

MATERIAL 2023 INSTRUCTIONS



Material instructions

TV advertising

Delivery of ads and broadcasting instructions

Ads and broadcasting instructions must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and the first broadcasting day. The advertisements are delivered using Spotgate service (spotgate.fi). Broadcasting instructions including the number of the advertisement or Spotgate ID must always be delivered by emailing MTV's Media Planning video@mtv.fi.

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

Material

Aspect ratio 16:9 (anamorphic). Detailed information: spotgate.fi.

Broadcast errors

If a broadcast error occurs for which MTV is responsible for, the method and amount of compensation will be separately agreed on. The maximum compensation for erroneous broadcast will be corresponding airtime, or not invoicing for the advertisement that was transmitted erroneously. Complaints concerning the broadcast advertisement must be made in writing within 8 days of the broadcasting date.

Broadcast rights and discharge of liability

The advertiser is responsible for obtaining ownership and/or user rights for advertisement materials along with the necessary copyright, patent and other such rights. The advertiser is responsible for the rights of the spots so that they can be broadcast by MTV Oy to different types of receivers as part of simultaneous and unaltered TV broadcasts, using different transmission techniques. MTV Oy reserves the right to change the commercial's broadcasting time or to interrupt a campaign if special reasons so require, without any obligation to provide compensation.

After the commercial has been broadcast for the first time, MTV Oy has the right to use the commercial for demonstration, training and research purposes unless the advertiser forbids this in writing.

Content of a TV commercial

The advertiser is responsible for the content of commercials. Commercials must comply with laws, statutes, the International Code of Advertising, and the regulations set by the Consumer Ombudsman and other officials. Commercials for pharmaceutical products must be submitted for preliminary inspection to the Inspection Board of Pharma Industry Finland (PIF). MTV Oy is not liable for any costs or consequences incurred for the advertiser as a result of a commercial not complying with official regulations. MTV Oy reserves the right to postpone the broadcasting of a commercial or to cancel a campaign, should reasons relating to the content so require, without any liability to provide compensation.

Products and services that cannot be advertised

- tobacco products
- pharmaceuticals and medical treatments available only with prescription
- alcohol (over 22 % ABV)

Products and services with restrictions in advertising

- content harmful to children (limitations concerning the time of the day)
- alcohol (under 22 % ABV); allowed after 22:00
- adult entertainment services, chat and dating lines etc.
- gambling games

Material instructions

RBS program sponsorship

Delivery of identifiers and broadcasting instructions

Identifiers and broadcasting instructions must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and the first broadcasting day. The identifiers are delivered via Spotgate service (spotgate.fi). Broadcasting instructions including Spotgate ID must always be delivered by emailing video@mtv.fi.

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

Material

Aspect ratio 16:9 (anamorphic). Detailed information: spotgate.fi.

Broadcast errors

If a broadcast error occurs for which MTV is responsible for, the method and amount of compensation will be separately agreed on. The maximum compensation for erroneous broadcast will be corresponding airtime, or not invoicing for the advertisement that was transmitted erroneously. Complaints concerning the broadcast advertisement must be made in writing within 8 days of the broadcasting date.

Broadcast rights and discharge of liability

The advertiser is responsible for obtaining ownership and/or user rights for identifier materials along with the necessary copyright, patent and other such rights. The advertiser is responsible for the rights of the identifiers so that they can be broadcast by MTV Oy to different types of receivers as part of simultaneous and unaltered TV broadcasts, using different transmission techniques. MTV Oy reserves the right to change the identifier's broadcasting time or to interrupt a campaign if special reasons so require, without any obligation to provide compensation.

After the identifier has been broadcast for the first time, MTV Oy has the right to use the commercial for demonstration, training and research purposes unless the advertiser forbids this in writing.

Rules for the content of identifiers

Different rules apply to the content of identifiers than to commercial break advertising. The identifiers must comply with the guidelines for program sponsorship billboards. Legality of the identifier's content can be verified by MTV before its delivery via Spotgate service. The approval must be made in good time before the campaign start by emailing either the plan of the identifier, script, raw version, or finished identifier to video@mtv.fi.

Material instructions

Video advertising

Delivery of ads and broadcasting instructions

We recommend delivering video materials for online advertising (MTV Katsomo, MTVuutiset.fi) primarily via [Spotgate service](#). The materials can also be delivered via download service, or by email video@mtv.fi (instream) and digitrafiikki@mtv.fi (outstream). The materials must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day.

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

Campaign start

The campaign starts at 00:01 on the first day of the media period provided that the advertising materials are delivered to MTV Oy according to delivery deadlines and material delivery specifications. If the campaign materials are not submitted by the delivery deadlines or according to the instructions, MTV Oy is not liable to compensate for the delay of the campaign launch.

Faulty material

In case the material does not comply with our technical specifications, or if some information related to the material is missing, the material will primarily be returned to the submitter. MTV Oy is not responsible for possible delays in material processing and campaign launches caused by faults in the material.

