Ad Formats Overview

https://www.skymedia.co.uk/digital/advertising-specifications/ad-formats-overview/

Third party tags and click through URLs
- Sky Media does not accept third party click through urls that redirect to social media sites such as: Facebook, Twitter, Instagram etc
- Sky Media does not accept Facebook Atlas tracking tags
- Sky Media does not accept click through's to entertainment sites such as Netflix, Amazon Prime, etc if Sky Cinema or Sky Store are showing or promoting the film
- Sky Media does not accept Integral Ad Science blocking tags
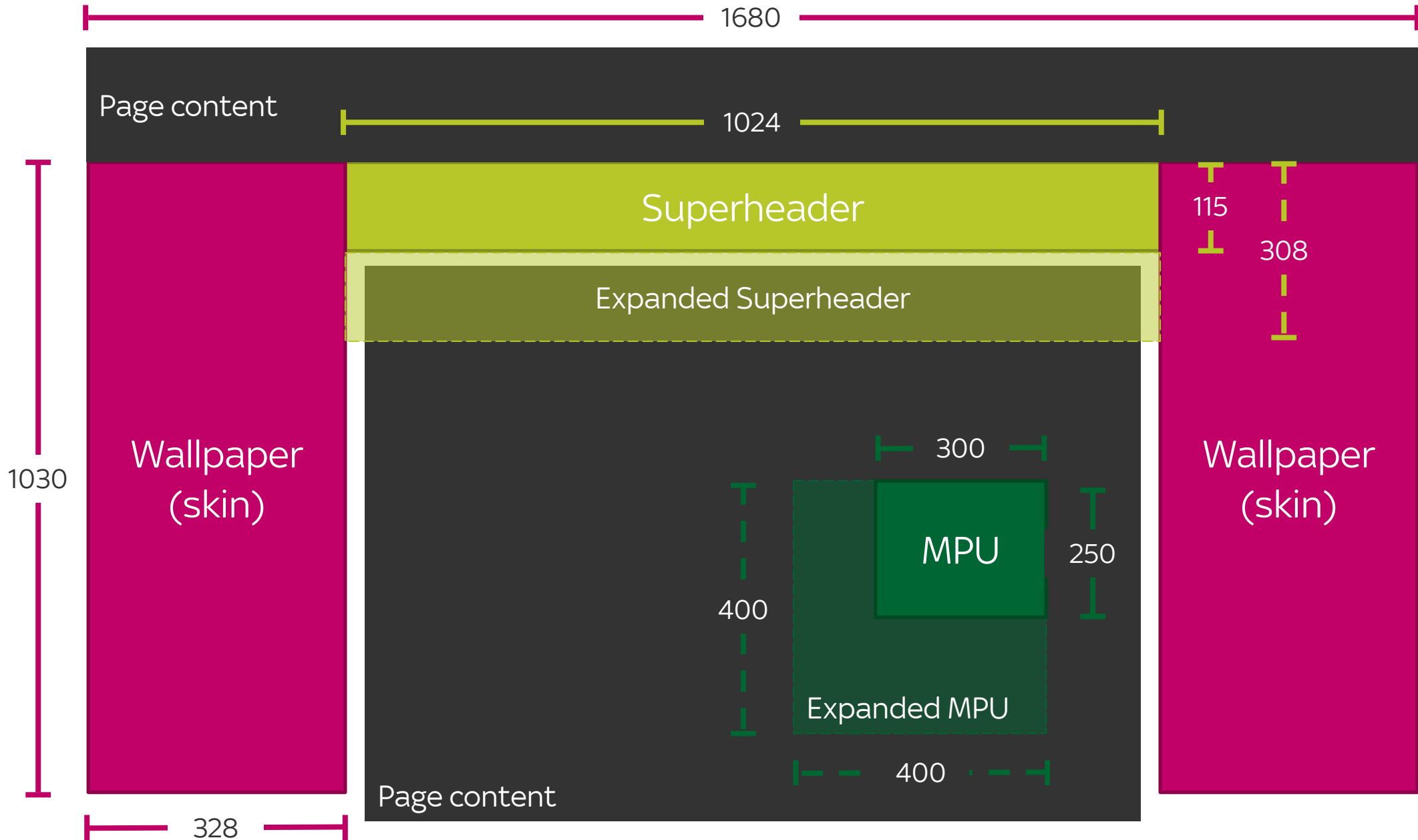
Websites – format overview

