

# SBS Standard Online Advertising Specifications

November 2020

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# Material Deadlines & Considerations

Standard material deadline

3 business days prior to start of campaign

Rich media/Third party deadline

5 business days prior to start of campaign

## Accepted Third Party Tags:

- Google (DoubleClick)
- Sizmek
- Adobe
- Videology
- Innovid

SBS adheres to within 10% reporting discrepancy as industry standard

SBS reserves the right to remove any advertising that does not comply with our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience

Please provide all ad creative to your SBS Sales Rep

# Video Advertising

## Third Party Hosted

### Desktop, Apps, Mobile Web and CTV

**Length (seconds)** 15, 30, 45 (pre-roll position only), 60 (pre-roll position only)

**Aspect ratio** 16:9

**Dimensions** 640x360 and 1280x720 are mandatory\*\*\*

**Max file size** 10mb

**Max Bit rate** 2000 kbps

**Video encoding** H.264 single pass baseline profile, level 3.0

**Format** MP4 only

**VPAID** **SBS no longer supports VPAID creative**

**Other restrictions** CTV - Non clickable

*\*\*\* all other sizes are optional as long as they adhere to the aspect ratio, max file size and bitrate specs*

### Audio

**Codec** AAC

**Sample rate** Up to 48kHz

**Audio levels** -24 LKFS

- Creative must be **SSL Compliant**
- **VAST 2.0** compliant and integrated with Sizmek, Adobe, AOL, Videology and Google (DoubleClick) 3rd Party Ad Serving platforms
- SBS can convert TVC's from broadcast (Peach or Adstream only) for use on emerging platforms at no additional fee, please provide the key number to your SBS Sales Rep



# Video Advertising

## Hosted by SBS\*\*

### Desktop, Apps, Mobile Web and CTV

<b>Length (seconds)</b>	15, 30, 45 (pre-roll position only), 60 (pre-roll position only)
<b>Aspect ratio</b>	16:9
<b>Dimensions</b>	640x360, 1280x720
<b>Max Bit rate</b>	2000 kbps
<b>Video encoding</b>	H.264 single pass baseline profile, level 3.0
<b>Format</b>	MP4 only
<b>Other restrictions</b>	CTV - Non clickable

*\*\* Creative supplied by the advertiser, will be re-encoded to SBS hosted specs for optimal viewing*

### Audio

<b>Codec</b>	AAC
<b>Sample rate</b>	Up to 48kHz
<b>Audio levels</b>	-24 LKFS

- SBS can convert TVC's from broadcast (Peach or Adstream only) for use on emerging platforms at no additional fee, please provide the key number to your SBS Sales Rep

# Display Advertising



Billboard/ Impact Billboard (970px x 250px)



MREC (300px x 250px)



Leaderboard (728px x 90px)



Mobile Banner  
(320px x 50px)



Half Page  
(300px x 600px)

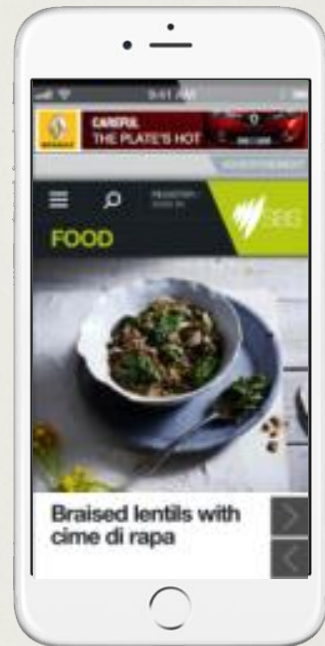


# Display Advertising

Display ad format	Dimensions (WxH)	Max Size*
Medium Rectangle	300 x 250 px	100kb
Half Page	300 x 600 px	100kb
Leaderboard	728 x 90 px	100kb
Mobile Banner	320 x 50 px	100kb
Super Leaderboard	970 x 90 px	100kb
Billboard	970 x 250 px	100kb
Impact Billboard	970 x 250 px	100kb

- Standard display ads refer to site-served GIF/JPG/HTML 5 creative and standard 3rd party served creative
- SBS require a click-through URL or click tracking tags for all SBS site-served creative
- Must be SSL Compliant
- Ads must clearly be differentiated from page content through either a defined linear or graphical border, a solid contrasting background colour or a combination of border and contrasting background. Ads should not be stylistically similar to on-page content
- Max 3 Loops

# Homepage Takeover



**Jamie** View range

**FOOD**

**Gugelhupf with orange syrup**

**Recipe Finder** Bring the world to your kitchen, with recipes from more than 100 countries.

**Search recipes** Advanced search

**TRENDING** Slow cooking Austrian baking Dulse food Luke Nguyen's United Kingdom Pork & Co.

**LUKE NGUYEN'S UNITED KINGDOM**  
Starts Thursday 14 May 2015 at 8pm on SBS ONE. Preview the places Luke visits and the food he discovers.

**Episode guide**  
From London and Wales, to Cornwall and Scotland, join Luke Nguyen for a culinary adventure across the United Kingdom.

**Watch the trailer**  
Watch the trailer

**Watch**  
Tune into your favourite food programs on SBS ONE, or catch-up online now.

**Newly added**  
This week's Food TV picks

**Rich coconut shai** 4 (last 400)

**Chickpea noodle soup** 4 (last 400)

**Comforting spiced white bean and chorizo stew** 4 (last 400)

**CAREFUL! THE PLATE'S HOT** View range

**FOOD**

**Braised lentils with cime di rapa**

**Recipe Finder** Bring the world to your kitchen, with recipes from more than 100 countries.

**Search recipes** Advanced search

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\* Required formats

- Advertisers who book SBS Homepage Takeovers are required to supply the mandatory ad placements (marked with \*). Additional sizes optional
- Non-expanding creative only
- MREC can accept video streaming with user initiated play and sound

