



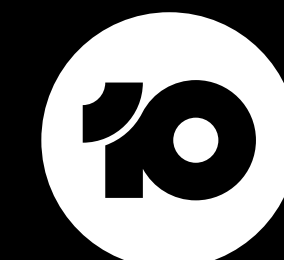
Digital Advertising Guidelines



Ad Format	Dimensions	desktop	mobile	connected tv	app
Pre-roll & Mid-roll Video	16:9	✓	✓	✓	✓
Youtube Video	16:9	✓	✓	✓	✓
Leaderboard	728x90	✓*	✗	✗	✗
Medium Rectangle	300x250	✓	✓	✗	✗
Mobile Banner	320x50	✗	✓*	✗	✗
Skins	see the specs	✓	✗	✗	✗

* Only available on pages without a video player.

 Click to get the full specs



Pre-roll & Mid-roll Video 1/3

NETWORK 10 HOSTED VIDEO IN STREAM AD

Dimensions

Minimum resolution of 1280x720
No Black bars

Frame Rate

Frame Rate: 25

Color Space: 4:2:2

Constant frame rate only

Remove any pull-down added for broadcast

Please make content progressive using adaptive de-interlace with no frame blending.

Codec(s)

MOV (H.264 High Profile)

Apple prores 422 or Apple prores 422HQ

Interlaced video is not accepted.

Video Bit Rate

Constant Bit Rate 15-30 Mbps

Min Size

No minimum as long as asset meets resolution and bit rate requirements

Max Size

10 GB

Slates

Video must be submitted without leaders (i.e leaders, slates, countdowns).

Duration

Network 10 Accepts a variety of length creatives, standards include :15, :30, :60*, :90*.

Any odd length creative, please contact your Network 10 Sales Representative.

**Anything longer than a :30 can only run in midroll inventory.*

Audio

2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard.

Max Peak: Should be between -8db and -10db never to exceed -6db.

Time line

3-5 business days traffic and testing lead-time from the receipt of the final asset.

IV. IMPORTANT NOTES GENERAL TO NETWORK 10 HOSTED ASSETS

- "Fourth-party" wrapping of any billing pixel is not allowed.
- All tags must be SSL compliant. Client must provide https tags and assets (instead of http)
- Max creatives: 10
- Network 10 cannot accept two :15 second spots from the same or different brand(s)
- to form a :30 second commercial. Each brand's advertisement should stand alone and represent one commercial.
- Metrics provided to advertisers: Impressions, Clicks, Completion Rate, Time Spent Viewing and CTR.

VI. GENERAL NOTES

Tracking Available

Network 10 is able to run the full host of IAB tracking metrics. Including but not limited to:

- Impression
- Quartile Tracking: 25%, 50%, 75%, 100%
- Clicks
- Mute/Un-mute
- Full screen

Ad validation

- Blocking of video delivery is strictly prohibited by Network 10
- 1x1 tracking tags are accepted for monitoring only (No Java Script)
- Viewability can only be tracked via Vendor integration and is desktop only
- 1x1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds)

CONTACTS

Questions about this opportunity

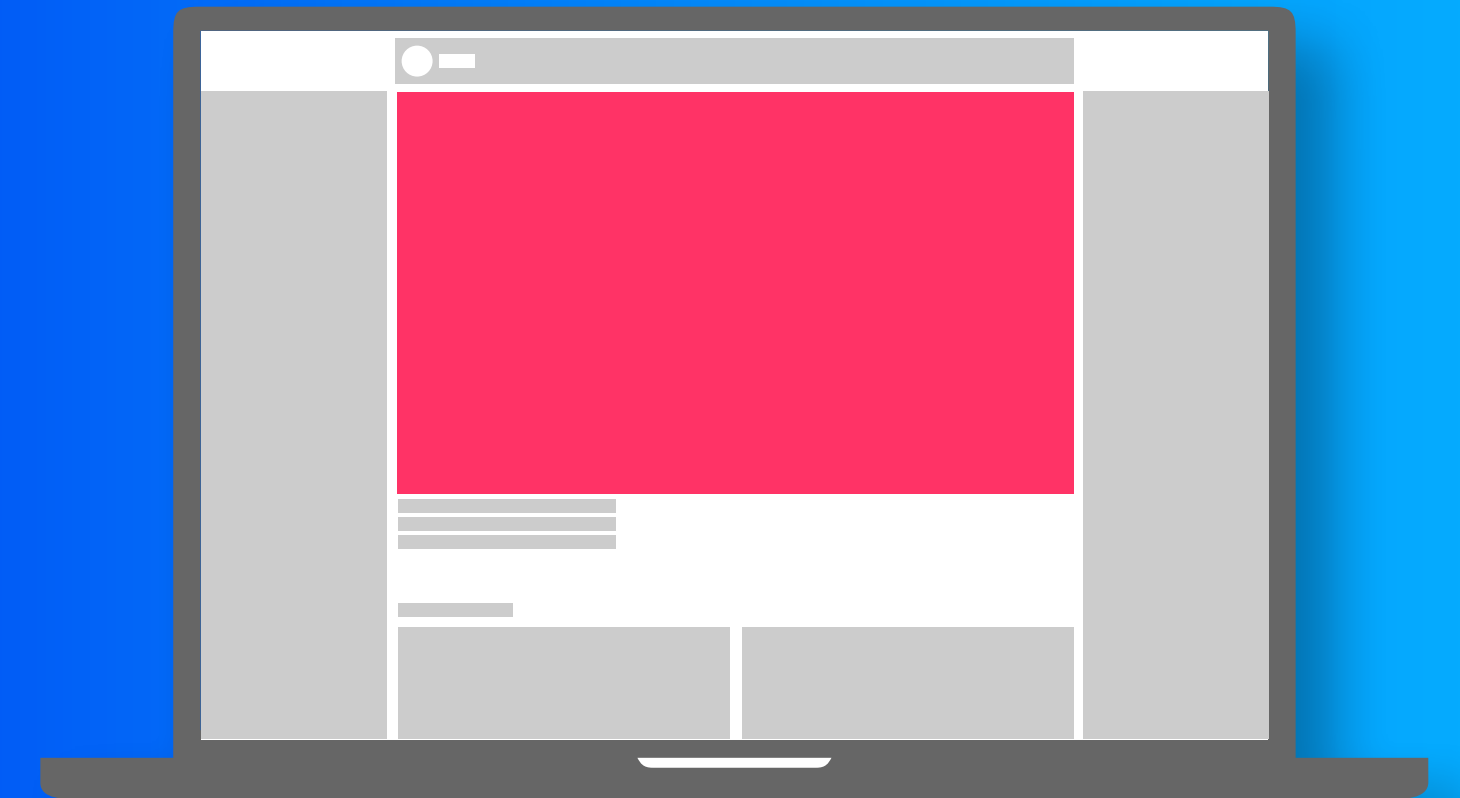
Please contact your Network 10 representative.

