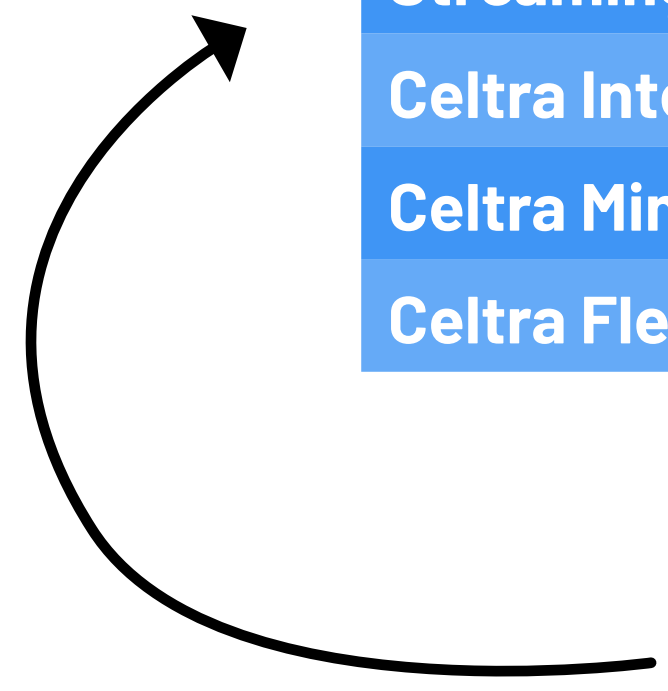




# Digital Advertising Guidelines



Ad Format	Dimensions	10 play				10 daily	
		desktop	mobile	connected tv	app	desktop	mobile
Pre-roll & Mid-roll Video	16:9	✓	✓	✓	✓	✓	✓
Leaderboard	728x90	✓	✗	✗	✗	✓	✗
Medium Rectangle	300x250	✓	✓	✗	✗	✓	✓
Mobile Banner	300x50/320x50	✗	✓	✗	✗	✗	✓
Skins	136x970 or 690x970	✓	✗	✗	✗	✓	✗
Billboard	970x40	✗	✗	✗	✗	✓	✗
Streaming Leaderboard	728x90	✗	✗	✗	✗	✓	✗
Mobile Adhesion Banner	300x50/320x50	✗	✓	✗	✗	✗	✓
Streaming Medium Rectangle	300x250	✗	✗	✗	✗	✓	✓
Celtra Interscroller	768x1230	✗	✗	✗	✗	✗	✓
Celtra Miniscroller	300x100% of screen	✗	✗	✗	✗	✗	✓
Celtra Flex	Various	✗	✗	✗	✗	✓	✓



Click to get the full specs



# Pre-roll & Mid-roll Video 1/2

## 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 :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).

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

### Bit rate/format

Frame Rate: **23.98** or **29.97**

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.