		Websites							Apps		
		Sky Sports	Sky News	MTV	Comedy Central	Nick	Nick Toons	Nick Jr	Sky Sports	Sky News	Football Score Centre
Display (Standard and Rich Media)	Mobile banner 320x50	✓	✓	✓	✓				✓	✓	✓
	Leaderboard 728x90	✓	✓	✓	✓				Tablet only		
	Billboard 970x250	✓	✓	✓	✓						
	MPU 300x250	✓	✓	✓	✓				✓	✓	✓
	Double MPU 300x600	✓	✓	✓	✓						
	Billboard and MPU HPTO	✓	✓	✓	✓						
	Billboard and Double MPU HPTO	✓	✓	✓	✓						
	Superheader with skins	✓	✓								
	Native	✓	✓								
	Snapchat	✓	✓								
Video	VAST	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	VPAID	Desktop only									

Apps – format overview

Site	Display (Standard and Rich Media)	Video
	Mobile banner 320x50	VAST
Sky Sports	✓	✓
Sky News	✓	✓
Football Score Centre	✓	✓
Nick – Nick Toons – Nick JR.		✓

Advertising Specifications
Display > HPTO / Superheader & Wallpaper/Skin

1680

Page content

1024

Superheader

Expanded Superheader

115

308

Wallpaper (skin)

1030

300

MPU

250

400

Expanded MPU

400

Page content

328

Wallpaper (skin)

Loading requirements:
Initial load: 150kB Max
Subsequent Polite Load Size: Up to 1MB
User Initiated Load size: Up to 1.5MB (animation/interaction)
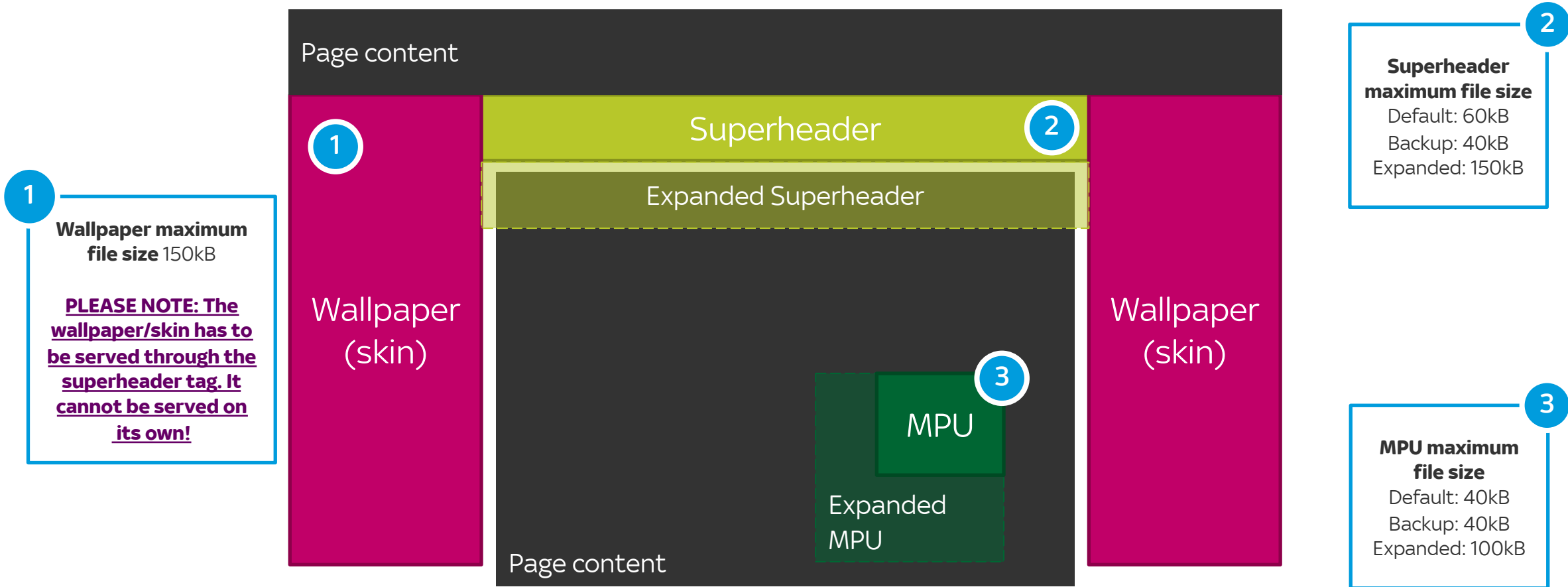and 10MB for Non YouTube served videos
Total file size: Must not exceed 10 MB