Technical questions about your creative

email: adops@networkten.com.au

MEZZANINE FILE EXPORTING GUIDE

[PDF Link](#)



Available on



Pre-roll & Mid-roll Video 2/3

THIRD PARTY VAST SPECIFICATIONS

Not available for live stream sponsorships or feature sponsorships. All assets for sponsored content must use the "Network 10 Hosted Video In-Stream Ad with Companion" specifications.

Aspect ratio

16:9 Video will auto-scale correctly

Codec

Mezzanine File - .mov
(H.264 High Profile)

mp4 (high profile)

webm (VP8 or VP9)

Duration

Network 10 accepts a variety of length creatives, standards include :6*, :15, :30, :60*, :90*.

Any tag submitted must contain creative of all the same length.

For example, if a tag contains a :15, it must only contain a :15, but can rotate up to 10 creatives. If 30s are part of the creative rotation, they must be submitted in a second tag, that only contains 30 second creative (Max rotation of 10).

*6 sec assets are only available for pre-roll inventory.

*Assets longer than :30 are only available for mid-roll inventory.

Format

Frame Rate: 25

Constant frame rate only

No de-interlacing with no frame blending

Remove any pull-down added for broadcast

Audio

Mezzanine file: 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

mp4 assets: 2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

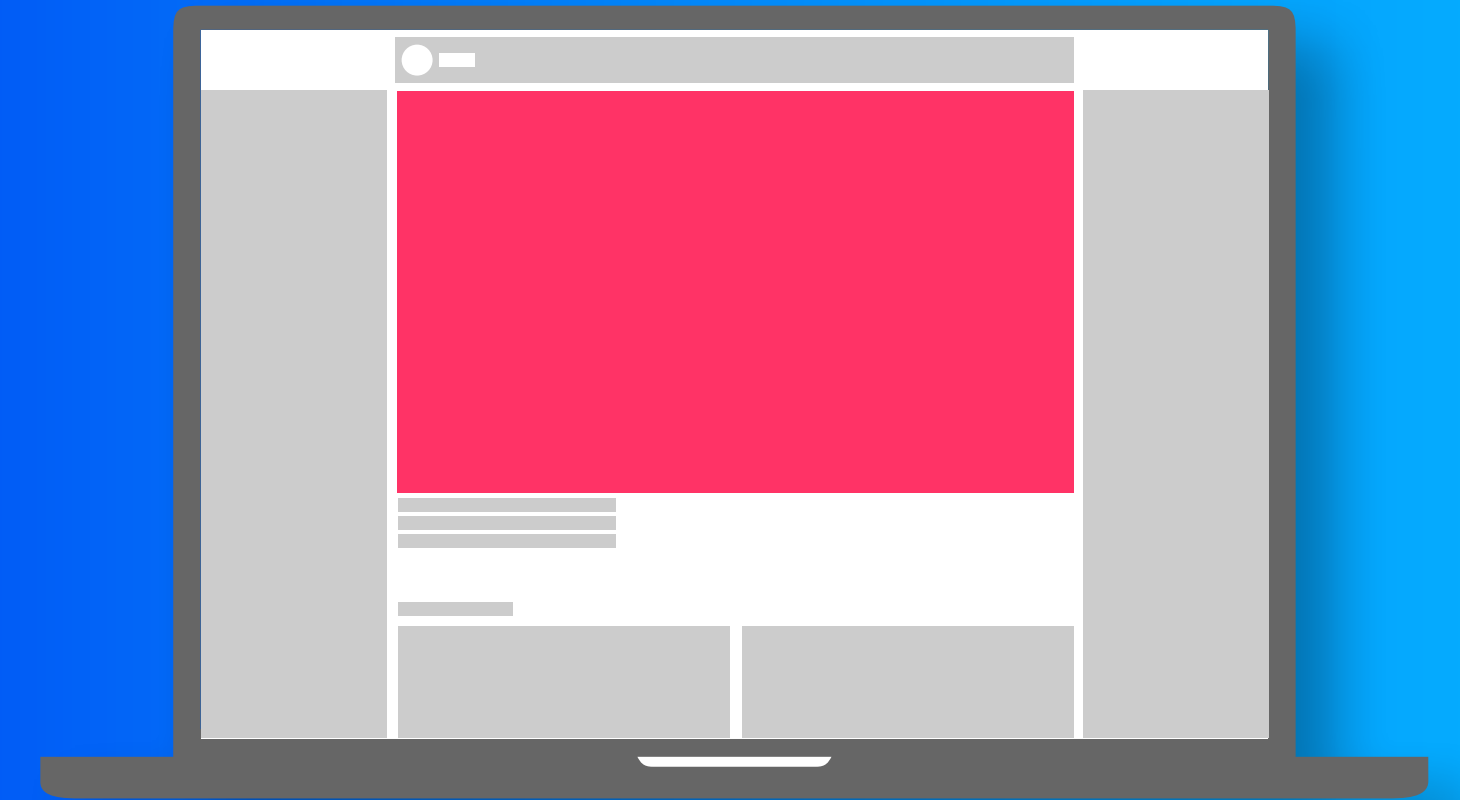
webm assets: 2 Channels only, VP8 or VP9 Codec, 128 KBPS minimum, 16 bit, 48 kHz Sample Rate.

Audio loudness average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard.