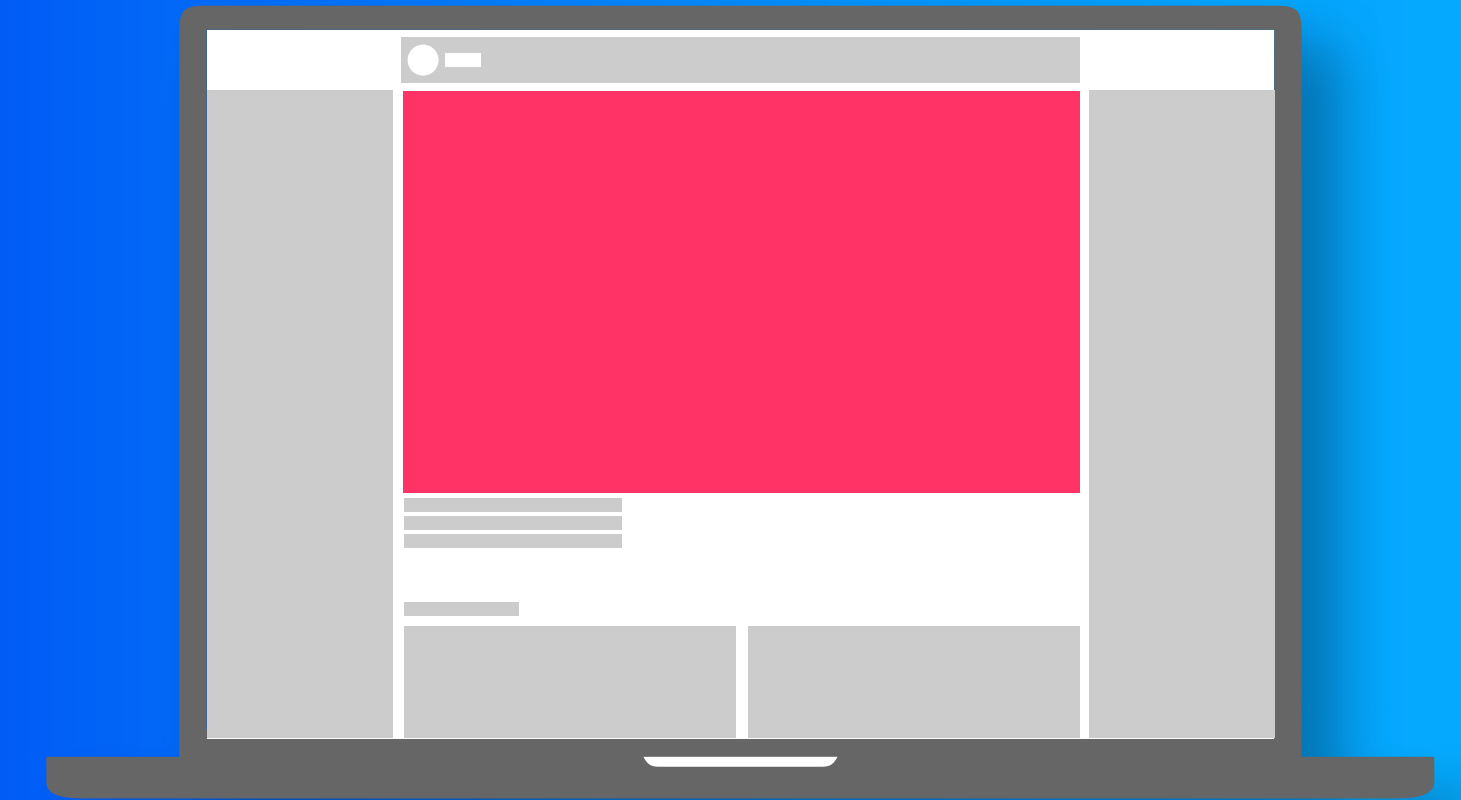
**webm assets:** 2 Channels only, VP8 or VP9 Codec, 128 KBPS minimum, 16 bit, 48 kHz Sample Rate.