Formatting:
Format: RichMedia, HTML5
Frame Rate: Up to 24fps
No bandwidth detection allowed

Page content

Superheader

2

Expanded Superheader

1

Wallpaper (skin)

Wallpaper (skin)

3

MPU

Expanded MPU

Page content

1

Wallpaper maximum file size 150kB

PLEASE NOTE: The wallpaper/skin has to be served through the superheader tag. It cannot be served on its own!

2

Superheader maximum file size
Default: 60kB
Backup: 40kB
Expanded: 150kB

3

MPU maximum file size
Default: 40kB
Backup: 40kB
Expanded: 100kB

Wallpaper/border images are subject to editorial approval
Creative Guidelines must be followed – submissions which do not meet these criteria will not be accepted.

Loading requirements:
Initial load: 150kB Max
Subsequent Polite Load Size: Up to 1MB
User Initiated Load size: Up to 1.5MB (animation/interaction)
and 10MB for Non YouTube served videos
Total file size: Must not exceed 10 MB

Formatting:
Format: RichMedia, HTML5
Frame Rate: Up to 24fps
No bandwidth detection allowed

1

**Billboard
maximum file size**
Default: 150kB
Backup: 60kB
Expanded: 40kB

2

**MPU maximum
file size**
Default: 60kB
Backup: 60kB
Expanded: 100kB