Max peak: Should be between -8db and -10db never to exceed -6db.

ALL ASSETS BELOW ARE REQUIRED TO BE PRESENT IN THE VAST TAG

Bit rate	Codecs accepted	Min dimensions	Max file size	Use cases
15-30 Mbps	H.264 (High profile)	1920x1080	1.7 GB	Mezzanine File Required for SSAI Environments
2,100 kbps +/- 50 kbps	H.264 (High profile)	1024x576	:15 - 4.5MB :30 - 9MB :60 - 18MB	High bandwidth users
1,500 kbps +/- 50 kbps	H.264 (High profile)	960x540	:15 - 3.5MB :30 - 7MB :60 - 14MB	Standard asset for most users and pre roll
750 kbps +/- 50 kbps	H.264 (High profile)	768x432	:15 - 1MB :30 - 2MB :60 - 4MB	Low bandwidth users
375 kbps +/- 50 kbps	H.264 (High profile)	640x360	:15 - 4.5MB :30 - 9MB :60 - 18MB	High bandwidth users
2,000 kbps +/- 50 kbps	WebM (VP8 or VP9)	1920x1080	:15 - 4MB :30 - 8MB :60 - 16MB	Older Browser Versions, high bandwidth
700 kbps +/- 50 kbps	WebM (VP8 or VP9)	854x480	:15 - 2MB :30 - 4MB :60 - 8MB	Older Browser Versions
360 kbps +/- 50 kbps	WebM (VP8 or VP9)	640x360	:15 - 1MB :30 - 2MB :60 - 4MB	Older Browser Versions, low bandwidth



Available on
 play▶

Pre-roll & Mid-roll Video 3/3

VPAID ASSETS (DESKTOP ONLY)

Bit rate	Codecs accepted	Min dimensions	Max file size	Use cases
700 kbps +/- 50 kbps	JavaScript only	854x480	:15 - 2MB :30 - 4MB :60 - 8MB	Custom creative development

Audio – mp4 asset only.

2 Channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz Sample Rate.

Audio Loudness Average: -24 LUFS +/- 2 LUFS based on ATSC A/85 Measurement standard.

Max Peak: Should be between -8db and -10db never to exceed -6db.

IMPORTANT NOTES SPECIFIC TO VPAID

VPAID assets are only available for use in the desktop environment.

Network 10 only accepts JavaScript for VPAID asset. Flash assets are not supported.

IMPORTANT NOTES GENERAL TO THIRD PARTY SERVED ASSETS

VAST 3.0 and VAST 2.0 are supported; VAST 1.1 is not supported.

"Fourth-party" wrapping of a VAST tag or any billing pixel within it, is not allowed.

All tags must be **SSL compliant**. Client must provide https tags and assets (instead of http).

Ad server **Creative ID required** in VAST XML.

Creatives in rotation should be limited to a **max of 10**.

Max file weight for odd length creative should follow sizing pattern based on the :15, :30, & :60 durations listed.

TRACKING

Tracking available

Network 10 is able to run the full host of IAB tracking metrics, including but not limited to:

- Impressions
- Quartile Tracking: 25%, 50%, 75%, 100%
- Clicks
- Mute/Un-mute
- Full screen

Ad validation

Blocking of video delivery is strictly prohibited by Network 10.

1 x 1 tracking tags are accepted for monitoring only (No JavaScript).

Viewability can only be tracked via Vendor integration and is desktop only.

1 x 1 tracking of viewability available. Measured via Google, based on MRC definition (50% pixels for 2 consecutive seconds).