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



Available on



# Pre-roll & Mid-roll Video 2/2

## 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 :18 - 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



# Leaderboard

## DIMENSIONS

728x90

## 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.

### Format

See Accepted third-party vendor

### Frame rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

## FIRST PARTY AD BANNER

### File format

JPG, GIF or PNG

### Image file size

40 KB

### Click through URL

Provide in a separate txt file

## 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



# Medium Rectangle (MREC)

## DIMENSIONS

300x250

## 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.

### Format

See Accepted third-party vendor

### Frame Rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

## FIRST PARTY AD BANNER

### File format

JPG, GIF or PNG

### Image file size

40 KB

### Click through URL

Provide in a separate txt file

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

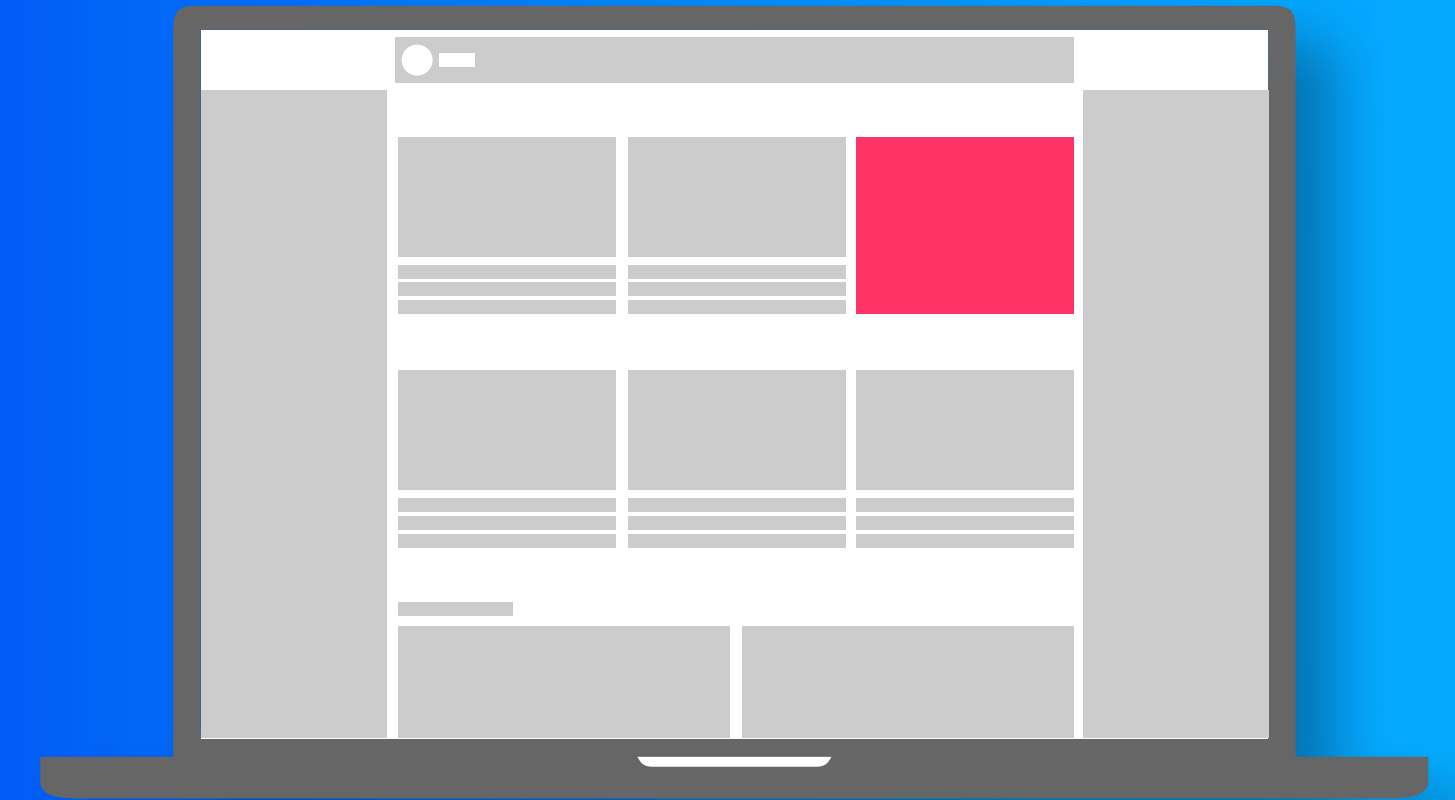
Creative must be provided a least **3 working days** prior to campaign commencement.

### 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





# Mobile Banner

## DIMENSIONS

300x50 & 320x50

## 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.

### Format

See Accepted third-party vendor

### Frame rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

## FIRST PARTY AD BANNER

### File format

JPG, GIF or PNG

### Image file size

20 KB

### Click through URL

Provide in a separate txt file

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

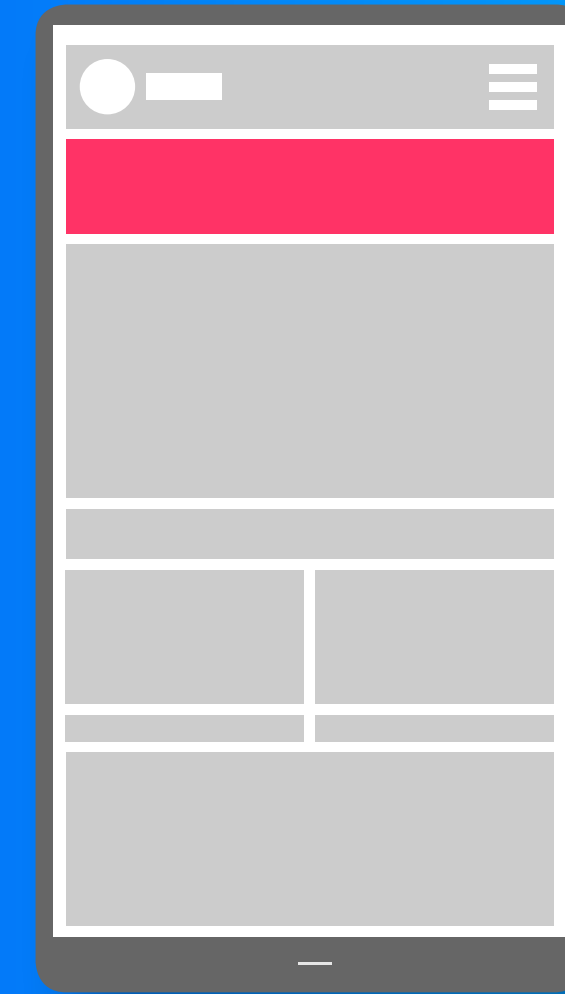
Creative must be provided a least **3 working days** prior to campaign commencement.