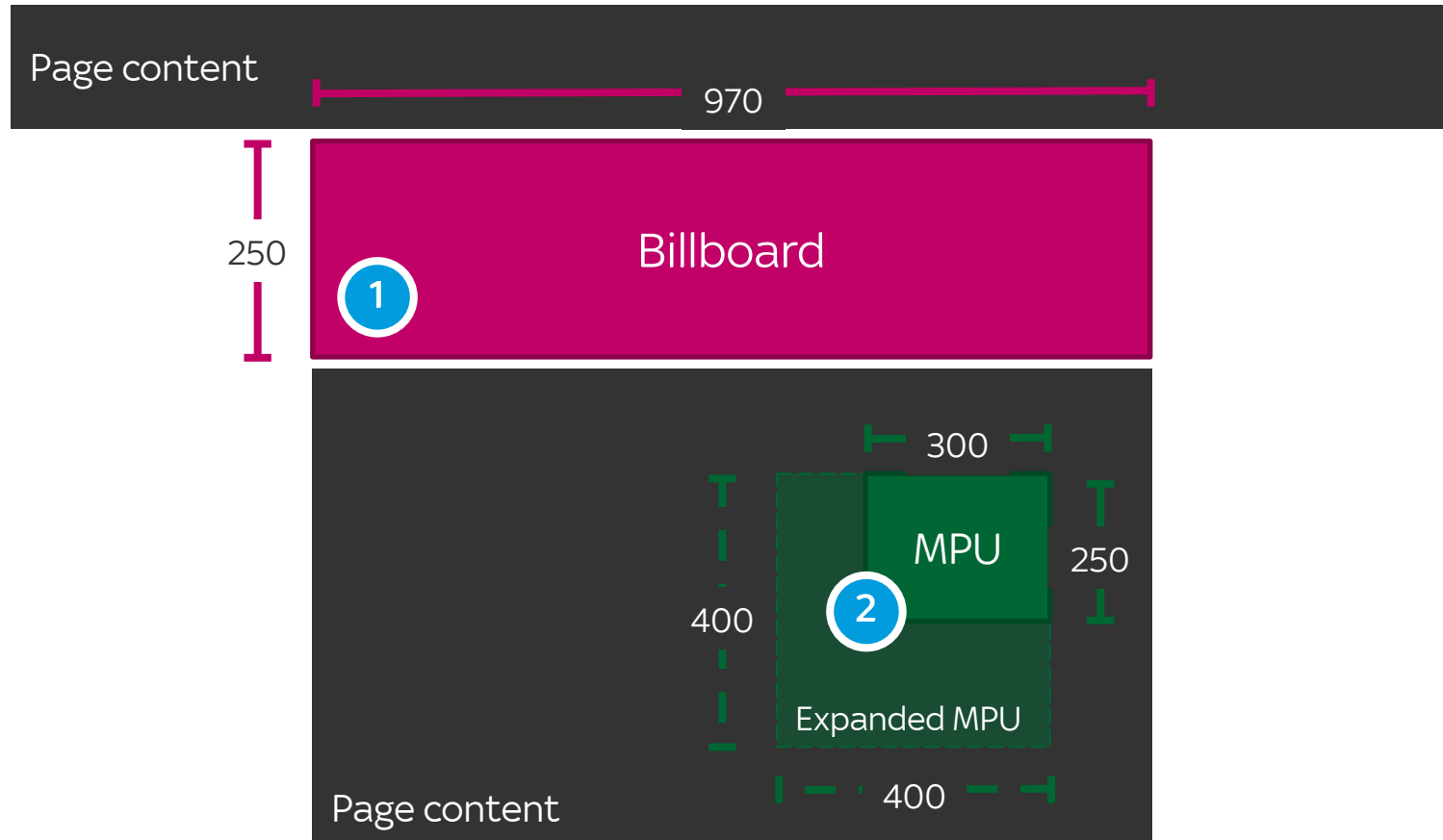
Page content

970

250

Billboard

1

300

MPU

250

400

2

Expanded MPU

400

Page content

1

Billboard sites
Sky News
Sky Sports
Comedy Central
MTV

2

MPU sites
All sites

HomePage Takeovers (HPTO)

There are two main high impact formats available for Homepage takeovers: Billboard and Superheader

All formats – Billboard, Superheader and Wallpaper:

- Creatives must be in HTML5 format – we do not accept HTML5 Creative Bundles
- We cannot run a Leaderboard (728×90) or Billboard (970×250) for a HomePage Takeover with Wallpaper
- Lead time: approved and functionally correct final creative/tags must be supplied 5 working days before go live date

- All Audio must be user initiated, default state is muted. Audio On/Off control must be clearly visible and Video creatives must contain a clearly visible Play/Pause control button
- No synchronization allowed between Billboard and other HPTO ad units (MPU)

Billboard:

- Billboard (970×250) and MPU (300×250)
- Due to the responsive design of SKY's websites we require a 728×90 for tablet (portrait) and a 320×50 creative for any Billboard type takeovers for Smartphones.