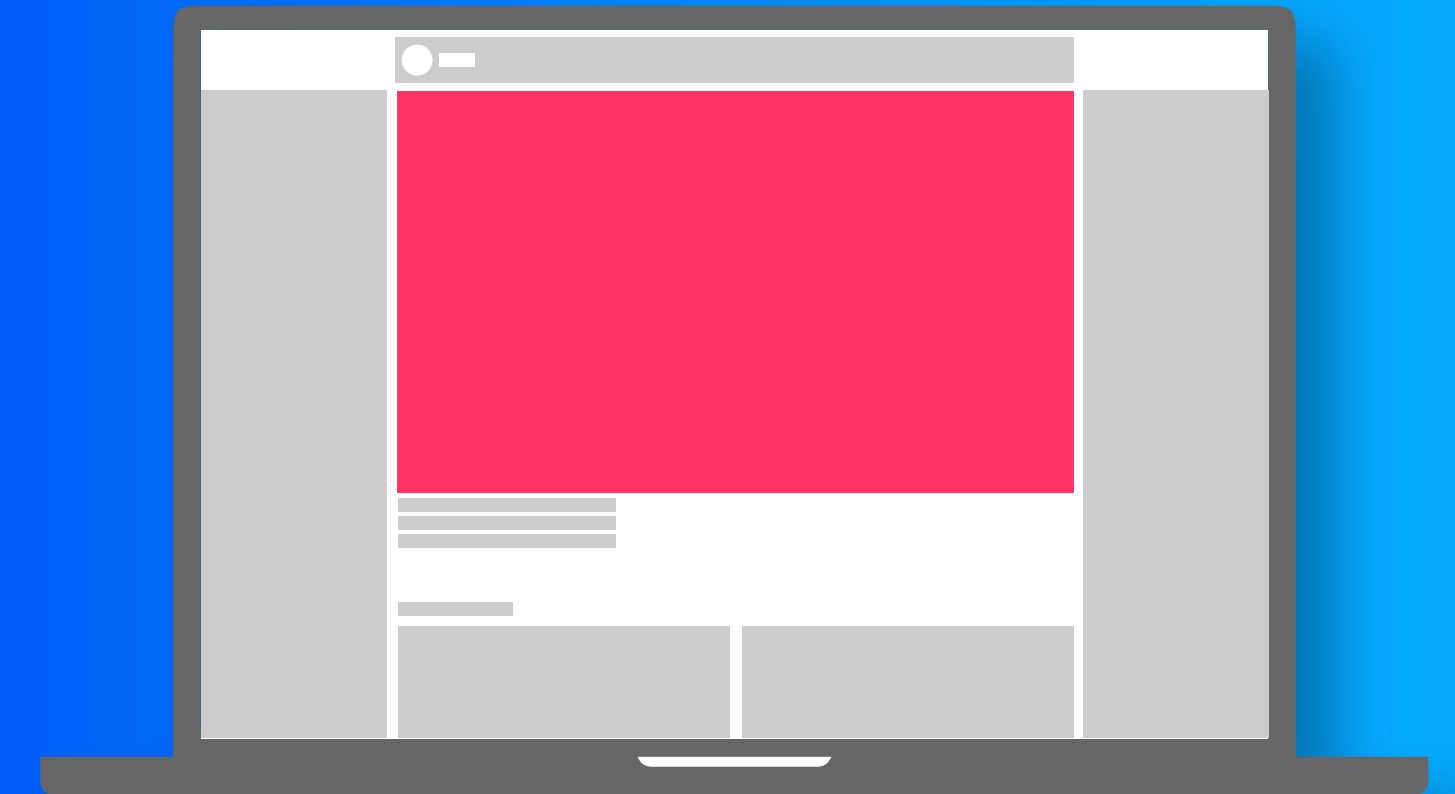
SUBMISSION / DEADLINES

Submission instructions

Please submit the VAST tag via e-mail to your Network 10 representative.

Deadlines

Network 10 requires that all creative be submitted **3-5 business days** prior to launch date.



Available on

IAS Tracking Guide

WHAT ARE OUR OPTIONS WITH IAS TRACKING?

Currently there are two ways to track via IAS. **At no time will blocking of any kind be allowed.**

1. 1x1 monitoring pixel

This option will only allow for metrics on non human traffic. You will not be able to track viewability with a 1x1 pixel.

a. It can be attached either by the Network 10 Adops team to site served creative or outside a clients VAST response.

or

b. It can be attached as a 1x1 by the client inside a VAST redirect.

2. Vendor Integration

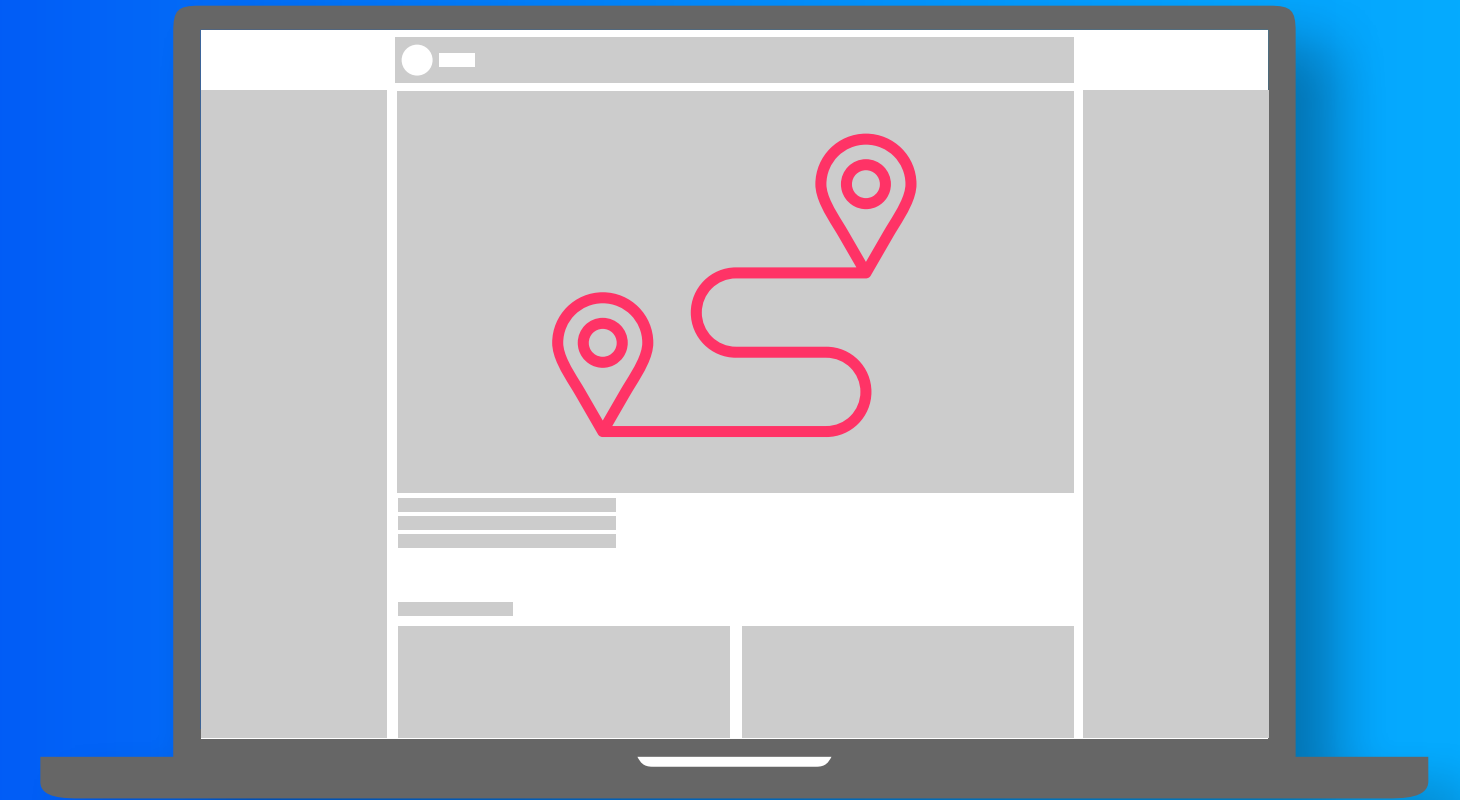
Clients can work with vendors like Innovid or Sizmek who have back end integrations with IAS for viewability and monitoring.

WHY CAN'T WE WRAP TAGS IN IAS TAGS?

