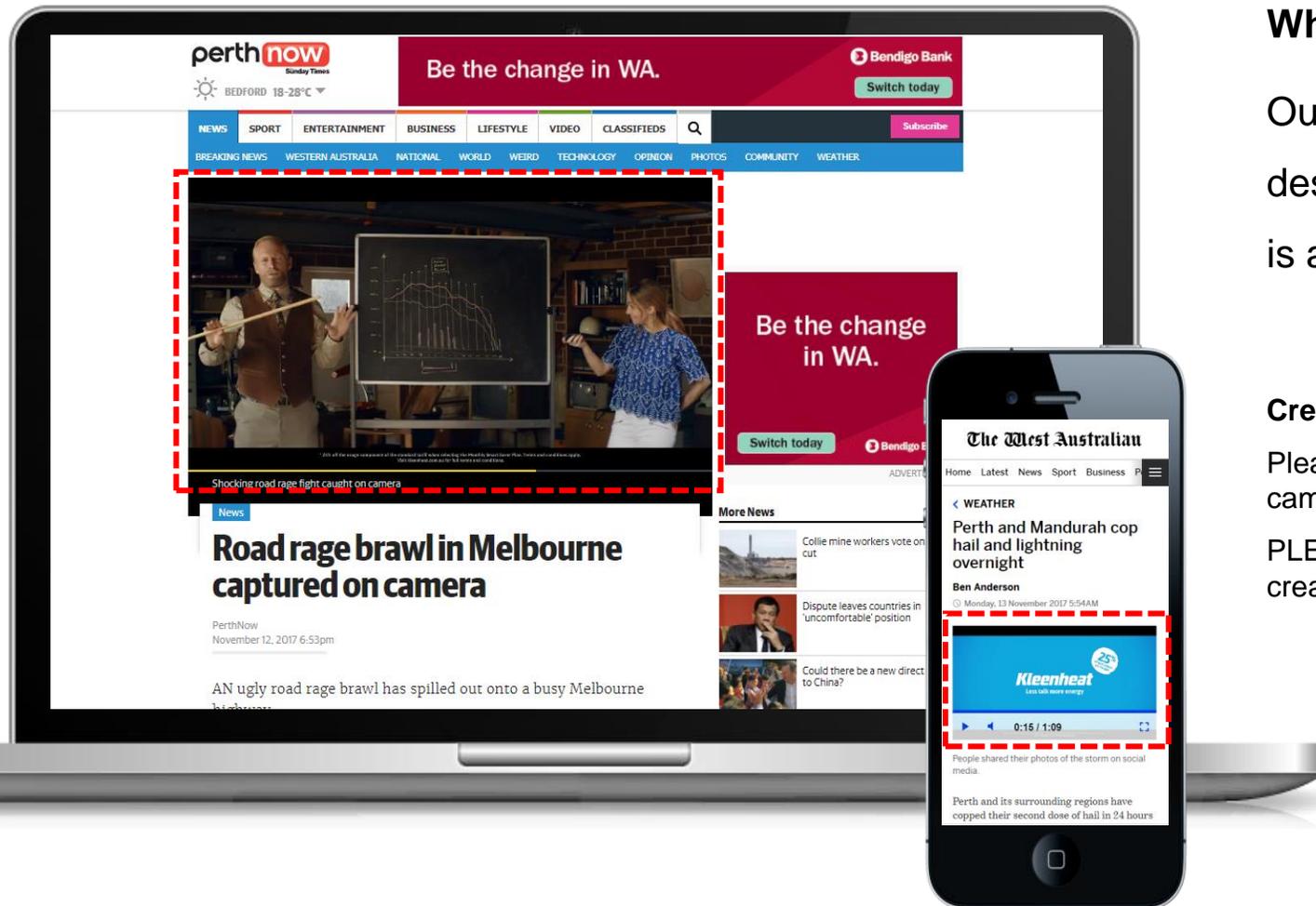


PREROLL AD SPECS



What is preroll?

Our users consume short-form video content across desktop, tablet and mobile devices. Short form video is available across PerthNow and The West.

Creative Deadlines:

Please ensure creative is submitted 5 working days before the campaign live date to allow for creative testing and implementation.
PLEASE NOTE: Value credits/make goods will not be offered for late creative.



DISPLAY ASSET	VIDEO	VIDEO 3 RD PARTY
Lead Time	5 working days	5 working days
Creative Type	MP4 (h. 264) or MOV	A secure (https) approved third party VAST 2.0 or 3.0 URL must be supplied.
Preferred Image/Video Dimensions	4:3 - 640 x 480 16:9 - 1024 x 576	4:3 or 16:9 accepted.
Minimum Bitrate	10 mbps	
File Size	Maximum: 250 MB	
Maximum Frame Rate	25 frames per second	
Maximum Video/Animation Duration	15 seconds / 30 seconds	15 seconds / 30 seconds
Click Through URL	A click through URL must be supplied. The video cannot be non-clickable.	Ad-served
Allows 3rd Party Serving?		Sizmek, Doubleclick or Innovid only. Please ensure your ad tags are compliant with server side delivery. For more information please contact your Ad Tech vendor.
Allows 3rd Party Tracking?	<p>A secure (https) approved third party impression tracking URL (pixel) can be provided. This impression tracker cannot redirect to another vendor's pixel URL. It must redirect to the standard vendor pixel.</p> <p>Example: A survey pixel cannot be added to the 3rd party vendor system to make the 3rd party impression pixel redirect to that survey pixel.</p> <p>Up to 5 video progression tracking URLs can be provided.</p> <p>3rd party tracking URLs can be provided to the start, 25%, 50%, 75% and end points of a video.</p> <p>Please ensure your 3rd party tracking tags are compliant with server side delivery.</p>	
Guidelines	<p>Smaller file sizes and/or other formats are accepted however this will lower the quality.</p> <p>Video controls will be added by Seven and are not modifiable.</p>	<p>H.264 (MP4), FlashVideo (FLV), and WebM video file types must all be included.</p> <p>For all assets three different bit rates need to be included (see note below).</p> <ul style="list-style-type: none"> - 300 kbps - 700 kbps - 1000 kbps <p>Progressive only.</p> <p>VAST ads must not include skippable or other advanced functionality.</p> <p>Multiple bit rate MP4 video files are required in the VAST tag as SWM video players serve content based on a user's connection speed. This allows users to receive the best quality video for their connection without the video buffering unnecessarily.</p> <p>VAST ads on SWM do not use all beacons provided in the VAST tag. Mute, unmute, pause and fullscreen beacons are not used.</p>