- No audio, video or action may be initiated on mouseover
- Autoplay video must not exceed 30 seconds

Reporting Metrics:
- Ad Impressions only
- No fourth-party calls

HomePage Takeovers (HPTO)

There are two main high impact formats available for Homepage takeovers: Billboard and Superheader

Superheader and Wallpaper:

- Superheader (1024×115) and MPU (300×250)
- For Superheader HPTO please supply a 728×90 and 320×50 creative to ensure presence across Tablets and Smartphones
- Superheader must push content of page down
- Animation on other ad units must not exceed 30 seconds and 3 loops
- Only one streaming video allowed within HPTO ad units
- Can auto expand on first load but must retract after 10 seconds. In all subsequent page loads Superheader must be collapsed
- Additional units can be expandable; click to expand, no mouse rollover / auto-expand. Non-expanding Superheader also available
- Wallpaper can only be part of HomePage Takeover when a Superheader is in use

Wallpaper (desktop & tablet web only):
PLEASE NOTE: The wallpaper/skin has to be served through the superheader tag. It cannot be served on its own!

- All Wallpaper images are subject to editorial approval – Creative Guidelines must be adhered to; wallpaper which does not meet these criteria will not be accepted
- Wallpaper must not be clickable
- Wallpaper must not contain any text or be a solid block of colour. It must be a complete image, cannot frame Leaderboard or page content
- Left, right and bottom edges of wallpaper image must fade a solid colour (#EAEAEE for SkySports.com Homepage and across all other section front pages it is #FFFFFF). If the requirement is that it fades to a colour other than white the new background colour of the page must be applied through the ad tag

Ad Serving:
- All Wallpaper must be 3rd Party ad served (JavaScript tags only, no I Frames) loading through the Superheader Ad tag

Superheaders and Wallpapers

Attributes:
- Can auto expand on first load but must retract after 10 seconds. In all subsequent page loads the Superheader MUST be in the collapsed form
- Must have a 1024×115 px back up image
- Auto expansion capped at 1 per campaign lifetime. All subsequent loads must be click to expand
- Superheader must push content of page down
- Animation on other ad units must not exceed 30 seconds and 3 loops
- All Audio must be user initiated. Default state is muted. Audio On/Off control must be clearly visible

- Video creatives must contain a clearly visible Play/Pause control button
- No synchronization allowed between Superheader and other HPTO ad units
- Only one streaming video allowed within HPTO ad units
- Additional units can be expandable; must click to expand (no mouse rollover or auto-expand)
- Wallpaper can be part of take-over when a Superheader is in place. Advertiser can also choose to use a non-expanding Superheader

Wallpaper:
- Must not contain text or be a solid block of colour
- Must not be clickable
- Must be a complete image (i.e. not frame the Leaderboard or page content)
- Left, right and bottom edges of wallpaper image must fade a solid colour (#EAEAEE for SkySports.com Homepage. Across all other section front pages it is #FFFFFF). If the requirement is that it fades to a colour other than white, the new background colour of the page must be applied through the ad tag

Ad Serving:
- All Wallpaper must be 3rd Party ad served (JavaScript tags only, no IFrames) loading through the Superheader Ad tag
- Wallpaper is only available when a Superheader is in use.
- We cannot run a Leaderboard (728×90) or Billboard (970×250) for a Takeover with wallpaper.
- Lead time: approved and functionally correct final creative/tags must be supplied 5 working days before go live date

Billboards

Attributes:
- No Audio, Video or action may be initiated on mouseover
  All Audio must be user initiated, default state is muted, audio On/Off control must be clearly visible
- Autoplay video must not exceed 30 seconds
  Video creatives must contain a clearly visible Play/Pause control button
- 970×250 back up image required
- No synchronization allowed between Billboard and other HPTO ad units (MPU)
- CPM Billboards will be capped at 2 per 24 hrs

Reporting metrics:
- Ad impressions only
- No fourth-party calls

Sky AdVance Display Ad Specs

HTML5 creative best practices: These specs are based on recommendations from the IAB, with additional information specific to the Sky AdVance Adserver, Flashtalking. Please note: the specs below will receive the greatest distribution across the exchanges.

Sky AdVance – Standard and HTML5 Standard

HTML5 creative best practices: These specs are based on recommendations from the IAB, with additional information specific to the Sky AdVance Adserver, Flashtalking.

Please note: the specs below will receive the greatest distribution across the exchanges.

Not all creative formats are required for each campaign. Speak to your Sales Manager for their recommendation.

