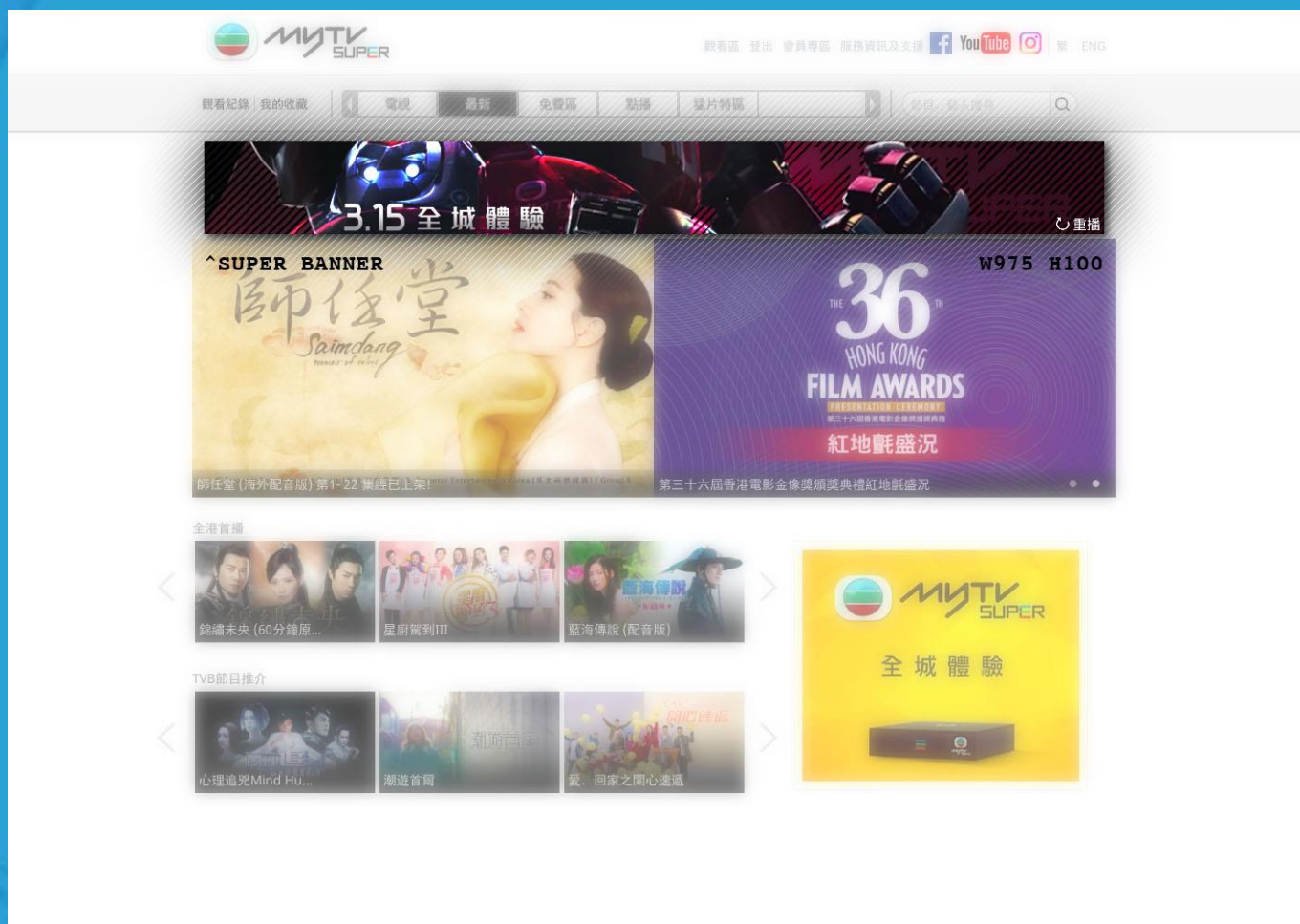


Super banner

Deliverables

Ad formats	Material set
Super Banner	HTML5 + Backup Image /
	Image



Materials	File Type	Dimensions	Max File Size
HTML5	HTML	975x100	200KB
Image	GIF, JPG or PNG	975x100	50KB
Backup Image	GIF, JPG or PNG	975x100	50KB