### 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



# Skins

## DIMENSIONS

136x970 or 690x970 (max height is 1350)  
Safe Zone Messaging 136x700

## 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.

### Format

See Accepted third-party vendor

### Frame rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file - Shared library files

100 KB

## FIRST PARTY AD BANNER

### File format

JPG, GIF or PNG

### Image file size

40 KB per panel

### Click through URL

Provide in a separate txt file

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

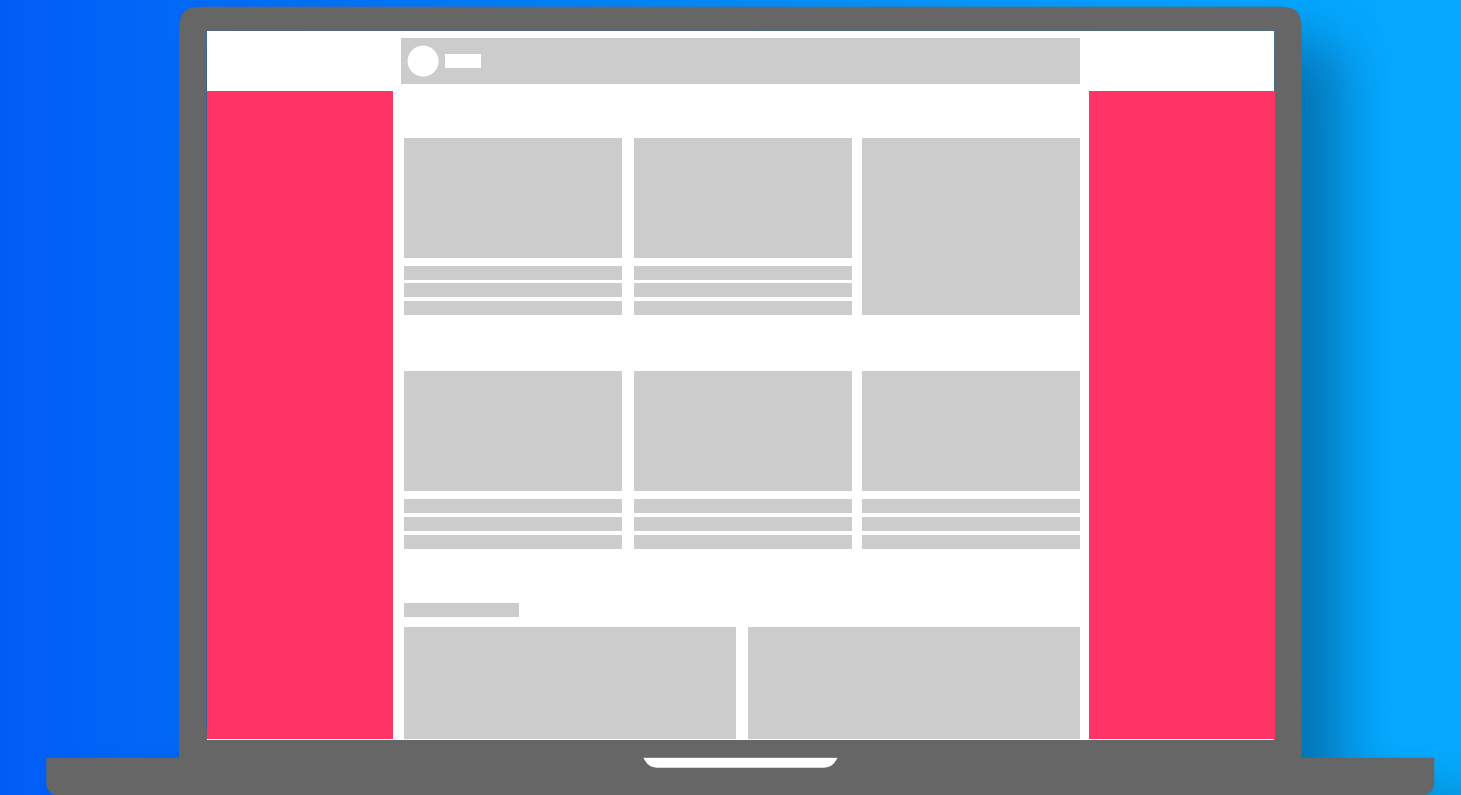
Creative must be provided a least **3 working days prior to campaign commencement.**

### 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





# Billboard

## DIMENSIONS

970x40 / Expanded 970x250

## 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.

### Format

See Accepted third-party vendor

### Frame rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

### Max polite load file size

2 MB

### Max animation length

15 seconds max

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

Creative must be provided a least **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.



