October 2026

SBS STANDARD ONLINE ADVERTISING SPECIFICATIONS

SBS

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MATERIAL DEADLINES & CONSIDERATIONS

Standard Material

3 Business days prior to start of a campaign

Rich media/Third Party

5 Business days prior to start of a campaign

Accepted 3rd Party Tags:

GOOGLE (DOUBLECLICK)	AMAZON	ADOBE	ADFORM	VIDEOLOGY	INNOVID	FLASHTALKING	XR – Extreme Reach

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

CTV, Desktop, Apps, Mobile Web

Length (seconds)	15, 30, 45, 60
Format	MP4 Only
Max File Size	20 MB
Video Encoding	H.264 single pass baseline profile, level 3.0
Dimensions	1280x720*
Frame Rate	25 FPS
Max Bit Rate	2500 kbps
Codec	AAC
Sample Rate	Up to 44.1 kHz
Audio Levels	-24 LKFS
VPAID	SBS no longer supports VPAID creative
Other Restrictions	CTV – Non clickable

* Other sizes are optional but must adhere to 16:9 aspect ratio and the above listed specs

3rd party tags must be SSL Vast 2.0 compliant.

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.

Mezzanine files may be included.

Supported 3rd Party Measurement Vendors:

- ✓ Moat
- ✓ IAS – Unified tags accepted. VPAID elements are not supported.
- ✓ DoubleVerify – SBS is not certified to run OmniTag, however, we will accept them on our inventory but will not provide any makegoods due to discrepancies
- ✓ DAR/mDAR - Desktop and Mobile only

DISPLAY ADVERTISING

NAME	DIMENSION (WXH)	MAX FILE SIZE	ACCEPTED FILE TYPES
Medium Rectangle	300x250 px	400 kb	GIF/PNG/JPG/HTML5
Half Page	300x600 px	400 kb	GIF/PNG/JPG/HTML5
Leaderboard	728x90 px	400 kb	GIF/PNG/JPG/HTML5
Mobile Banner	320x50 px	400 kb	GIF/PNG/JPG/HTML5
Super Leaderboard	970x90 px	400 kb	GIF/PNG/JPG/HTML5
Billboard	970x250 px	400 kb	GIF/PNG/JPG/HTML5

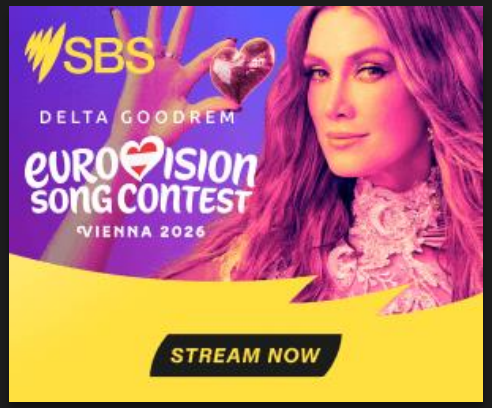
- ✓ Standard display ads refer to site-served creative and 3rd party served creative
- ✓ SBS requires a click through URL or click tracking tags for all site-served creative
- ✓ Must be SSL Compliant
- ✓ Ads must clearly be differentiated from page content through either a defined linear or graphical 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