Specifications

Audio	No Audio is permitted
3rd party Ad serving	NOT Allowed
Submission Deadline	All ads must be submitted at least 3 working days prior to campaign launch.
Other Notes	No additional progressive downloads allowed

Crazy ad land on Super banner

Deliverables

Ad formats	Landing Unit	Floating
Crazy Ad	Super Banner	HTML5 + Backup Image / Image

Landing Unit

Materials	File Type	Dimensions (pixels)	Max File Size
Super Banner	Please refer to the Super banner Specification for more details		

Specifications

Landing Unit

Audio	No Audio is permitted unless video is included.
3rd party Ad serving	NOT Allowed
Submission Deadline	All ads must be submitted at least 5 working days prior to campaign launch.
	The Landing Unit must submit with the Floating
Replay Button	Replay button will display on right-top corner of Landing Unit by Default that is set by myTV SUPER

Floating

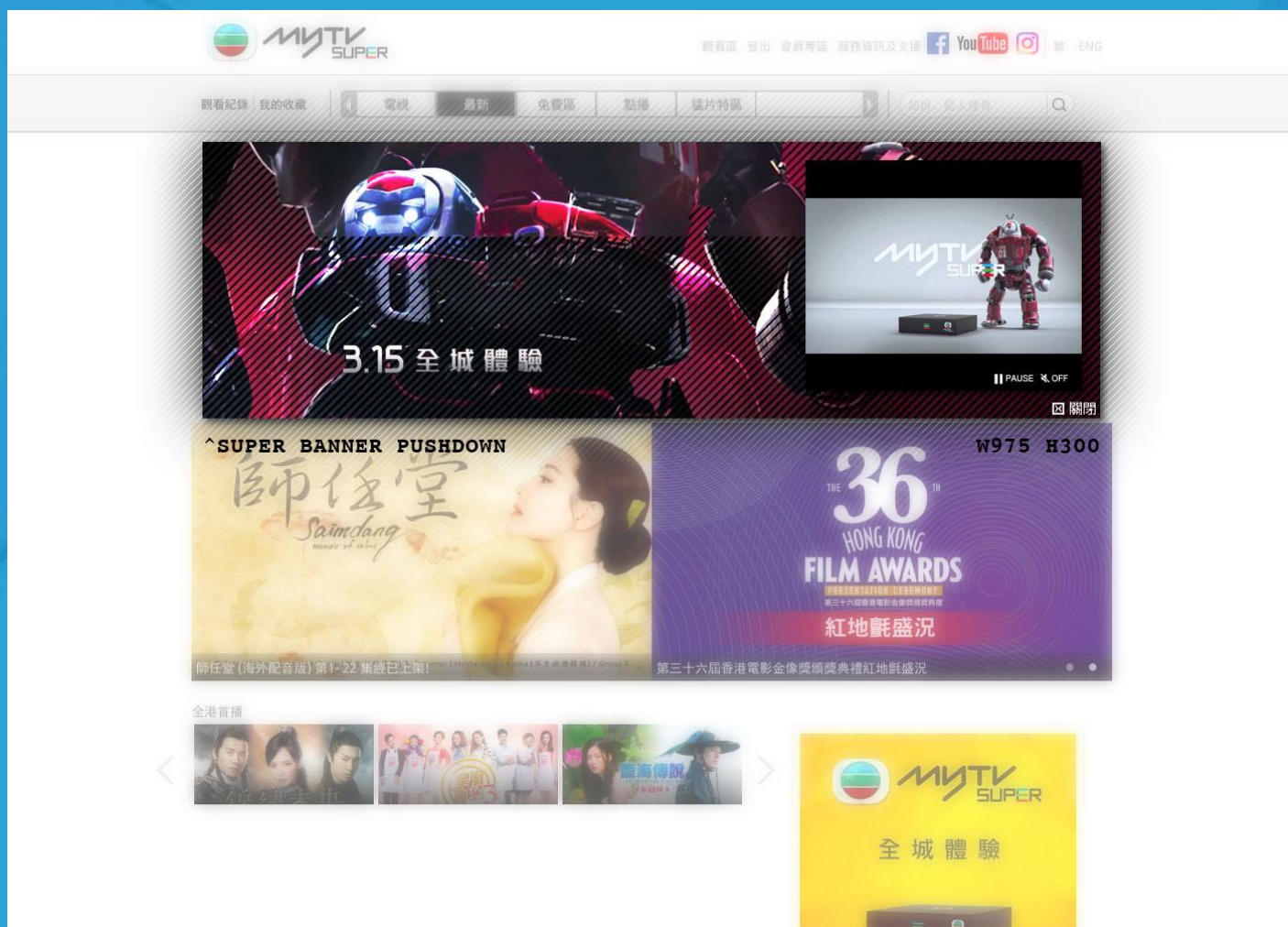
Audio	No Audio is permitted unless video is included.
3rd party Ad serving	NOT Allowed
Submission Deadline	All ads must be submitted at least 5 working days prior to campaign launch.
	The Floating must submit with the Landing Unit
Close Button	Close button will display on the right-top corner of Floating Area by default that is set by myTV SUPER
Frequency Cap	Frequency capped at once per user per 6 hours for

