

MetService Online Advertising Technical Specifications

Updated: 4 August, 2015

FORMATS & DEADLINES

Please note: If advertisements do not meet the specifications below, 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](#).

Deadlines

The creative must be received no later than **3 working days** (usually a Wednesday) before the commencement of the advertisement.

Formats

Accepted formats are:

- .jpg, gif, png or swf (please include a backup .gif or .jpg with all swf files)
- Third party redirects (HTML iFrame, Object, Javascript).

Note about 3rd Party redirects: Please be advised that the MetService uses and recommends Google redirect tags. While we are happy to facilitate the usage of other 3rd Party creatives, we are not responsible for any discrepancies in impression numbers.

For further information, please contact Abby.

Resolution

All images must be 72dpi.

CREATIVE SPECIFICATIONS

Big Banner

- Dimensions: 760x120 pixels, 728x90 pixels
- Max file size: 80kb (hosted)
- Location: Top of page
- Format: Third party redirects, .swf (with backup gif) .png .jpg or .gif (No transparency)

Double Skyscraper

- Dimensions: 300x600 pixels.
- Max file size: 80kb (hosted)

- Location: Right hand column (all locations)
- Format: Third party redirects, .swf (with backup gif) .png .jpg or .gif (No transparency)

Medium Rectangle (Mrec)

- Dimensions: 300x250 pixels
- Max file size: 80kb (hosted)
- Location: Right hand column (all locations), Below page fold - towns, maps, rural.
- Format: Third party redirects, .swf (with backup gif) .png .jpg or .gif (No transparency)

Tiles

- Dimensions: 300x60 pixels
- Location: Site-wide
- Format: .png .jpg or .gif
- No transparency, static images only, no animation
- Max file size: 25kb
- Currently do not support 'auto-scroll'

10 Day Banner

- Dimensions 940x75 pixels
- Location: Towns & Cities 10 Day Forecast
- Format: .png, .jpg, .gif or 3rd party served
- Static image only, with the exception of a countdown timer. Minimal flash usage should apply.
- Max file size: 60kb

Billboard

A 'Billboard' is an extra-large big banner.

- 960x250 pixels (990x250 when part of a takeover)
- Max file size: 150kb
- Location: Top of page.
- Format: **Third party redirects only.**

Note: The billboard will have an open/close button implemented on the top right hand corner when it is loaded onto the website so please allow for this in design.

Takeovers

Click for more information on: [Page takeovers](#) , OTP, or [forecast Image takeovers](#).

FLASH CREATIVES

To run flash (hosted .swf files), we require the following

- The flash creative (.swf)
- A backup .gif or .jpg
- The destination URL

Specifications:

- Destination must use “_blank” (opens webpage in new tab or window)
- CPU usage to be kept to a minimum
- No transparent backgrounds please
- Any sound in a creative must be user activated via an obvious ‘PLAY’ button (no rollovers please) AND contain a STOP/MUTE button.
- Speed: 18fps or below
- Looping: Unlimited, less than 15 seconds per loop.

*Please note: Many of our users have earlier versions of flash so to ensure that they get the best functionality of our website, we require flash versions to be exported as **version 9 or 10**. The above specifications include third party re-directs. Please also test that it works on all Internet Explorer Chrome & Firefox browsers.*

Flash Banner click tags

Please refer to Google DFP Help docs for their recommended clickTAG:

https://support.google.com/dfp_premium/answer/1085684?hl=en&ref_topic=28157

If you are finding that the ClickTAG is not working here is some help information you may find useful:

https://support.google.com/dfp_premium/answer/79268?hl=en&ref_topic=28157

Make sure the code is placed on the top layer. Must be exported in **Flash 10.1**. ActionScript 2.0 is recommended. ActionScript 3 is supported by DFP. If using ActionScript 3, please export in Flash 10.1 or below.

3rd Party Impression tracking urls

This is not supported. Please use 3rd party hosted creative if you wish to do this.

HTML5 CREATIVES

We are able to support HTML5 creative. Currently our ad server converts most flash files to HTML5 for the non-flash supported devices, but some files have features that can't be converted.

HTML5 creative follows the same standard banner specs, however the file size for HTML5 is 150kb.

