MetService Online Advertising
Technical Specifications

DECEMBER 2024

Contents

1 Cross-Platform Advertising

Advertisements which are available across **mobile, desktop** and **NZ Weather app** platforms on MetService & SwellMap.

Medium Rectangle (Mrec)

- Dimensions: 300x250 pixels
- Max file size: 100kb
- Format: 3rd party redirects, .png .jpg or .gif (No transparency), HTML5

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, animation allowed to a maximum 3 frames
- No 'auto-scroll'

Half-page

- Dimensions: 300x600 pixels.
- Max file size: 200kb
- Format: HTML5, Third party redirects, .png .jpg or .gif (No transparency)
- Must follow CPU guidelines
- Resolution: 72dpi

Billboard

- Dimensions: 970x250 pixels at 72dpi (*Different sizes when part of a takeover*)
- Max file size: 200kb
- Format: HTML5, 3rd party redirects, .png .jpg or .gif (No transparency)
- Colour guidelines apply

Monster Billboard

- Dimensions: 1280x250, 1600x250 & 1024x250 pixels at 72dpi – please provide all.
- Max file size: 300kb
- Format: HTML5, 3rd party redirects, .png .jpg or .gif (No transparency)
- Colour guidelines apply

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 Android App examples:
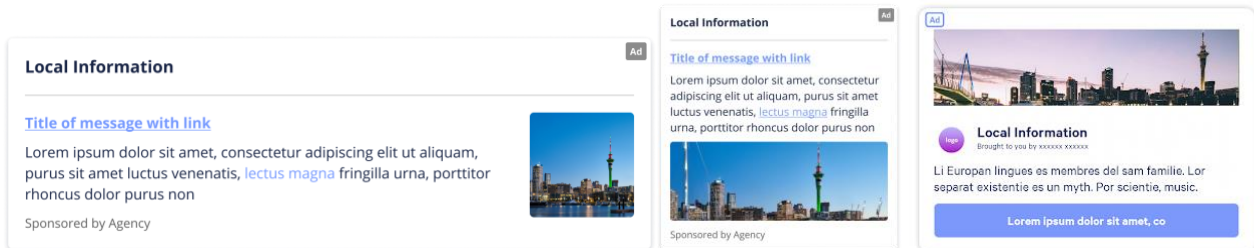
Deadline: Creative must be received no later than 5 working days before the commencement of the advertisement.

Mobile & App 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, HTML5 or 3rd party ad served.
- Animated .gif maximum 3 frames allowed.
- Resolution: 72dpi
- Max file size: 150kb
- One creative asset only per 320x480 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 & App Half Page Takeover

Half page 300x600px on first view, with a 300x250px mrec package on subsequent view(s).

- Dimensions: 300x600px & 300x250px
- Half page max file size: 200kb, Mrec max file size: 100kb
- Format: HTML5, Third party redirects, .png .jpg or .gif (No transparency)
- Resolution: 72dpi
- Delivery: 3 working days

Desktop Interstitial (DOLI)

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: 350kb
- Resolution: 72dpi
- Format: .png .jpg or .gif (No transparency).
- Animation: Allowed, maximum 7 seconds and 3 frames
- 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.

Towns Full Page takeovers (PTO)
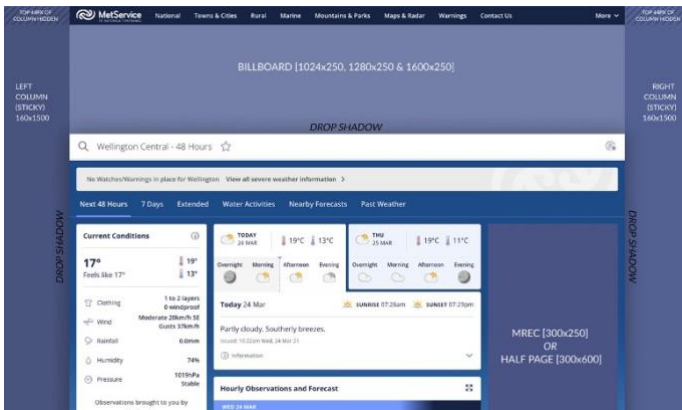
Takeover the entire page/section of site. There are 3 parts to a Page Takeover.

Left and right skins:

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

- Max file size: 250kb
- Dimensions: 160x1500 pixels
    - 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
    - Please move any imagery that needs to line up with the takeover banner/takeover billboard down by 44 pixels to accommodate the navigation bar
    - Drop shadow added on both skins from 295px from the top of left and right skins (template provided, example below).
    - 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.