Available on



# Streaming Leaderboard

## DIMENSIONS

728x90

## 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.

### Format

See Accepted third-party vendor

### Frame rate

24 FPS (Frames-per-second)

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

### Max polite load file size (video)

1 MB

### Max animation length (video)

30 seconds

### Autoplay

Yes

(only when under 1 MB polite load)

### Max user initiated (video)

10 MB

(when clicked on Play)

### Video controls

Must include; Play, Pause and Mute options

### Audio

Must be user initiated and default 'mute'

### Audio volume (video)

-24 LKFS (+/- 2.0 dB)

Peak levels cannot exceed -6 dB

### Audio bit rate/format (video)

256 kbps, 48 kHz,

2 Channel 24 bit CBR

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

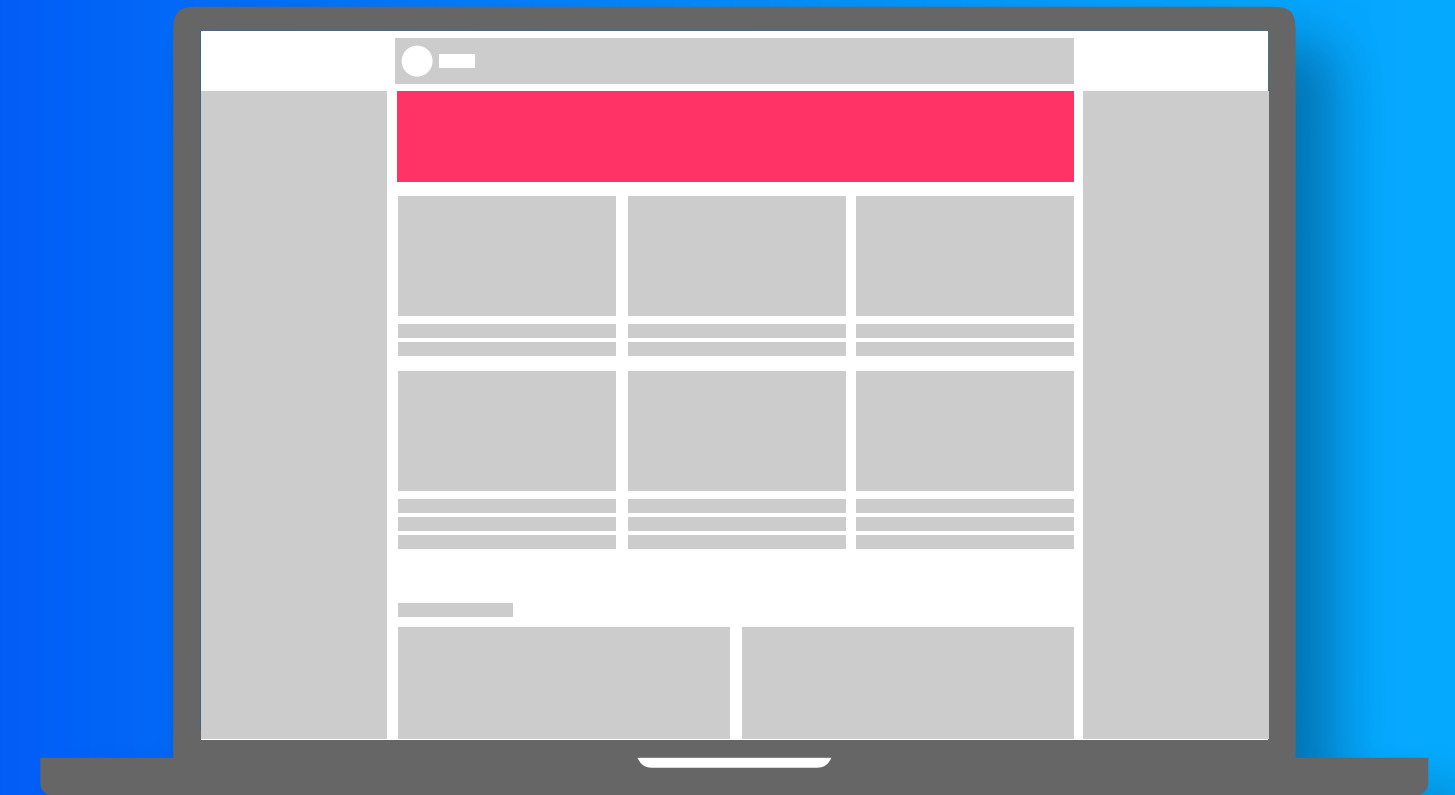
Creative must be provided a least **5 working days** prior to campaign commencement.

