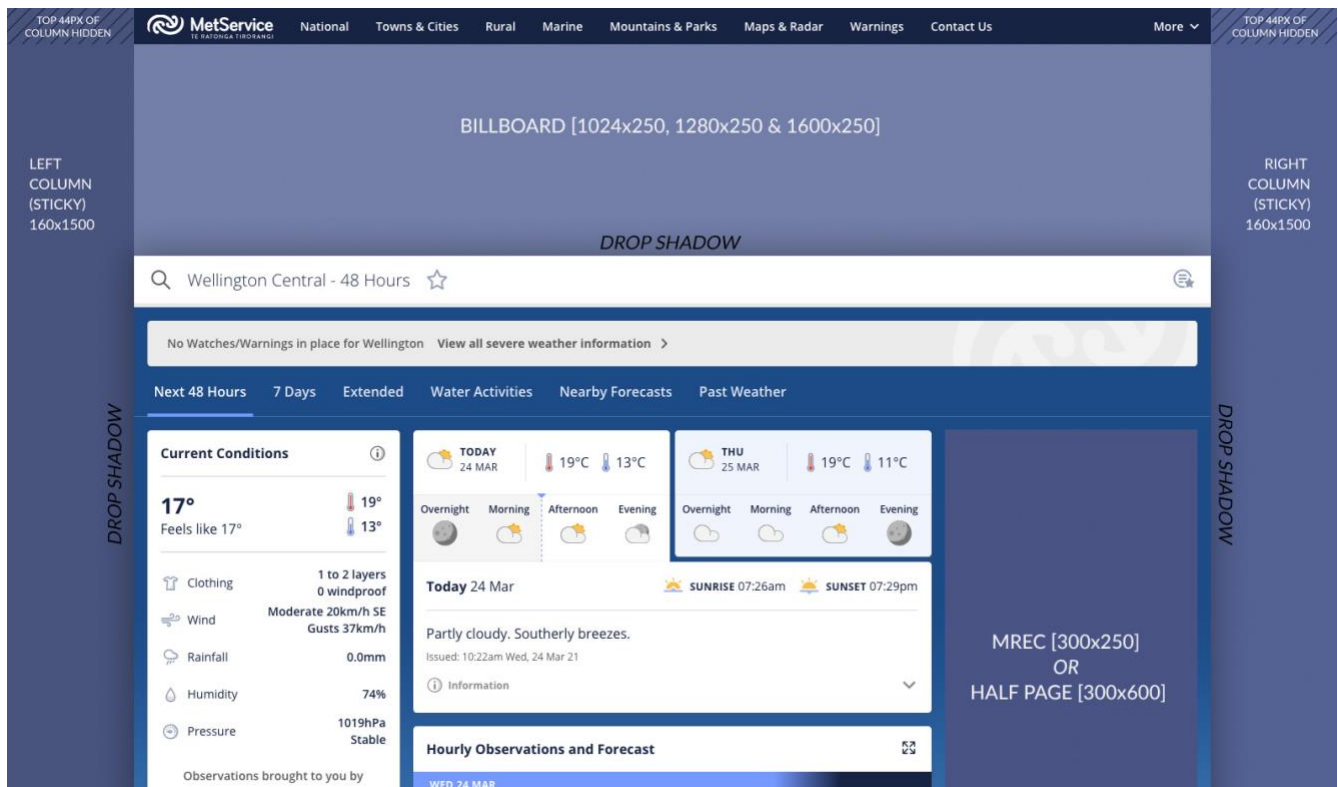- Must follow CPU guidelines
- Max of 3 creatives per placement

Monster Billboard

- Dimensions: 1280x250, 1600x250 & 1024x250 pixels – please provide all.
- Max file size: 300kb
- Format: 3rd party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines
- Max of 3 creatives per placement

Full Page takeovers (PTO)

Takeover the entire page/section of site. There are 3 parts to a Page Takeover:

Left and right skins:

Please provide separate left and right skins at the dimensions listed below:

- Max file size: 250kb
- Dimensions: 160x1500 px
  - o All images, texts and logos must sit **below 44 pixels**, as this will be hidden by the top navigation bar when at the top of the page before scrolling
  - o Please move any imagery that needs to line up with the takeover banner/takeover billboard down by 44 pixels to accommodate the navigation bar
  - o Drop shadow added on both skins from 295px from the top of left and right skins (template provided, example below).
  - o CTA wording on side panels recommended to be on the top half of the skins; below that many users may miss this information due to a smaller screen sizes.