Max banner file size: 150kB
Creative upload formats: JPG, GIF
3rd party tag types: 1x1 trackers only, SSL compliance (https://)
Loops: maximum of 3
Animation length: 15 seconds
Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background

Not applicable:
- Expandable size
- Expandable direction
- Static backup image
- User initiated features
- External links

120 x 600

160 x 600

300 x 600

728 x 90

320 x 50

970 x 250

300 x 250

Ad size: IAB UAP, Standard and Rising Star Sizes (inventory availability varies by size and creative type)

Max banner file size: 150kB
SSL compliance (https://): required
Static backup image: required
Creative upload formats: HTML (supplied in compressed .zip)
3rd party tag types: Tags must be SSL compliant. 1x1 pixels only
Loops: maximum of 3
Animation length: 15 seconds

Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background
External links: Ad must not contain external links. (i.e. external CDN libraries must be removed)
Additional requirements: Ad Size Meta Tag and Clickthrough Meta Tag required (Available in Build Guide in "Definitions & Best practices")

Not applicable:
- Expandable size
- Expandable direction
- User initiated features

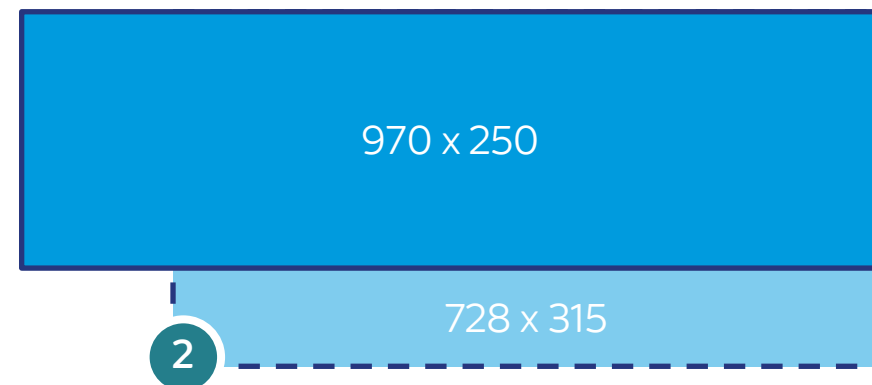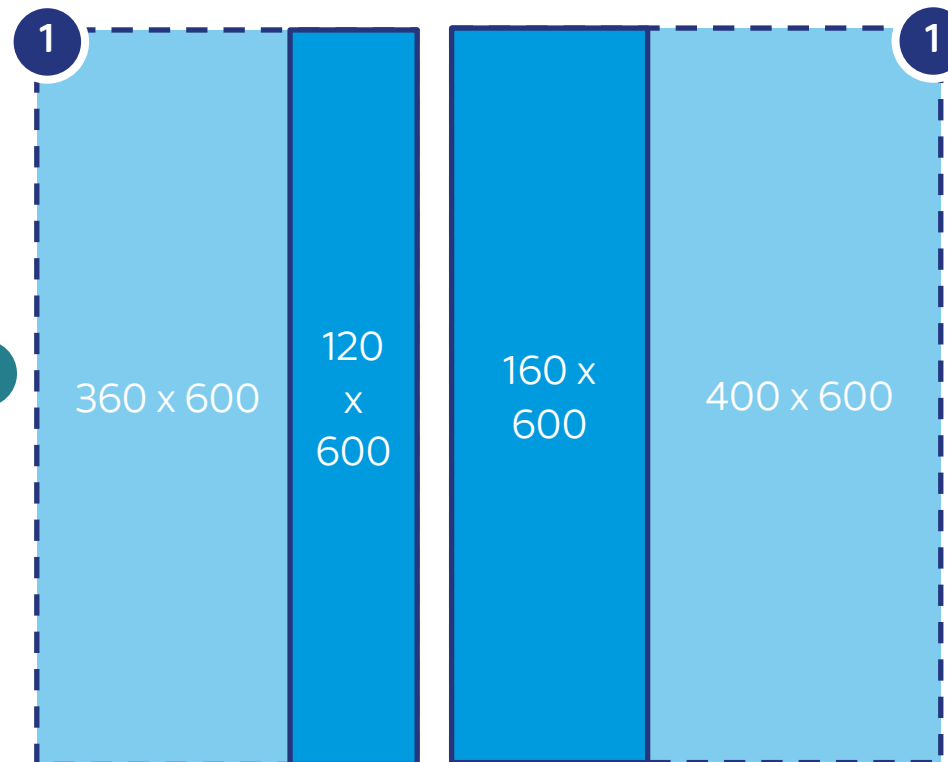Not all creative formats are required. Speak to your Sales Manager for their recommendation
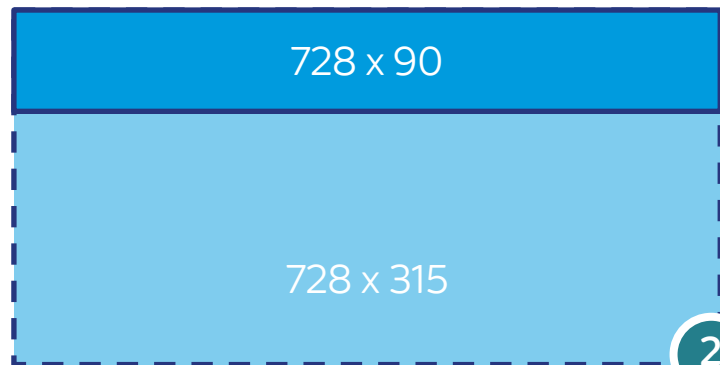
Sky AdVance – HTML5 Rich Media