DISPLAY ADVERTISING

Billboard – 970x250 px

Leaderboard – 728x90 px

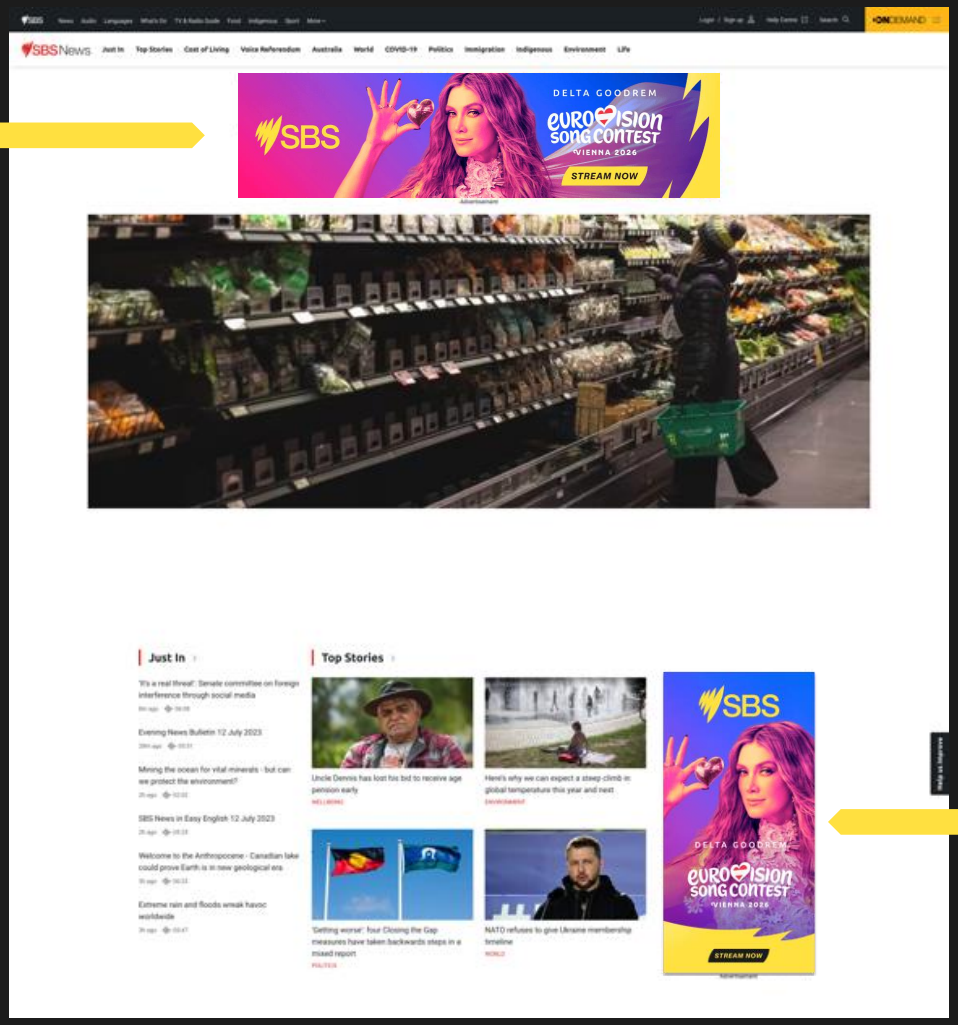
Mobile Banner – 320x50 px



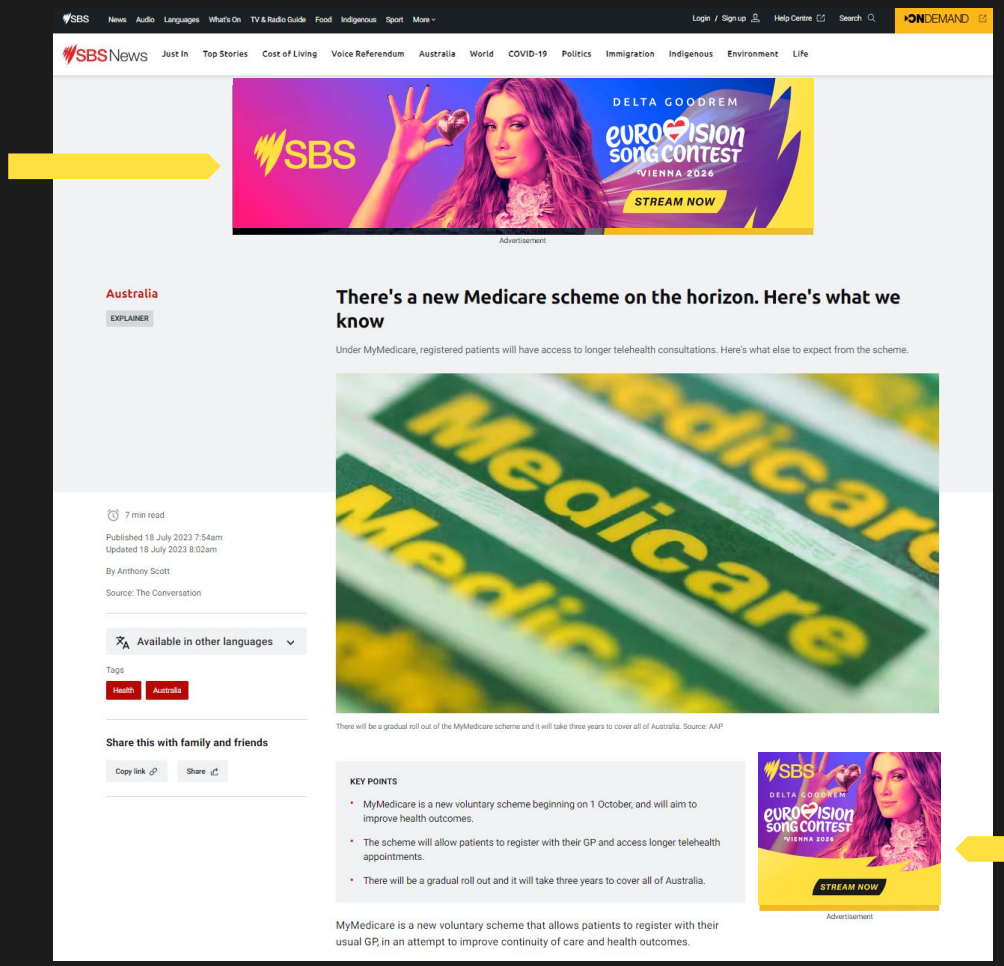
Mrec – 300x250 px

Half Page – 300x600 px

DISPLAY ADVERTISING



Homepage Takeover



Site Takeover

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