### 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.



Available on



# Mobile Adhesion Banner

## DIMENSIONS

320x50 / High Res 640x100 (optional)

## FIRST PARTY AD BANNER

**File format**  
JPG, GIF or PNG

**Image file size**  
40 KB

**Click through URL**  
Provide in a separate txt file

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

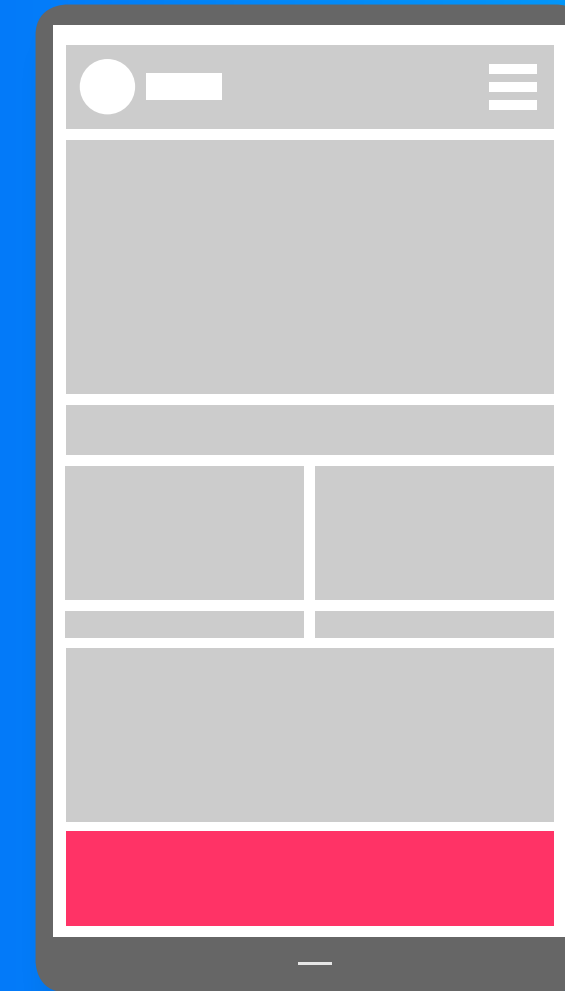
Creative must be provided a least **3 working days** prior to campaign commencement.

### 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



# Streaming MREC

## DIMENSIONS

300x250

## 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.

### Format

See accepted third-party vendor

### Backup image file size

80 KB

### Max file – Shared library files

100 KB

### Max polite load file size (video)

1 MB

### Max animation length (video)

30 seconds

### Frame rate

24 FPS (Frames-per-second)

### Autoplay

Yes

(only when under 1 MB polite load)

### Max user initiated (video)

10 MB

(when clicked on Play)

### Video controls

Must include; Play, Pause and Mute options

### Audio

Must be user initiated and default 'mute'

### Audio volume (video)

-24 LKFS (+/- 2.0 dB)

Peak levels cannot exceed -6 dB

### Audio bit rate/format (video)

256 kbps, 48 kHz,

2 Channel 24 bit CBR

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

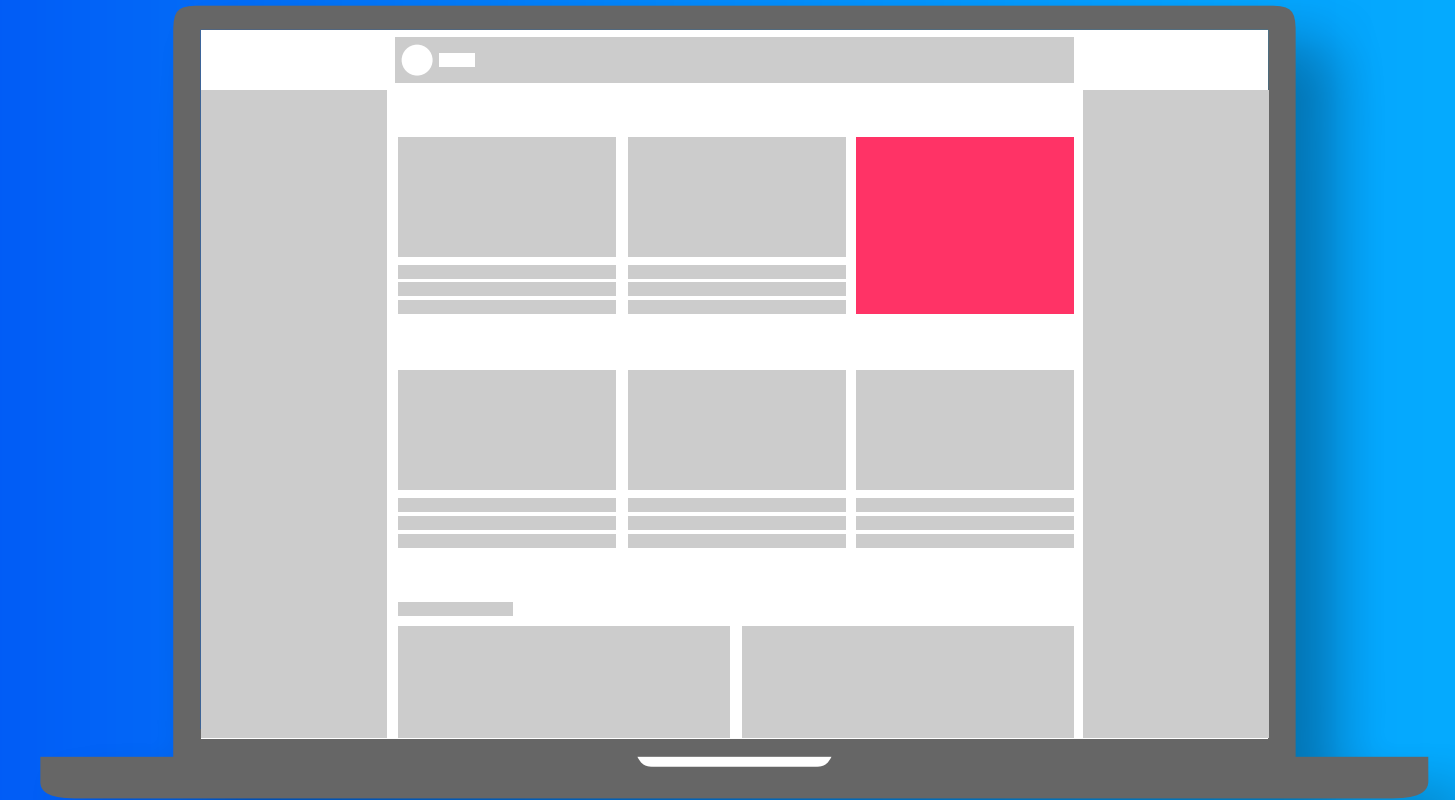
Creative must be provided a least **5 working days** prior to campaign commencement.