Note: Skins are not viewable on browsers less than 1280px wide & some widths may partially hide skins.

Top clickable banner

To accommodate for different responsive resolutions, please provide 3 banner sizes for

- Monster Billboard: 1024x250, 1280x250, AND 1600x250 *(Monster Billboard specs apply)*

      o   *Drop shadow added* on lower edge of banner/billboard (template provided, example above).
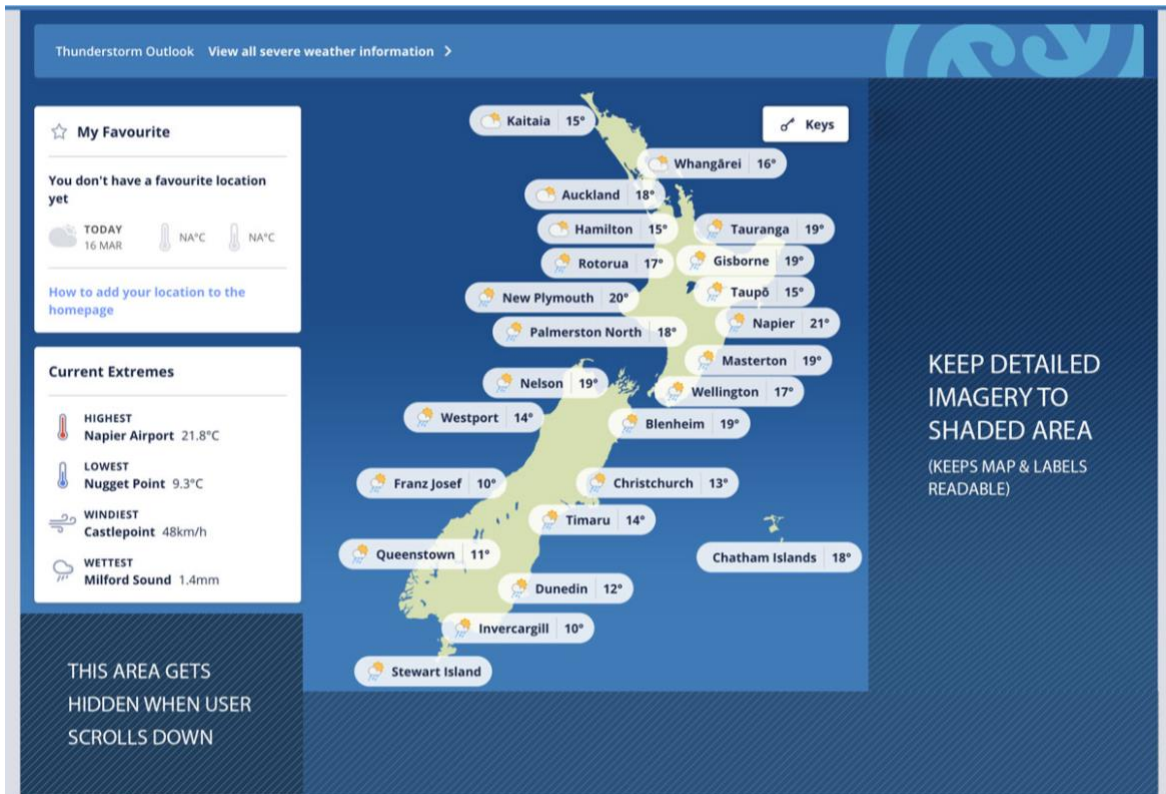
Mrec or Half-page

- Mrec and half page specs apply.
- *Please note this position is not fixed, and will scroll with the page*

Full page takeovers must be received at least 5 working days before go live date.