Ads must be 3rd party served from any major third party ad server - DoubleClick, Sizmek and Facilitate are preferred.

Any HTML5 code should work as long as the user's browser can handle it. Users with the latest versions of

Chrome, Safari, Internet Explorer, or Firefox should be fine, as their browsers are already capable of handling most code written in HTML5.

HTML/RICH MEDIA CREATIVES

The following specifications are required to run HTML creative

- JavaScript is allowed.
- 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.

File types

- .gif image of the ad (.gif file)
- Publish Flash File (.swf file)
- Adobe Flash File (.fla file)*
- Click tag embedded within .swf file (refer to the following instructions)
- Required click-through URL for the ad
- A Flash ad shouldn't consistently use more than 20% of CPU on a standard computer.

* It may be necessary to have the .fla file in order to ensure the click tag is inserted correctly.

Note: The website visitors use a wide range of different browsers, versions and platforms which can interfere with the appearance of HTML advertising. Please ensure that the material leaves room for expansion if a site user has a low screen resolution or has their text size set to medium or greater.

*****Please test that it works on Internet Explorer 7+, Chrome or Safari and Firefox browsers.*****

RICH MEDIA IS AVAILABLE, SUBJECT TO NEGOTIATION.

Standard formats

- HTML
- Javascript
- Adobe Flash

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
- Facilitate

Please note that many types of Rich Media are only available via Third Party Suppliers such as DoubleClick, Eye Wonder 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 a Flash 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: 80k Initial.
- Sound: User initiated

Expandables

- On page load
- Expansion Control: Click to expand/click to close, roll over to expand (one second hover)/roll off to close or auto initiate upon user request
- Max Expansion Time: 8 seconds if auto initiated expansion and no user interaction, 15 seconds if user initiated expansion and no user interaction
- Frequency Cap: No frequency cap if user initiated. If auto initiated 1UB per day or 3UB per week
- File size: 80KB initial load, 150KB polite load
- Format: Must be received as 3rd party script only
- Close button must be active and clearly displayed
- Background must be opaque
- Any sound must be user initiated and come with a built in play/pause/mute button
- Dimensions: **Big banner:** 760x120 pixels that expands down to 760x240 pixels
Mrec: 300x250 that can expand left to 600x250 (standard), 400x400 (floating), 500x500 (floating) or 990x550 (full page)

The expandable creative is served from an existing mrec/big banner ad position, which also means after the rich media creative has played out, the mrec will continue to serve, so please keep keep this in mind when designing your creative.

Video

- File size: 80kb Initial, then up to 1mb via polite loading
- Sound: User initiated
- Video duration a maximum of 30 seconds
- Video content must not loop, and can be re-initiated by a replay button
- The video or video player should have obvious "play/stop" and "mute" buttons
- Auto-play video on page load is allowed, but sound must be off.
- Must be 3rd party ad served
- Dimensions – 300x250, 300x600, 760x120

Deadline is 5 working days prior.