	daily exclusive booking or once per user per day for impression based booking
Maximum Duration	10 seconds
Other Notes	Floating Ads cannot obstruct the logo of TVB.com and header bar at anytime
	Background of the Floating Ads must be transparent all the time
	All Floating Ad must expand from the reside into the Landing Unit

Pushdown banner

Deliverables

Ad formats	Material set	
	Landing Unit	Expanded Unit
Pushdown		HTML5 + Backup Image / Image
	Super Banner	
Video Pushdown		HTML5 + Video + Backup Image / Video + Background Image + Backup Image



Landing Unit (Super banner)

Materials	File Type	Dimensions (pixels)	Max File Size
Super Banner	Please refer to the Super banner Specification for more details		

Expanded Unit

Materials	File Type	Dimensions (pixels)	Max File Size
HTML	HTML	975x300	200KB
Image	GIF, JPG or PNG	975x300	50KB
Video	MP4	300x169 or 300x226	2MB

Backup Image	GIF, JPG or PNG	975x300	50KB
Background Image	GIF, JPG or PNG	975x300	50KB

Specifications

Landing Unit

Audio	No Audio is permitted unless video is included.
3 rd party Ad serving	NOT Allowed
Submission Deadline	All ads must be submitted at least 5 working days prior to campaign launch.
	The Landing Unit must submit with the Floating
Replay Button	Replay button will display on right-top corner of Landing Unit by Default that is set by myTV SUPER Expanded Unit can be user initiated again by clicking the replay button.
Transition Background Color	Transition Background Color will display during Expanded unit collapse to Landing Unit. The default color is Black Customize color is allowed, client must provide Hexadecimal RGB value in #RRGGBB format.

Expanded Unit

3 rd party Ad serving	NOT Allowed
Submission Deadline	All ads must be submitted at least 5 working days prior to campaign launch.
	The Floating must submit with the Landing Unit
Close Button	Close button will display on the right-top corner of Floating Area by default that is set by myTV SUPER
Frequency Cap	Frequency capped at once per user per 6 hours for daily exclusive booking or once per user per day for impression based booking

Expanded Unit – Pushdown

Audio	No Audio is permitted.
Maximum Duration	7 seconds
User Experience	Display Expanded Unit for 7 seconds and then pushes up and collapses to Landing Unit

Expanded Unit – Video Pushdown

Audio	Normal Peak: 5 (-16dBFS) Full Range: 2-6 (-28 - -12dBFS)
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	If audio is out of the above audio range, it would be rejected.
	Audio must be muted by default and must be user initiated.
	A button for audio on/off is required.
	- While user mouse over the Video LREC, audio is ON
	- While user mouse out the Video LREC, audio is OFF
Maximum Duration	30 seconds
User Experience	Display Expanded Unit for 5 seconds after ended (without looping) and the push up and collapses to Landing Unit

HTML5 Specification (Standard)

Please refer to the [HTML5 General Specification](#) for more details

Policies and Remarks

Ad Policies	All creative is subject to approval by myTV SUPER
Backup Image	Required for instances when the user's browser does not support creative functionality
	If FLA and SWF are submitted, Backup Image must be submitted also
3rd Party Impression Tag	myTV SUPER permits third-party impression tracking. Please provide it when the creative submit.