Homepage Background(s)

The background behind the New Zealand map on the homepage/section homepages of metservice.com, can either be a static image or video.

Background Format (static):

    o File Formats: Photoshop (.psd) or/and jpg/png/gif.
    o Max file size (jpg or png): 500kb
    o Background image dimensions: 1280x792 & 1600x792px
       We can supply photoshop templates to assist designing the creative.

Background Format (animated):

- o Animation allowed: css or gif on top of static background image
- o No looping
- o Duration: 5 seconds maximum
- o Must not interfere with map
- o Refer to imagery guide (see image page 9) for areas in which can feature an animation
- o Max file size: 500kb

Background Format (video):

- o Video format: .mp4 (h264) & .webm,
- o Maximum 5 seconds duration,
- o Max file size: 2MB per video file,
- o Dimensions: 1280x792 & 1600x792
- o Video looping: No loop
- o Supply a backup static image (first frame of video preferred) of the same size (static specs apply)

- **Click through**: URL required

Details:

- Pleasing to the eye, not too detailed behind the map
- Must not interfere with the readability with the map labels, current extremes or rain radar/forecast boxes.
- Will be frequency capped to 3 impressions per user per day
- ***All final artwork needs to be approved by MetService.***
- Should not mimic any weather patterns or pull in the weather in a way that would be confusing to our users.

Please note this placement shows on browser window width size 1280px and above

Submission deadline: 7 working days prior commencement of campaign.

All final artwork needs to be approved by MetService. To avoid reworking it's best if the advertiser can supply the concept and a rough visual for initial approval early on in the process.

Homepage Map Integration

Adds additional features that interact with the map, background or labels for e.g. hovers.

- Submission deadline: 7 working days minimum prior commencement of campaign
- Icons on map dimensions (if required): Must not exceed 100px width.

- Hover dimensions (If required) : mouse over/hover over image: maximum 150px or smaller but must be easily legible/not blurry.
- Format: .png. or svg. Must have transparent background. Static image. We will take care of the implementation to suit your requirements.
- Max file size: 40kb (hovers & icons)
- Click through: URL if required
- Details from Homepage Takeover also apply.

Desktop Interstitial

Desktop Interstitial is a clickable banner which displays over a black background upon your first visit to metservice.com for the day. The Interstitial is accompanied by a monster billboard with 100% SOV on the day.

Please supply the following for the Desktop Interstitial:

- Dimensions: 970×550 px
- Max file size: 250kb
- Format: .png .jpg or .gif (No transparency).
- Animation: Allowed, maximum 7 seconds
- Targeting: Run of Site (excludes Severe Weather)
- Frequency Cap: 1/day
- Availability: Three per month, no more than one per week.

Please also supply the supporting Monster Billboard creatives to spec (see page 5).

4 SwellMap Advertising

SwellMap.co.nz (external website)

The following advertisement formats available on this website include the below:

- Cross-platform mrecs
- Mobile Interstitial (OLI)
- Desktop half page
- Billboards

5 Other Apps

Rural App

Tile

- Dimensions: 320x50 and 640x100 images to be supplied
- Static images only – gif, png or jpg files (no transparency)
- Max file size: 50KB

Interstitial

- Dimensions: 320x480 px
- Max file size: 150kb
- Static images only – gif, png or jpg files (no transparency)
- Animation: Allowed, maximum 7 seconds

Marine App

Tile

- Dimensions: 320x50 and 640x100 images to be supplied
- Static images only – gif, png or jpg files (no transparency)
- Max file size: 50KB

Interstitial

- Dimensions: 320x480 px
- Max file size: 150kb
- Static images only – gif, png or jpg files (no transparency
- Animation: Allowed, maximum 7 seconds

iPad App

Mrec

Standard Mrec specs apply

Interstitial

Full Page overlay. Currently this placement is the same 320x480px size as on mobile, and part of the mobile Interstitial placement.