Including expandable

Max banner file size: Intial: 200KB, Add'l Polite: 1.1MB
SSL compliance (https://): required
Static backup image: required
3rd party tag types:. 1x1 trackerss only Tags must be SSL compliant.
Loops: maximum of 3
Animation length: 15 seconds

Background / border: Ad background must not be transparent. 1px solid border required for all ads with partially black or white background
User initiated features: Rollover to expand, must include close button – close method consistent with method of expansion, must include video controls (volume, mute, play/pause) as appropriate
External links: Ad must not contain external links (i.e. external CDN libraries must be removed)
Additional requirements: Ad Size Meta Tag and Clickthrough Meta Tag required (Available in Build Guide in "Definitions & Best practices")

728 x 90

728 x 315

1

2

360 x 600

120 x 600

160 x 600

400 x 600

1

1

1 **Expansion:** left or right

w x h

2 **Expansion:** up or down

300 x 250

500 x 300

2

970 x 250

728 x 315

2

Sky AdVance – Video

Please note: the specs below will receive the greatest distribution across the exchanges. Please work with your campaign manager if an advertiser wants to utilise a creative spec that is not included in this sheet.

In-stream Linear Video
In-stream Dynamic or Interactive Video (VPAID)
(Pre-, Mid-, Post-roll)

Ad Size:
16:9 Aspect Ratio Sizes

Max video asset / banner file size: 25MB
Animation length: min 6s, max 30s
Recommended ad formats: .mp4, .mov
(using H.264 Codec)
Audio codec: AAC
Min frame rate: 5 fps
Max frame rate: 30 fps
3rd party tags: 1x1 adserver tags only
Additional requirements: Optimised for web and mobile: video must have De-Interlaced and / or Progressive settings selected
No black bars or intro/outro slates
Constant Bitrate (CBR) >15 Mbps*
Main Profile @ Main Level (MP@ML)

In-stream **Dynamic or Interactive Video (VPAID)** (Pre-, Mid-, Post-roll) assets only accepted if **built in Innovid** and transferred to **Sky AdVance Innovid account.**
User initiated features: Microsites, Overlay, Ad Selectors, Ad Extenders, Ad Selectors

In-stream **Linear Video (Pre-, Mid-, Post-roll)**

User initiated features: not applicable