Due to our focus on the end user experience and quality control of creatives, the use of 4th party wrapping of VPAID creatives is something Network 10 doesn't support. This approach to tracking with IAS has been proven to be a major risk to the playback of streams and adds latency to playback. Included in side effects, is the use of "ad-blocking", which requires 4th party serving. This has also proven to break streams and cause issues. We stand by our premium content and product experience and will address any concerns that arise from reporting monitored by IAS.

Network 10 fully accepts and supports the use of 3rd party measurement for insurances of quality execution, but for IAS this is only via a plugin into existing VPAID assets to monitor metrics. Innovid and IAS have an integration which allows for IAS tracking to occur within the VPAID itself without having to use a 4th party wrapping solution. We stand by our premium content and product experience and will address any concerns that arise from reporting monitored by IAS.

In the longer term, Network 10 is actively working with IAS (and others within the IAB) to promote a new approach to measurement in VAST 4. This approach will give us, the programmer, and user the path forward to the best TV like experience while permitting 3rd party verification in a streamlined manor that does not degrade the user experience.



Youtube Video

THIRD-PARTY SERVED (VAST-COMPLIANT)

Aspect ratio & Bitrate

720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)

Must contain at least one mediafile under 1000kbps.

Requirements

Must comply with YouTube's [XML summary for VAST ad server response](#).

Must be SSL-compliant.

Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.

Must be served via a linear VAST tag (pre-fetch tag) by a [YouTube-approved vendor](#).

Must NOT have geo, browser or any other targeting on the third party end.

Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.

VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).

Only VAST 2.0 and 3.0 are currently supported.

VPAID is not allowed on YouTube.

Format

Frame Rate: Up to 30fps

H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used).

Audio

MP3 or AAC preferred.

Maximum file size

10mb.

Maximum video length

30 seconds (skippable ads).
15 seconds (non-skippable ads).

Video recommendations

Resizing your video based on YouTube's best practices before uploading it will help your videos look better on YouTube. Please reference our help pages on how to [accepted file formats](#), and [optimizing your video](#).

Compatible browsers

Internet Explorer 10+, Firefox 25+, Safari 6+; Chrome 33+.

CONTACTS

Questions about this opportunity

Please contact your Network 10 representative.

Technical questions about your creative

email: adops@networkten.com.au

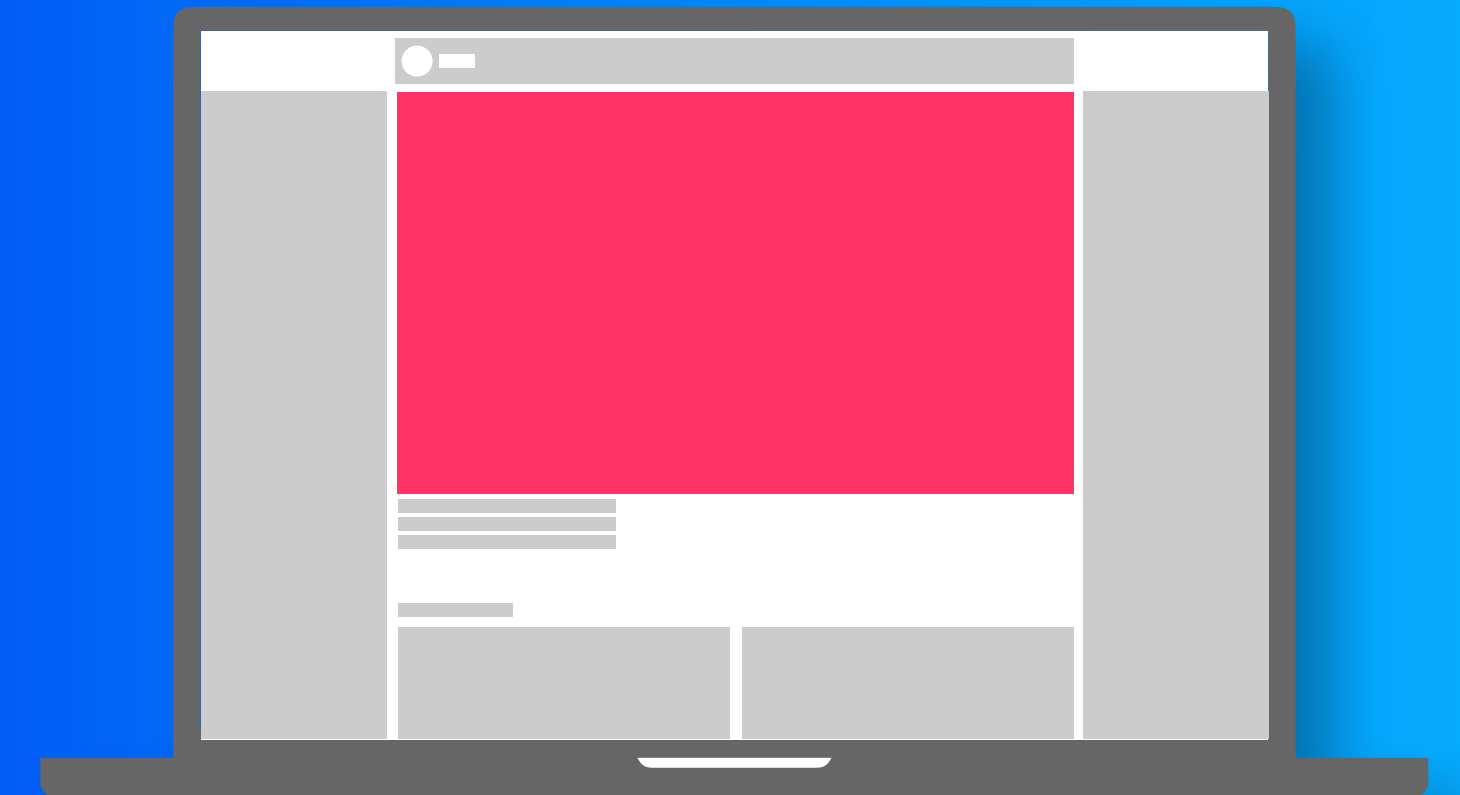
SUBMISSION / DEADLINES

Submission instructions

Please submit the VAST tag via e-mail to your Network 10 representative.

