SBS Standard Online Advertising Specifications

November 2020

SBS Media

Contents

SBS Media

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

SBS Media

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

SBS Media

Video Advertising

Hosted by SBS**

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, 1280x720
Max Bit rate	2000 kbps
Video encoding	H.264 single pass baseline profile, level 3.0
Format	MP4 only
Other restrictions	CTV - Non clickable

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

Audio

Codec	AAC
Sample rate	Up to 48kHz
Audio levels	-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

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Display Advertising

Billboard/ Impact Billboard (970px x 250px)

MREC (300px x 250px)

Leaderboard (728px x 90px)

Mobile Banner
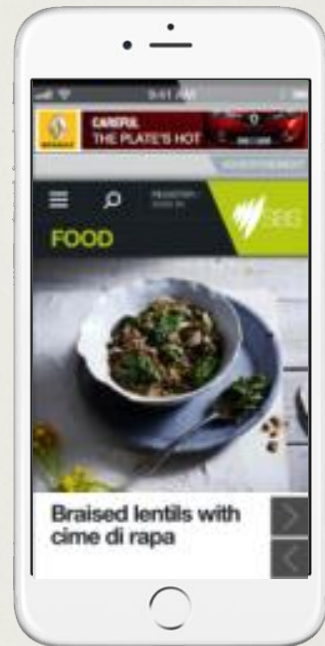(320px x 50px)

Half Page
(300px x 600px)

SBS Media

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

SBS Media

Homepage Takeover

Homepage Takeover

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

* 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

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a world of difference