STV Commercial

DIGITAL RULE BOOK

Rich Media Guidelines

All rich media creative must be supplied via an approved 3rd party vendor or as a *creative bundle* (.zip file).

STV **does not** accept flash files (.swf), all ads must be HTML & Javascript based. *Creative bundles* must not contain SVGs, WebFonts or video files.

Creative bundles are accepted from the following design tools:

An   Adobe Animate

      Google Web Designer

      Tumult Hype

Creative **must** conform to the following rules:

Initial load must not exceed 150kB for desktop & tablet or 40kB for mobile web or in-app.

Polite load must not exceed 2MB for desktop & tablet or 300kB for mobile web or in-app.

Hot Spot must not be more than 25% of the total unit.

Expandable ads may only expand after mouse has been in 'hot spot' for 1 second or more and must retract on mouse off. They must have a clear close button, including the word close or

an X with a minimum font size 8pt (11px).

Audio must be user initiated by click, ads with audio must start with audio muted.

Auto-initiated in banner video is only available on desktop & tablet and must be progressive download, audio must be muted, max video file size 2MB, max time length 30 seconds.

Extended play video is allowed, it must only play after user click on a clear play icon.

Mobile

320 x 50px – Mobile banner – expanding to full screen on click/tap with no autoplay video

300 x 250px – MPU – expanding to full screen on click/tap with no autoplay video

Desktop & Tablet

300 x 250px – MPU – expanding to 600 x 500px (downwards and left)

300 x 600px – Half Page – expanding to 600 x 600px (left)

300 x 600px – Film strip – see detailed guide on this unit here.

300 x 1050px – Portrait – see detailed guide on this unit here.

728 x 90px – Leaderboard – expanding to 728 x 315px (downwards)

970 x 90px – Pushdown – see detailed guide on this unit here.

970 x 250px – Billboard – see detailed guide on this unit here.

Static Image Digital Guidelines

Static image creative must be supplied in .png, .jpg or .gif format.
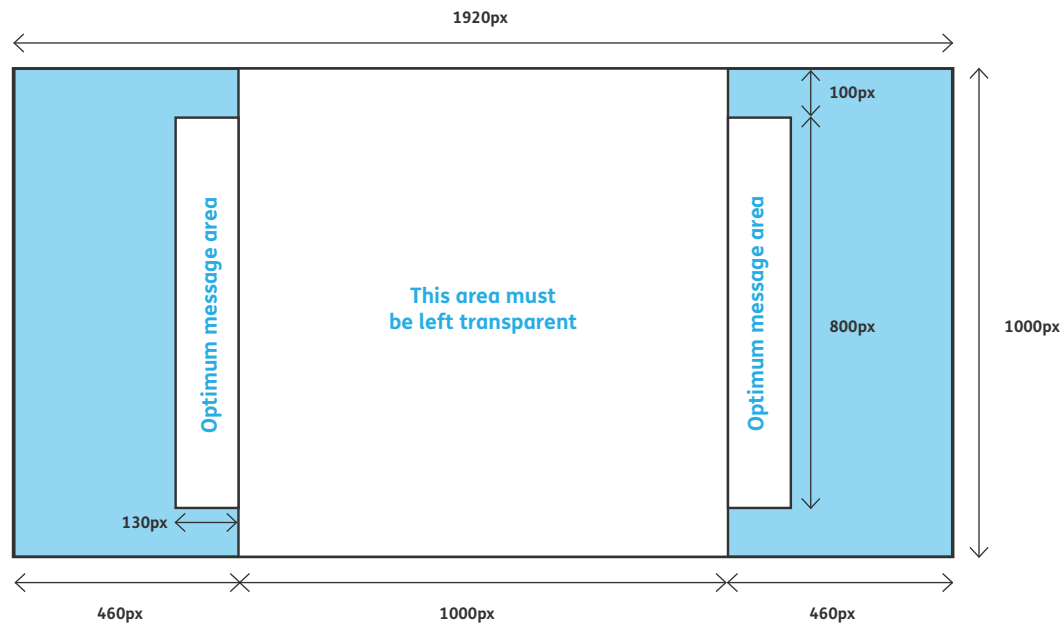
Animation is allowed but must not loop more than three times.

Desktop ads must not exceed 150kB and mobile ads must not exceed 40kB.

Wallpaper digital units must not exceed 1.5MB.

Wallpaper creative must remain static with no animation.

Use the following design specification for wallpaper creative:

Unit Dimensions

Desktop

300 x 600px – Half Page
468 x 60px – Banner
728 x 90px – Leaderboard
970 x 90px – Super Leaderboard
970 x 250px – Billboard

Mobile

300 x 250px – MPU
320 x 50px – Mobile Banner

Out of page

1920 x 1000px – Wallpaper