Deadlines

Network 10 requires that all creative be submitted **3-5 business days** prior to launch date.



Available on



Standard Desktop Display

FIRST PARTY AD BANNER

Asset	Dimensions	Max File Size	File Format
Mrec	300(w) x 250(h) px	80KB	JPG, GIF, PNG
Leaderboard	728(w) x 90(h) px	80KB	JPG, GIF, PNG

Leaderboard (Adhesion banner, disappears after 8 seconds), only available on articles without a video player.

THIRD PARTY AD BANNER

All rich media banners must be third party served

Accepted third party vendors

DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Network 10 may delay creative approval and overall campaign start.

1. Max animation time of 15 seconds.
2. No continuous looping permitted.
3. We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.
4. We do not allow Forth party "blocking" tags.

SUBMISSION LEAD-TIME AND DELIVERY

Timeline

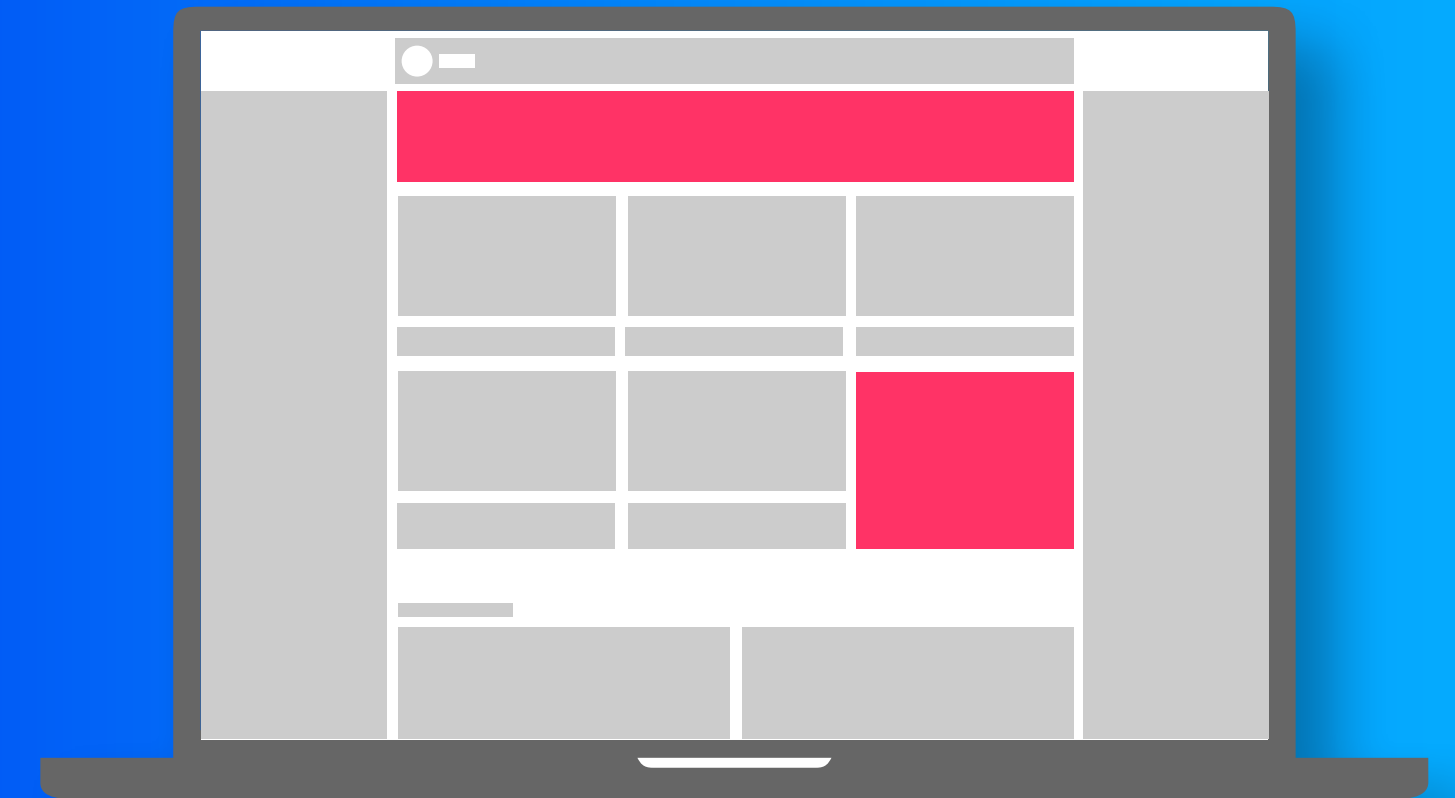
Creative must be provided a least **3 working days prior to campaign commencement.**

Late submissions

Any late units may delay launch or affect total campaign delivery.

Further notes

Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Network 10.



Available on



Standard Mobile Banner

FIRST PARTY AD BANNER

Asset	Dimensions	Max File Size	File Format
Mrec	300(w) x 250(h) px	80KB	JPG, GIF, PNG
Mobile Leaderboard	320(w) x 50(h) px	80KB	JPG, GIF, PNG

Mobile Leaderboard (Adhesion banner, disappears after 8 seconds), only available on articles without a video player.

THIRD PARTY AD BANNER

All rich media banners must be third party served

Accepted third party vendors

DoubleClick, Sizmek and Bonzai. All scripts must be secure and any tags received from vendors not approved by Network 10 may delay creative approval and overall campaign start.

1. Max animation time of 15 seconds.
2. No continuous looping permitted.
3. We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.
4. We do not allow Forth party "blocking" tags.