- Max file size: 150kb
- Format: Static .jpg, .gif or .png.
- Can supply click/impression trackers
- Background must be opaque
- Auto close after 7 seconds

6 Email Advertising

Available on the following emails: Seasonal Outlook.

Mrec

Available in this position. Non-standard specs apply:

- Dimensions: 300x250px
- Max file size: 150kb
- Format: .jpg, .gif or .png. only (no transparency)
- Please note: animation does not work on some email clients.

7 Deadlines & Formats

Please note: If advertisements do not meet the specifications, MetService may be unable to load the campaign, and the client will be asked to revise the creative at their own cost.

Terms and Conditions can be found here (PDF)

Deadlines

All creatives must be received no later than 3 working days before the commencement of the advertisement unless otherwise stated.

For more information, please contact: trafficking@metservice.com.

Resolution

All images must be 72dpi.

CPU Consumption Standards

As the national alerting authority for weather warnings, we prioritise public safety first and foremost. As such, we must ensure that any ads on our site are implemented efficiently and not affecting end users.

Please keep maximum CPU usage to 1% or below, as measured by our standard test machines. Current campaigns that are consuming greater than 5% CPU per advertisement on our test machines will have 1 week to substantially reduce CPU consumption or we will need to terminate the campaigns. If there is any uncertainty, we can validate for you in our test environment before going live.

HTML5 Creatives

HTML5 creatives are supported on web and mobile platforms. **Please use the following specifications to develop your HTML5 advertisements:** (*Links below open in new window/tab*)

- Requirements
- Example HTML5 files
    - ⇒ Please check your creative on this HTML5 validator before sending through to make sure your creative has no issues.

HTML & Rich Media Creatives

The following specifications are required to run HTML creative

- JavaScript is accepted.
- All common tag formats accepted
- Ensure that "_blank" is set as the destination within the HTML code
- Expanding creatives are accepted, please inform beforehand if you are going to use them.
- Expansion must be user initiated (either rollover or click).
- Any sound in a creative must be user activated via an obvious button (not a rollover) AND contain a mute button.
- Must follow CPU guidelines

Rich media is available, subject to negotiation.

Data Integrated Creative

- Please refer to your account manager for details

Standard formats

- HTML
- JavaScript

Creative files must be included with third party tags, and all click through urls must open in a new browser window or tab.

Accepted third party redirects

- Double Click (preferred)
- Sizmek

Please note that many types of Rich Media are only available via Third Party Suppliers such as DoubleClick, Sizmek or Facilitate and that additional costs incurred for Third Party serving are to be absorbed by the client or advertiser.

Polite Loading

The Polite Banner is an HTML enabled banner ad that uses polite, sequential downloading and proprietary compression technology to allow for extra-large file sizes that load after the page content has loaded.

- File Size: 150kb initial Load,
- 1.5MB max polite load

8 Bookings, pricing & trafficking

Any booking inquiries please contact:

Auckland Contacts

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Pricing

Please refer to rate card for costs.

Creatives and trafficking

Please send your creative(s) to: trafficking@metservice.com

9 Creative Rate Card

If you need assistance with designing or outsourcing your creative, we can help. Please see rate card below for costs and/or get in touch with Kathryn.Blackmore@metservice.com.

TYPE OF REQUEST	HOURS / QUANTITY	COST+GST
Rate per hour		$150 per hour + GST
Creative resizing & editing HTML5 code	**< 1 hours**	$50 + GST per creative
Creative editing (tweaking text, photoshopping, making into gif)	**1 – 2 hours**	
Additional Proofing (2 proof revisions only)	**per creative**	$50 + GST per proof
Campaign/creative creation - Static	**1 – 2 creatives**	$2,000 + GST
Campaign/creative creation - Static	**3 - 4 creatives**	$3,000 + GST
Campaign/creative creation - Static	**5+ creatives**	$3,750 + GST
Animated HTML5 creative design and creation	**per creative**	$200 + GST additional to campaign cost
Homepage Takeover Background and Integrations	**per takeover**	$3,750 + GST