

# MetService Online Advertising Technical Specifications

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# 1 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](#) (PDF)

## 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
- Third party redirects (HTML iFrame, Object, Javascript)
- HTML5

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

*For further information, please [contact](#) Abby.*

## 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.



## 2 Creative specifications

### Big Banner

- Dimensions: 760x120 pixels, 728x90 pixels
- Max file size: 80kb
- Location: Top of page
- Format: Third party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines

### Double Skyscraper

- Dimensions: 300x600 pixels.
- Max file size: 80kb
- Location: Right hand column (all locations)
- Format: Third party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines

### Medium Rectangle (Mrec)

- Dimensions: 300x250 pixels
- Max file size: 80kb
- Location: Right hand column (all locations), Below page fold - towns, maps, rural.
- Format: 3<sup>rd</sup> party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines

### Tiles

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

### 10 Day Banner

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



- Must follow CPU guidelines

## Billboard

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

- 970x250 pixels (990x250 when part of a [takeover](#))
- Max file size: 150kb
- Location: Top of page.
- Format: **3<sup>rd</sup> party redirects only.**
- Must follow CPU guidelines

Note: The billboard will have an open/close button (75w x 20h px) 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](#)
- [Homepage map background/integration](#)
- [Mobile Interstitial](#)
- [Forecast image](#)

## 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](#)

## 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.**

## 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
- Facilitate

*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

## Expandables

- On page load



- Expansion Control: Click to expand/click to close, roll over to expand (one second hover)/roll of 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:
- Must follow CPU guidelines
- Format: Must be received as 3<sup>rd</sup> party script only, Doubleclick tags preferred \*
- Close button must be active and clearly displayed
- Background must be opaque
- Sound must be user initiated and come with a built in play/pause/mute button
- Dimensions:
  - Big Banner 760x120 pixels expands down to 760x240 pixels
  - Mrec: 300x250 expands left to 600x250 (standard)
  - Mrec: 300x250 expands left to 400x400 (floating)
  - Mrec: 300x250 expands left to 500x500 (floating)
  - Mrec: 300x250 expands left to 990x550 (full page)

**3<sup>rd</sup> party script must support the standard Friendly iFrame as per the IAB's best practices and guidelines**

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 this in mind when designing your creative.

## Video

- File size: 150kb Initial, then up to 1.5mb 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 3<sup>rd</sup> party ad served
- Dimensions – 300x250, 300x600, 760x120