### 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.



Available on



# Rich Media Celtra Interscroller

## DIMENSIONS

768x1230 / Safe Zone 680x1018

## THIRD PARTY AD BANNER

All flex banners must be third party served by Celtra

### Accepted third party vendor

Celtra

### Frame rate

24 FPS (Frames-per-second)

### Initial file size

100 KB

### Max shared libraries file size

100 KB

### Max polite load file size

2 MB

### Max user initiated file size

5 MB

### Max animation length

30 seconds max

### Frequency cap

1 per user per day

### Build templates

<https://goo.gl/219Q08>

### Tag generator

Please provide tag generator to Ad Ops team

### Celtra creative & asset specifications

<https://goo.gl/ey9krM>

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

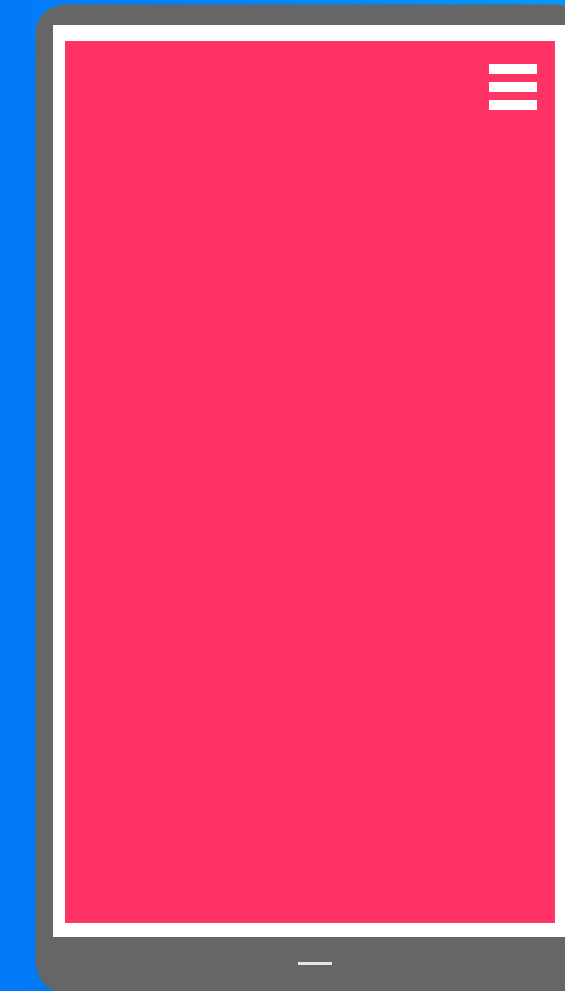
Creative must be provided a least **5 working days** prior to campaign commencement.

