

# STV online advertising specs





# Display

Creative Name	Dimensions (pixels)	Max Expanded Dimensions (pixels)	Expandable Direction	Max file size GIF	Max file size SWF
Leaderboard	728x90	728x180	Down	40k	40k
MPU	300x250	600x500	Left & Down		
Skyscraper	120x600	240x600	Left		
Wide Skyscraper	160x600	240x600	Left		
Sponsor Button	150x113	n/a	n/a		



- For Flash ads hosted by STV, please refer to the 'Click-Tracking-for-Developers' document supplied with this presentation
- All Flash/JavaScript ads **must** have a backup GIF supplied (for users who do not have Flash installed)
- All creative must be sent to STV at least 3 working days prior to campaign start



# Video on Demand Pre-roll and Sponsor Idents

All commercials to be played on the STV Player must be sent to the following specification...

- 720 x 576 pixels (16:9), Full Height Anamorphic
- The file should be an uncompressed Quicktime file (.mov)
- 25 FPS



- **All video ads must be supplied with clocknumbers and cleared by Clearcast otherwise they cannot be used**
- All assets must be supplied at least 5 working days before prior to campaign start
- STV supports up to 40 seconds max for pre-roll and 10 seconds max for sponsor idents although 5 seconds is preferred



# Mobile

**Dimensions:** 320x50 pixels  
**Format:** GIF / Animated GIF  
**Max File Size:** 10Kb

## Destination URL

If you would like your advert to be clickable please provide us with a url. We recommend using a mobile friendly destination url.

All creative must be sent to STV at least 3 working days prior to campaign start





# Other info...

Please send all creative to [andrew.morris@stv.tv](mailto:andrew.morris@stv.tv) and [ross.templeton@stv.tv](mailto:ross.templeton@stv.tv)

The email should contain the following information:

1. Start / end date of the campaign
2. Advertisement name
3. Alternate text
4. Click-through URL
5. GIF backup for Flash / JavaScript Creative (for users who do not have Flash installed) – display only
6. Agency / advertiser contact details



For further information please do not hesitate to contact Andy or Ross on the email addresses provided.

**STV ANYWHERE**