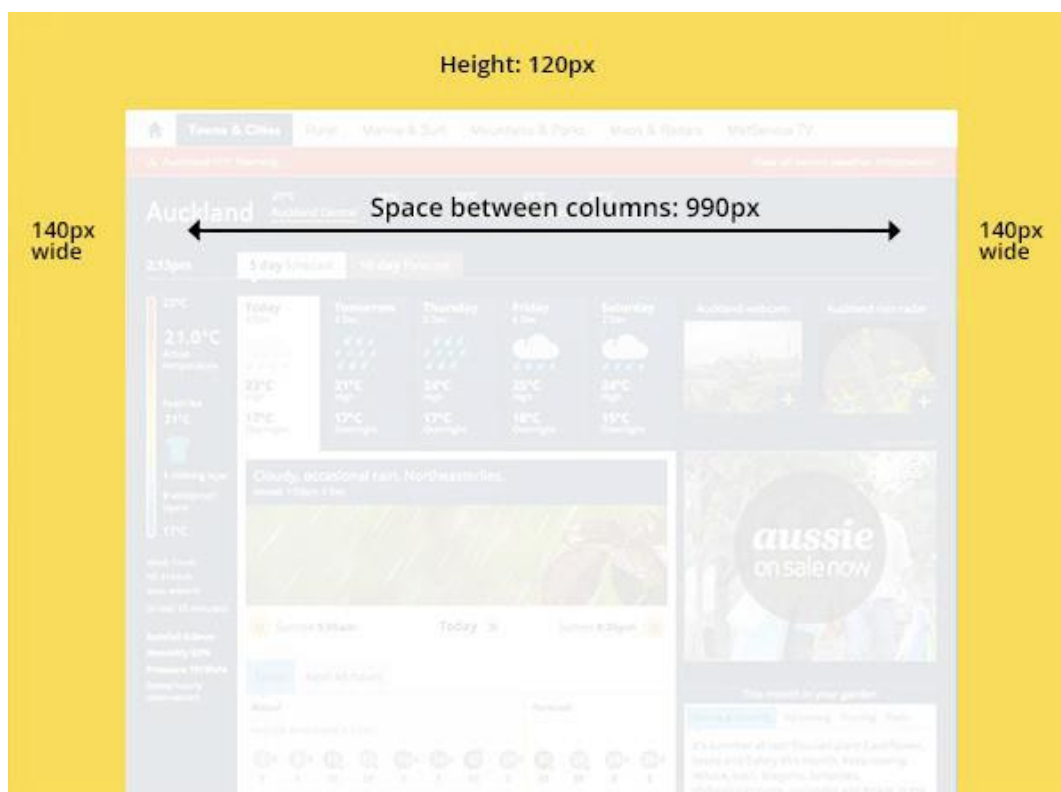
**Deadline 5 working days prior.**



# 3 Takeovers & Sponsorships

## Full Page takeovers

- 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 or 300x600 pixels – see below
- Can run takeovers with a 300x600 in place of the 300x250, but a 300x250 creative must also be supplied (cannot run a 300x600 on the Towns 10 Day page, so a 300x250 will be used there)



Formats:

- Max total of all files: 350kb
- Background: .png or .jpg
- Top banner and mrec: Third party redirects, .swf (with backup gif) .png .jpg or .gif.
- All images must be 72dpi.
- Must follow CPU guidelines

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



## Forecast Images

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 our Interactive Manager. We may request changes to the designs if it does not meet the criteria/standard. Below are some examples of acceptable executions.

Specifications:

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

Details:

- **Needs to be a weather image (photo) related to the icon for the day e.g. fine, cloudy, rain.**
- **Text overlay on the image is OK, however no block colour is permitted.**
- 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, 20% Advert
- No guaranteed page Impressions.
- Min buy 1 week
- Concepts and final copy must be approved by the 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**

## Homepage Background

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

Specifications:

- Size: 990x470 pixels with an accompanying mrec (300x250) banner
- Format (static): Any static image format or Photoshop (.psd) file for the background to simplify and aid the design process. We can provide a photoshop template for the advertisers designer.
- Format (video): mp4
- **Submission deadline: 7 working days prior commencement of campaign.**





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 1 impression per user per day

**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

- 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

*\*\* Please note this execution requires a website release to set the icons on the Homepage/Map live. We endeavour to get this live by 10am on the day it goes live. If there are unforeseen circumstances, go live may be delayed.*

## Traffic Cam Sponsorships

Tile overlay on Traffic Cam – Towns & Cities Pages

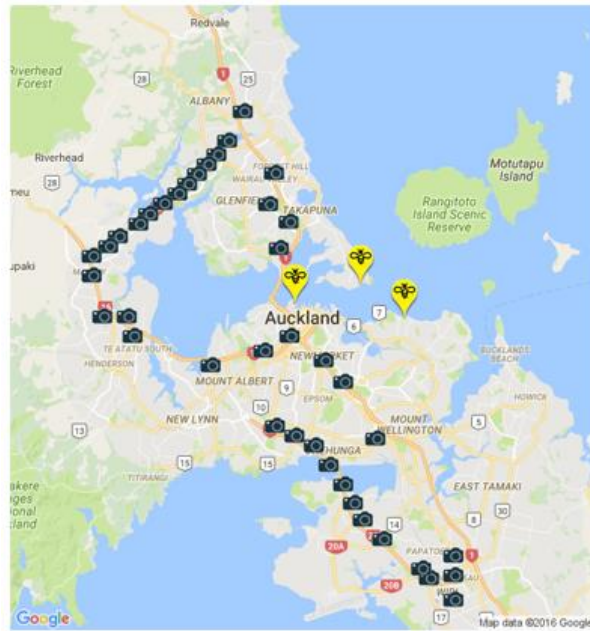
- Format: static .png, jpg or .gif. Must be opaque.
- Dimensions: 300px width, 40px height
- Max file size: 25KB

Pin on traffic cam map

- Format: static .png, jpg .eps or .gif.
- Dimensions: 40px width, 40px height



- Max file size: 25KB



## Video pre-roll

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

- Aspect ratio: 16:9
- Recommended codecs: MPEG2, H.264/AAC
- File types accepted: mp4 or .flv files
- Length: 15 or 30 seconds
- File size: 1.5MB for 15 seconds, 3MB for 30 seconds

## Rural news sponsorship

Logo (optional):