### 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.



Available on



# Rich Media Celtra Miniscroller

## DIMENSIONS

### Height dimensions

300 px

### Width dimensions

100% of mobile screen

## THIRD PARTY AD BANNER

All rich media banners must be third party served by Celtra

### Accepted third party vendor

Celtra

### Frame rate

24 FPS (Frames-per-second)

### Initial file size

100 KB

### Max shared libraries file size

100 KB

### Max polite load file size

2 MB

### Max user initiated file size

5 MB

### Max animation length

30 seconds max

### Build templates

<https://goo.gl/219QQ8>

### Tag generator

Please provide tag generator to Ad Ops team

### Celtra creative & asset specifications

<https://goo.gl/JR4UeF>

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

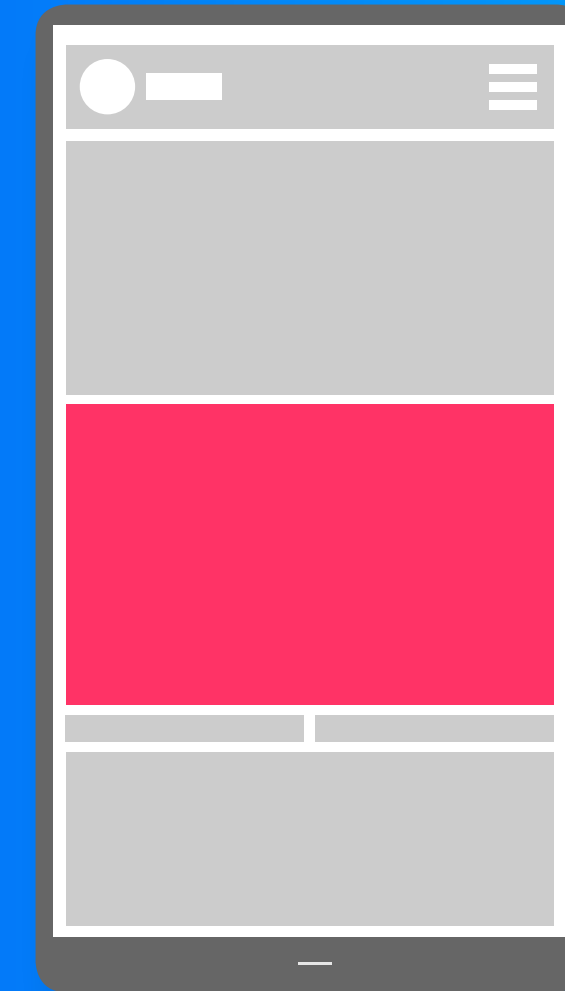
Creative must be provided a least **3 working days** prior to campaign commencement.

### 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





# Rich Media Celtra Flex

## DIMENSIONS

### MREC dimensions

300x250

### Expanded dimensions

100% of desktop/mobile screen (landscape)

### Leaderboard dimensions

728x90

### Close button

30x30 pixel 'X' close button, top right corner

### Mobile banner dimension

300x50 OR 320x50

## THIRD PARTY AD BANNER

All rich media banners must be third party served by Celtra

### Accepted third party vendor

Celtra

### Frame rate

24 FPS (Frames-per-second)

### Initial file size

100 KB

### Max shared libraries file size

100 KB

### Max polite load file size

2 MB

### Max user initiated file size

5 MB

### Max animation length

30 seconds max

### Build templates

<https://goo.gl/219QQ8>

### Tag generator

Please provide tag generator to Ad Ops team

### Celtra creative & asset specifications

<https://goo.gl/wB4WJy>

## SUBMISSION LEAD-TIME AND DELIVERY

### Timeline

Creative must be provided a least **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.



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 may 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 or in any CBS program.

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

We understand that certain third 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:** Without limiting the Advertising Terms and Conditions, Network 10 may request changes to content and/or implementation following testing if the above is not adhered to. Specifically, Network 10 may remove or reject any material which:

- Is misleading, false or illegal and does not comply with State and Federal laws and 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

Cancellation of any campaign must be received in writing no later than 30 days prior to the campaign start date in order to receive a 100% refund. Cancellations after this time will incur a cancellation fee of 100% of the total cost of the campaign.

### 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 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 third party.

- Network 10 accepts most third party ad servers; please consult with your Network 10 representative for confirmation.

- Third 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 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.

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.

Celtra Interscroller is available across MREC, Leaderboard and Mobile Banner base dimensions across 10 daily web; desktop and mobile.

Celtra Miniscroller is available in portrait mode across 10 daily web; mobile only.

Please supply your Network 10 representative with the Celtra Tag Generator link .

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 first party site served or third party served.

Flash based creative is not accepted by Network 10. 60" pre-roll video is available across 10 play, 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 third 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.

Network 10's Advertising Terms and Conditions apply to all bookings.