SUBMISSION LEAD-TIME AND DELIVERY

Timeline

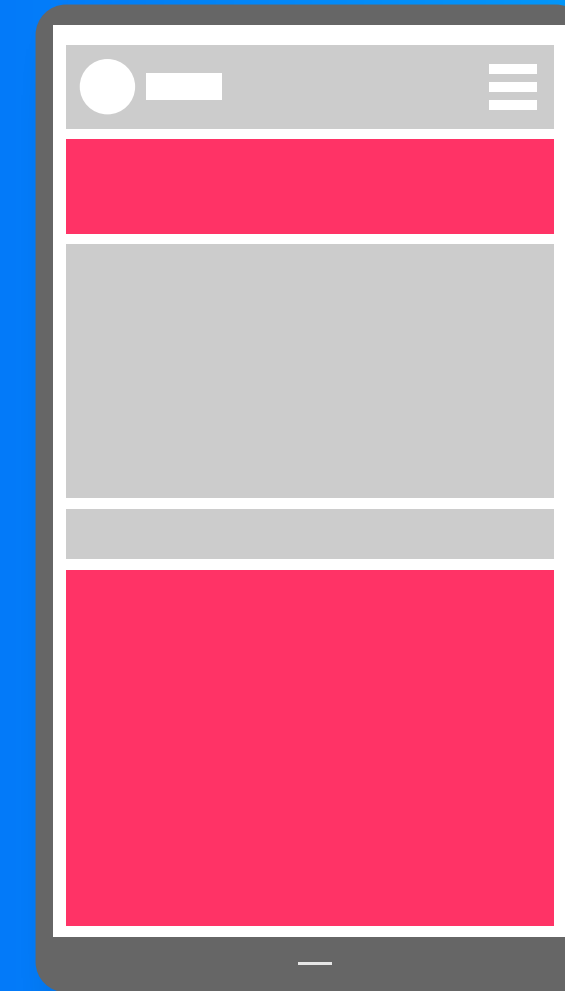
Creative must be provided a least **3 working days** prior to campaign commencement.

Late submissions

Any late units may delay launch or affect total campaign delivery.

Further notes

Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Network 10.



Available on



10 play Skins

DIMENSIONS

The ad can only be served by Network 10.

Canvas: 1636x1300 px
Dimension Skins: 310x1300 px (left) and 310x1300 px (right)
Publisher content space (width): 1015 px
File Format: JPG, PNG
Max File Size: 100 Kb
Desktop Safe Zone Messaging: 85x700 px

Additional Instructions:

1. The creative should be designed in a way that the background should fill the whole 1636x1300 px area.
2. Please provide Hex colour of the background.
3. It is recommended to include a Fade to Transparent gradient 10px from the edge of side/bottom of the skins
4. We can accept a single 3rd party impression tag, and a single click tracking tag for each creative size.
5. **Cannot be Third Party Served.**
6. On the canvas, by default, the publisher content space is 1015 pixels (10 play). Ad content within this space will not be shown on the ad. Please keep this space as white.
7. The final skin should be exported as a single image (1636x1300 px).
8. **Call to Actions must be within the Desktop Safe Zone area (85x700 px).**

SUBMISSION LEAD-TIME AND DELIVERY

Timeline

Creative must be provided a least **3-5 working days prior to campaign** commencement.

Late submissions

Any late units may delay launch or affect total campaign delivery.

Further notes

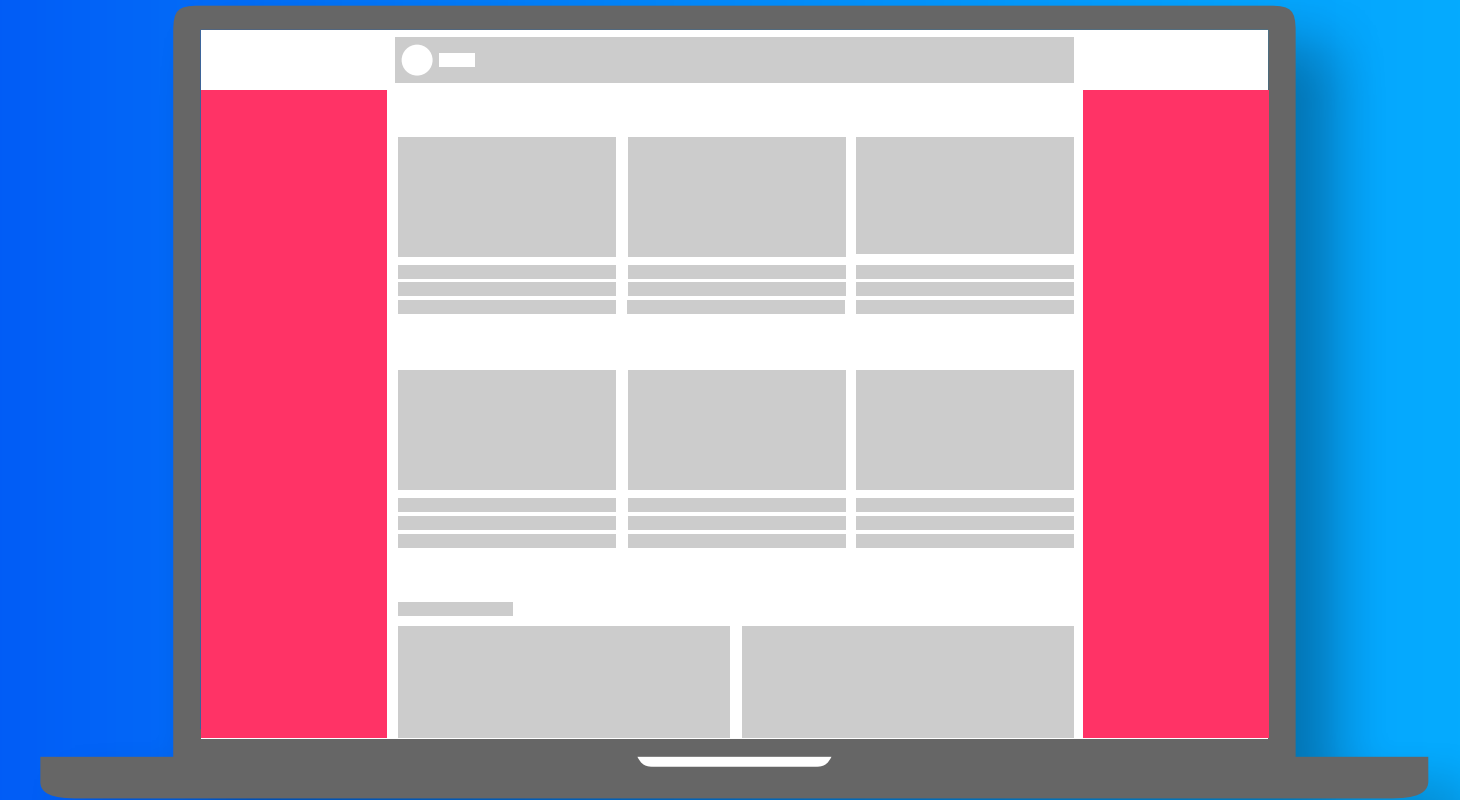
Files related to alcohol, wagering, competitions and promotions, pharmaceuticals or any material damaging the user experience will be subject to additional review by Network 10.