- Format: transparent static .png or .gif
- Dimensions: 23px high, max width negotiable
- Max file size: 10KB

Banner/Tile

- Format: static .png, .gif or 3<sup>rd</sup> party tag
- Dimensions: 300x60px
- Max file size: 25KB



# 4 Mobile website advertising

## Mobile Banner

- 320x50 pixels, 320x60 pixels
- Max file size: 25kb
- Format: Static or animated .gif .jpg .png

## Mobile Mrec Banner

- 300x250 pixels
- Max file size: 80kb
- Format: Static or animated .gif, .jpg, .png or 3<sup>rd</sup> party redirect

## Mobile Interstitial

Dimensions:

- Full Page on first view, with a supporting 300x250 mrec for secondary and subsequent views
  - 320x460 full page creative closing into a 320x50 banner
  - 320x460 full page creative closing into a 300x250 banner
- Max file size:
  - 320x460: 100kb
  - 300x250: 80kb
  - 320x50: 25kb
- Background must be opaque
- Format: Static .jpg, .png or .gif Images. No 3<sup>rd</sup> party serving for this placement.
- Can be click and impression tracked
- Loading: On page load
- Delivery: 3 working days

Expanded interstitial full page creative auto closes after 7 seconds, and will be frequency capped at 1UB/day. Please note we add a 'Close' button to the top right of all full page creatives that is 77x19 pixels, so keep that in mind when designing the creative.

\*\* 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.

## 5 Mobile app advertising

### Marine, Rural, and Snow Apps

#### App Banners

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

Splash Screen - Please provide **all** of the following sizes for splash screen at 72dpi:

- 640x960
- 640x1136
- 480x800
- 1080x1920
- 1600x2560

Static image files only - gif, png or jpg files (no transparency)

### NZ Weather App

*The NZ Weather app has 2 different versions. One for Mobile (Android & iPhone) and another for iPad.*

### On Mobile

**Interstitial** - Full Page on first view, with a supporting 300x250 mrec for secondary and subsequent views

- 320x460 pixels (3<sup>rd</sup> party tags please supply tags for both 320x460 and 250x360 sizes)
- Max file size: 100kb
- Static .jpg, .gif or .png. or 3<sup>rd</sup> party tag\*
- Can supply click/impression trackers
- Background must be opaque
- Auto close after 7 seconds
- Deadline – 3 working days
- **Please note all 3<sup>rd</sup> party adtags must be secure**



## Banner

- 320x50 pixels, 320x60 pixels
- Max file size: 25kb
- Static or animated .gif .jpg or .png, or 3<sup>rd</sup> party tag\*
- **Please note all 3<sup>rd</sup> party adtags must be secure**

## Mrec

- 300x250 pixels
- Max file size: 80kb
- Static or animated .gif, .jpg or .png, or 3<sup>rd</sup> party tag\*
- **Please note all 3<sup>rd</sup> party adtags must be secure**

## Video

- File size: 150kb Initial, then up to 1.5mb 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
- No auto-play allowed, play must be user initiated
- Must be 3<sup>rd</sup> party ad served\*
- Dimensions – 300x250
- **\* Please note all 3<sup>rd</sup> party adtags must be secure**

## On iPad

### Big Banner

- 760x120 pixels
- Max file size: 80kb
- Static or animated .gif, .jpg or .png, or 3<sup>rd</sup> party tag\*
- **Please note all 3<sup>rd</sup> party adtags must be secure**

### Mrec

- 300x250 pixels
- Max file size: 80kb
- Static or animated .gif, .jpg or .png, or 3<sup>rd</sup> party tag\*

**\* Please note all 3<sup>rd</sup> party adtags must be secure**

### Interstitial - Full Page overlay

- Please provide 768x1024px and 1024x768px



- Max file size: 150kb
- Static .jpg, .gif or .png. or 3<sup>rd</sup> party tag\*
- Can supply click/impression trackers
- Background must be opaque
- Auto close after 7 seconds
- Deadline – 3 working days

**\*Please note all 3<sup>rd</sup> party adtags must be secure**

## 6 Email advertising

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

### Specifications

- Dimensions: 300x250 pixels for all emails
- Format: Static jpg, png, gif (no transparency)
- Max file size: 80kb

## 7 Bookings, pricing & trafficking

Any booking inquiries please contact:

### Auckland Contacts

#### Mel Graham

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## Wellington 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](mailto:trafficking@metSERVICE.com)

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