FULL PAGE TAKEOVERS

Dimensions

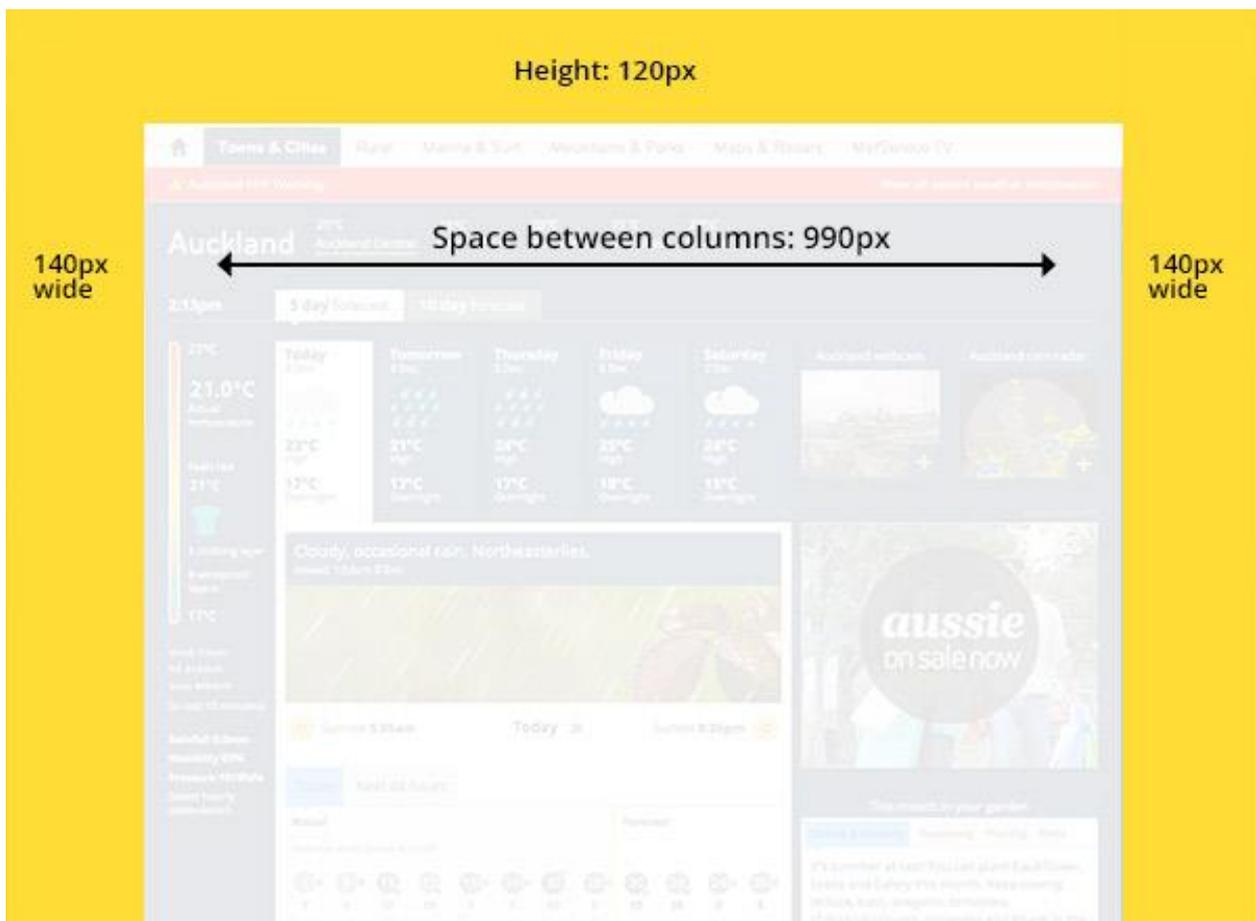
- Background & Skins: Width 1270 pixels with two 140x1500 pixel side columns (see image for example). Space between must be white or transparent. The skins must come to us connected, not

as two separate units.

- Top clickable standard banner: 990x120 pixels or 990x250 if booked with a Billboard
- 300x250 pixels Mrec