Skins are not responsive and designed for optimal viewing on Desktop. Part of the skins, such as the Call To Action may appear cut off on smaller screens such as laptops.

DESIGN TEMPLATES

[PSD Template Link](#)

[Sample file \(JPG\)](#)



Available on



Network 10's digital advertising specifications apply to all of Network 10's online platforms and are in accordance with the IAB's Australian guidelines.

For any bespoke or integrated advertising details, please contact your campaign manager.

Acceptance policy

Network 10 reserves the right to reject or request revision to any creative which is deemed unsuitable, does not meet our specifications, or adversely affects site performance, other ad placements or user experience.

All ads must be approved by Network 10 before publication. If you are developing a creative that you are concerned may not meet our standards, please contact your sales representative to discuss.

Network 10 cannot include alcohol advertising or other content relating to alcohol within episodes (or on the same webpage) of Madam Secretary or in any other CBS program.

Privacy and Standards Advertising must comply with Australian privacy laws and internet industry advertising standards. For example, the use of tracking data or any other information gathered as a result of an advertising campaign must abide by the laws and rules of individual privacy.

We understand that certain 3rd party ad tags may allow for creative to be updated by the client and/or agency without the need to updated the tags on our ad server. All such creative changes must be notified in advance and new creative assets provided to Network 10 for approval prior to publication. Network 10 reserves the right to disable any creative at our discretion.

Creative Submission Material delivery timelines are included in this document for each placement.

Please note if creative is late, and delivery is impacted, Network 10 will not be responsible for any make goods or compensation.

All formats of advertising are subject to approval and Network 10 reserves the right to request changes to content and/or execution of any creative.

Note: Network 10 reserves the right to request changes to content and/or implementation following testing if the above is not adhered to. Specifically, Network 10 reserves the right to remove or reject any material which:

- Is misleading, false or illegal and does not comply with state and national regulations;
- Contains but is not limited to sensationalised violence, crime or vulgar activity;
- Promotes stereotypes based on gender, race, sexuality or religion;
- Is provocative in nature and upsetting to the site audience or channel partner;
- Negatively impacts the intellectual property and equity of the wider Network 10;

Advertisers have a responsibility to observe our network policies and provide transparency towards our ad specifications and timelines.

Cancellation deadlines

Please refer to our [Terms and Conditions](#)

Display media production

Network 10 has a full service in house creative team that can build integrated assets for brands. Please contact your Network 10 representative for a quote.

Creative lead times

Standard Creative – 3 business days

- Site-served images

Non-rich media HTML5 creative **Intermediate**

Intermediate Creative – 5 business days

- HTML5 Rich Media creative
- Large volumes of standard banners (10+ or more)
- Solus eDMs which are formatted in HTML

Complex creative – 10 business days

- Bespoke sponsored hubs.
- Please note the above creative lead times commence from receipt of all required creative that is correct to spec.
- All rich media ads are required to be served via a 3rd party.
- Network 10 accepts most 3rd party ad servers; please consult with your Network 10 representative for confirmation.
- 3rd party creative must be live when submitted to allow adequate testing
- Failure to provide creative within these turn-around times may delay campaign start times.
- All rich media ads are subject to testing and approval of Network 10.

The following third party ad servers are accepted:

- Doubleclick
- Atlas
- Mediamind
- Faciitate

Standard ad rules

Standard ad units can be either Network 10 first party site served or third party served.

All creative is to include a valid clickthrough that opens in a new tab or window.

Creative with a white background must include a 1px solid border.

Animation can loop twice (play through 3 times).

No strobing effects or rapid animation permitted.

If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Network 10 representative for QC and approval before deploying.

CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Please refer to Network 10's Ad Matrix to see where each ad unit can run.

Additional Info

This ad unit can only be third party served.

Audio must be user initiated and default 'mute'.

Video must include; Play, Pause and Mute options.

Creative must not include any transparent elements .

CPU must have a max 20% load. Any ads submitted which cause excessive CPU load or hinder user experience will not be accepted.

Rich media ad rules

Rich Media ad units must be 3rd party served.

All creative is to include a valid clickthrough that opens in a new tab or window.

Creative with a white background must include a 1px solid border.

User initiated expand only – hover or click initiated

Expanding formats must include 'X' in top right corner to close

Must expand to the left and down

Sound must be user initiated and muted by default, with a visible mute/unmute button

Auto play animation/video: 30 sec max duration

Animation/video must contain play/pause and mute controls

Video aspect ratio: 16:9

No strobing effects or rapid animation permitted.

If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Network 10 representative for QC and approval before deploying.

Please refer to Network 10's Ad Matrix to see where each ad unit can run.

Pre-roll ad rules

Pre-roll video can be either Network 10 1st party site served or 3rd party served.

Flash based creative is not accepted by Network 10
60" pre-roll video is available across tenplay, VAST compatible only.

We recommend a minimum of three creative executions to be running simultaneously for each advertiser. This requirement preserves the user experience and the effectiveness of the ads.

When LIVE: If you opt to replace a creative or add new creative for rotation on LIVE tags, please notify your Network 10 representative for QC and approval before deploying.

Before LIVE: If you have already decided to set multiple video creative on the single 3rd party tag, please inform Network 10 representative on how many creatives you have implemented along with their file names at the time of sending the code package across to us. This will help us troubleshoot each one to ensure they meet Network 10 Ad Specifications.

Please refer to Network 10's Ad Matrix to see where each ad unit can run.