Billboard

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

- Monster Billboard: 1024x250, 1280x250, AND 1600x250 *(Monster Billboard specs apply)*
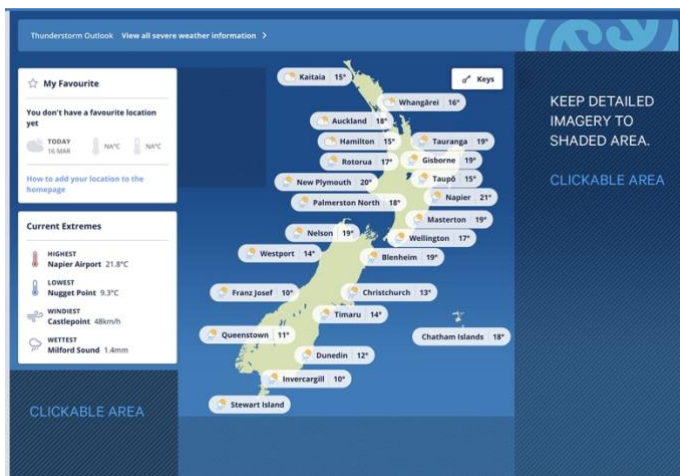- Colour [guidelines](#) apply.

Mrec or Half-page

- Mrec and half page specs apply. (Please see page 2)

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

Homepage Background Takeover (HPTO)

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

Background Formats

Static
o   File Formats: Photoshop or/and jpg/.png/.gif (Max 500kb). Please include the map in these files.
o   Dimensions: 1280x794 & 1600x794 pixels.
o   Design & animation must not interfere with the usability of labels or legibility of map including islands (see creative guide for guidelines).

Animation & Integrations:
o   Animation and hover over icons allowed: CSS, .svg, .png or gif only on top of static image. Icons 40kb Max.
o   Animation duration must not exceed 5 seconds.

Video:
o   Format: .mp4 (h264) or .webm.
o   Dimensions: Please supply a 1280x794 & 1600x794 with map included (no labels).
o   Also include: A backup image with video following the static specs listed above.

We will supply photoshop templates to assist designing the creative.

Click through: URL required
Also supply: A supporting mrec/half page and billboard

Design details:

- Must not cover the map of New Zealand or impede visibility or interaction with the location naming labels.
- **Colour guidelines apply.**
- Will be frequency capped to 6 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 viewers.
- **This placement shows on browser window widths 1280px and above. Submission deadline 7 working days prior commencement of campaign.**

2 Rural, Marine & iPad App

Rural & Marine App

Tile

- Dimensions: 320x50 (& optional additional 640x100) pixels
- gif, png or jpg files (no transparency) & HTML5
- Max file size: 50KB

Interstitial

- Dimensions: 320x480 px
- Max file size: 150kb
- Resolution: 72dpi
- Gif, png or jpg files (no transparency)

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.
- Resolution: 72dpi
- Can supply click/impression trackers
- Background must be opaque
- Auto close after 7 seconds

3 Video

Video Mrec, Billboard & Half Page

Video that plays inside the ad 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: 10mb – will be automatically compressed for web when viewed.
- Format: .mp4, .mkv
- Sound: Accepted (User initiated)
- Max video duration: 30 seconds
- Dimensions: Sized to fit within the space of 300x250, 970x250 or 300x600 creative.
  - This can be the full size of ad, or covering a portion of background static.
- A background static .jpg or .png – this will show while video is loading in background.
- Logo (transparent .png) (optional)
- Call to action messaging (optional)

Deadline 5 working days prior.

4 Email Advertising

Available on the following emails: Seasonal Outlook.

Mrec

- Dimensions: 300x250px
- Resolution: 72dpi
- Max file size: 150kb
- Format: .jpg, .gif or .png. only (no transparency)
- Static only.

5 Colours & Warnings

Colour Restrictions

To avoid any confusion with our official warning colours, we ask that you limit the use of red and orange in Homepage Takeovers and Monster Billboards.

What to Avoid:

- Large areas of red, orange, such as:
    - Backgrounds or gradients in these solid colours on the homepage
    - Map of New Zealand featured on the homepage.
    - Strips of these colours at the bottom of a Billboard.

This is to ensure clear communication to New Zealander's in the event of a warning;

We've included a reference image below to show the specific shades of our warning colours and use of these colours should be avoiding in any fixed placement advertising.

#D36321	#FF7122	#E9CB30	#CAB025	#D94933	#B63D28

6 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](#).

Deadlines

All creatives must be received no later than 3 working days before the commencement of the advertisement unless otherwise stated. Homepage/Takeovers and Video creatives require extra time, please see the details for these specific placements.

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

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 for HTML5 creatives
- Please test 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.

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

7 Bookings & Trafficking

Any booking inquiries please contact:

Auckland Contacts

Mel Graham
Key Account & Yield Manager
Mobile +64 27 518 5424
Mel.Graham@metservice.com

Kathryn Blackmore
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Tianze Yu
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Lilly Harper
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Lilly.Harper@metservice.com

Wellington & Christchurch Contacts

Kylee Davidson-Corrin
Account Manager
Mobile +64 21 024 10090
Kylee.DavidsonCorrin@metservice.com

Creatives and trafficking

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

8 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**	$50 + GST per creative
Additional Proofing (2 proof revisions only)	**per creative**	$50 + GST per proof
Campaign/creative creation – Static (2 proofs/changes)	**1 – 2 creatives**	$2,000 + GST
Campaign/creative creation – Static (3 proofs/changes)	**3 - 4 creatives**	$3,000 + GST
Campaign/creative creation - Static	**5+ creatives**	$3,750 + GST
Homepage Takeover Background and Integrations	**per takeover**	$3,750 + GST