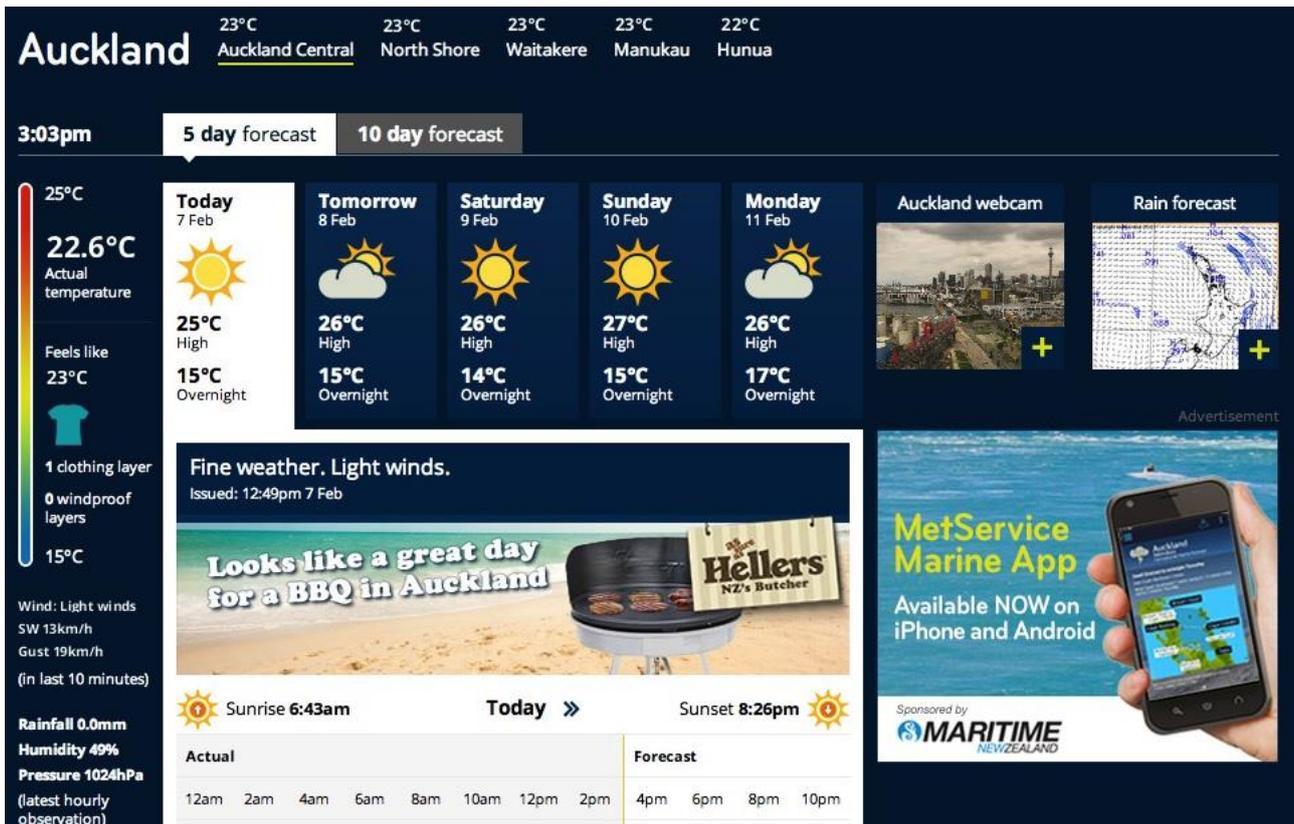
Formats

- Max total of all files: 200kb
 - Background: .png or .jpg
 - Top banner and mrec: Third party redirects, .swf (with backup gif) .png .jpg or .gif.
 - All images must be 72dpi.
- ***Full page takeovers must be received at least 5 working days before go live date.**



FORECAST IMAGE TAKEOVER

The Forecast image on Towns and Cities pages representing the current conditions, which can be replaced by a custom image. Creatives must be contextual/relevant to the weather condition it will be displayed on (e.g. BBQ on sunny day), and pleasing to the eye (e.g. no outlandish colours or rough/uneven designs/hard to read text). **Please review the details below** before submitting creatives. All creatives will need to be signed off by Interactive Manager. We may request changes to the designs if we feel it does not meet the criteria/standard. Below is an example of what we would accept.



Auckland 23°C Auckland Central 23°C North Shore 23°C Waitakere 23°C Manukau 22°C Hunua

3:03pm 5 day forecast 10 day forecast

25°C
22.6°C Actual temperature
Feels like 23°C
1 clothing layer
0 windproof layers
15°C
Wind: Light winds SW 13km/h Gust 19km/h (in last 10 minutes)
Rainfall 0.0mm Humidity 49% Pressure 1024hPa (latest hourly observation)

Today 7 Feb	Tomorrow 8 Feb	Saturday 9 Feb	Sunday 10 Feb	Monday 11 Feb
25°C High 15°C Overnight	26°C High 15°C Overnight	26°C High 14°C Overnight	27°C High 15°C Overnight	26°C High 17°C Overnight

Auckland webcam Rain forecast

Fine weather. Light winds.
Issued: 12:49pm 7 Feb

Looks like a great day for a BBQ in Auckland

Sunrise 6:43am Today » Sunset 8:26pm

Actual				Forecast							
12am	2am	4am	6am	8am	10am	12pm	2pm	4pm	6pm	8pm	10pm

MetService Marine App Available NOW on iPhone and Android

Sponsored by MARITIME NEW ZEALAND

Specifications:

- Size: 502x120 pixels
- Format: Any static image or photoshop file accepted.
- **Submission time: 7 working days minimum before commencement of campaign.**

Details:

- Pleasing to the eye
- Can be clickable
- Tracking for views is available
- Maximum of one logo (max size 150px width) and a single tag line (font size no larger than 17px)
- No Packaging shots
- 100% contextual/relevant (e.g. BBQ on sunny day)
- 80% of the picture has to show the relevant condition, 1% Advert
- No guaranteed page Impressions.
- Min buy 1 week

- All creatives need to be signed off by Interactive Manager
- Concepts to be discussed early with Interactive Manager
- We have a right to request changes to designs if we feel it does not meet the criteria above
- **This list is not exhaustive, so please discuss early with Interactive Manager**

HOME PAGE MAP INTEGRATION

- Deadline: 7 working days prior commencement of campaign

Icons on map:

- Dimensions: 42 pixels(w) x 26 pixels(h)
- Hover dimensions: If required – mouse over/hover over image: maximum 120 pixels(w) x 60 pixels(h), can be smaller
- Format: .png. Must have transparent background. Static image. We will take care of the implementation to suit your requirements.
- Click through: URL required

VIDEO - PRE-ROLL

A pre-roll video is a video ad that runs before a forecast video on MetService TV.

- Resolution: 720p
- Recommended codecs: MPEG2, H.264/AAC
- File types accepted: mp4 or .flv files
- Pixel resolution: 640x360 pixels
- Length: 15 or 30 seconds
- File size: 1.5MB for 15 seconds, 3MB for 30 seconds

MOBILE WEBSITE ADVERTISING

Specifications

- 320x50 pixels, 320x60 pixels (*300px width also accepted but 320px is preferred*)
- Max file size: 25kb
- Static or animated .gif .jpg .png

Rich Media

Rich media is available, subject to negotiation:

- HTML
- Javascript

Creative files must be included with third party tags, and all click through urls must open in a new window or tab. Please note that Flash is not supported in many mobile phones.

Mobile OTP (over the page) Interstitial

3rd Party Serving

- Dimensions: 320x460, closing into a 320x50 tile
- Expanded file size: 100kb
- File Types: Static .jpg, .png or .gif Images. **No flash files.**
- Must be received as a third party script
- Background must be opaque
- Must have a visible close button implemented (Close X)
- Auto Close after 7 seconds
- Expanded interstitial frequency capped at 1UB/day via the 3rd party server
- Loading: On page load
- Delivery: 3 working days

Creative hosted on our end

- Dimensions: 320x460 full page creative, and also a 320x50 banner creative
- Full page file size: 100KB, 320x50 banner file size 25KB
- Background must be opaque
- File Types: Static .jpg, .png or .gif Images. **No flash files.**
- Can be click and impression tracked
- Loading: On page load
- Delivery: 3 working days
- Expanded interstitial full page creative will be frequency capped at 1UB/day

**It is important to note that across all iPhones, there is a Nav bar that sits across the bottom of the screen. The bottom-most part of the creative is covered on page load and not visible until the user scrolls down. Any important material or imaging should sit above 410 pixels.

IPAD APP ADVERTISING

The iPad App advertisement space is located where the traffic webcams are at the bottom of page, which flips around to show the ad.

- Dimensions: 756x216 pixels
- Max file size: 80kb
- Static images only
- File formats: jpg, png, gif (no transparency)

Rich media is currently not available for the iPad.

MOBILE APP ADVERTISING

App Banners

- Both a 320x50 and 640x100 image needs to be supplied

- Static images only – gif, png or jpg files
- Max file size of 50KB

Splash Screen

- Please provide two images – one 1242x2208 image for the iPhone and one 1280x1920 image for the Android placements

EMAIL ADVERTISING

Available on the following emails: Weekend Weather, Seasonal Outlook, Powder Alert & Powder Watch.

Specifications

- 300x250 pixels for all emails except Weekend Weather
- 160x600 pixels for Weekend Weather only
- Static jpg, png, gif (no transparency)

BOOKINGS

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

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