Information to be included in the email

- customer's name, campaign name and number
- campaign period
- possible SG id
- video file in .mp4-/.mov file format, or VAST ad tag
- URL to which the video/material will be linked
- necessary ad-specific instructions

Products and services that cannot be advertised on MTV's online services

- tobacco products
- pharmaceuticals and medical treatments available only with prescription
- alcohol (over 22 % ABV)
- gambling games

Products and services with restrictions in advertising

- content harmful to children
- alcohol (under 22 % ABV)
- adult entertainment services, chat and dating lines etc.

Instream direct-buy campaigns

- file formats .mp4 or .mov (H.264); file formats for delivering via Spotgate service .mpg, .mpeg or .mxf
- video size 1920x1080 px
- 25 fps
- stereo audio 44.1 kHz or 48 kHz
- sound levels EBU R128 standard -23 LUFS
- video bitrate 8 000–16 000 KBps
- audio bitrate 384 KBps

In directly booked interactive ads only vpaid 2.0 standard is supported (not vpaid 1.0).

Pause ad

- file format .png or .jpg
- size 1280x720 px
- maximum file size 200 KB
- target URL to advertiser's website or a QR code included in the banner

Translucent layer bars are placed over the ad. Depending on the device, the close button is located either on the upper right or left corner, and the play button on the lower left corner. Two versions of the ad may be provided: one for big screens including a QR code, and another without QR code (redirecting by clicking the ad).

Outstream: MTV Uutiset Article video and Vertical video

- file format .mp4, also providing a VAST as tag is possible
- file size max. 5 MB
- aspect ratio depending on the purchased product: landscape 16:9 (applicable for all devices), or mobile vertical 9:16
- duration 5–120 s

Interactive video ads (desktop)

Materials for an interactive ad

- brand logo, fonts, color codes/color profile (minimum resolution 1920x1080 px)
- product images (minimum resolution 1920x1080 px)
- desired messages/texts on formats
- alternatively, a finished .psd file (minimum resolution 1920x1080 px)
- video spots .mp4- or .mov file or by Spotgate id (minimum 1920x1080 @ 10 MBps)
- URL or tracking

In case you're planning an interactive ad or other special ad format, please contact video@mtv.fi.

VAST ad tags, instream advertising (direct-buy and programmatic buying)

Direct-buy campaign materials can be delivered also as a VAST ad tag to video@mtv.fi. Ohjelmalliseen ostamiseen liittyvät lisätiedot: programmatic@mtv.fi.

When the material is delivered as a VAST ad tag or when a campaign is purchased programmatically, please ensure the following:

- VAST 4.1 or earlier versions
- file format .mp4 (other file formats must be turned off)
- recommendable material size 1280x720 px
- recommendable aspect ratio 16:9 (check the compatibility of other aspect ratios for different devices from programmatic@mtv.fi)
- maximum bitrate 2 000 KBps
- loudness -23 LUFS, check the loudness level with MTV's testing tool: <https://mtv-loudness-check.a2d.tv/>
- tags must be fully SSL (https) compatible
- the tag does not contain vpaid creatives

VAST ad tags, outstream advertising (direct-buy and programmatic buying)

Direct-buy campaign materials can also be provided as VAST ad tags to video@mtv.fi. Further information on programmatic buying: programmatic@mtv.fi.

When the material is delivered as a VAST ad tag or when a campaign is purchased programmatically, please ensure the following:

- VAST 3.0 or earlier versions
- file format .mp4 (other file formats must be turned off)
- maximum bitrate 12 000 KBps
- tags must be fully SSL (https) compatible

Material instructions

Display advertising

Delivery of ads and broadcasting instructions

The display material file formats are .gif, .jpeg, .png and HTML5. The materials are delivered by email to digitrafiikki@mtv.fi. The materials must be delivered to MTV on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day.

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

Campaign start

The campaign starts at 00:01 on the first day of the media period provided that the advertising materials are delivered to MTV Oy according to delivery deadlines and material delivery specifications. If the campaign materials are not submitted by the delivery deadlines or according to the instructions, MTV Oy is not liable to compensate for the delay of the campaign launch.

Faulty material

In case the material does not comply with our technical specifications, or if some information related to the material is missing, the material will primarily be returned to the submitter. MTV Oy is not responsible for possible delays in material processing and campaign launches caused by faults in the material.

Information to be included in the email

- customer's name, campaign name and number
- campaign period
- URL to which the banner will be linked
- necessary ad-specific instructions

Products and services that cannot be advertised on MTV's online services

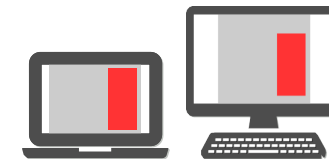
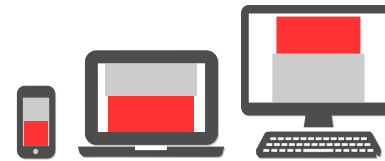
- tobacco products
- pharmaceuticals and medical treatments available only with prescription
- alcohol (over 22 % ABV)
- gambling games

Products and services with restrictions in advertising

- content harmful to children
- alcohol (under 22 % ABV)
- adult entertainment services, chat and dating lines etc.

Display ad placements 2023

AD FORMAT	SIZE (KB) max.	BANNER SIZE (px)
Giant panorama Mega panorama	250	980x400 980x552
Panorama	100	980x120
Mobile top placement	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250
Giant rectangle	250	468x400
Mega rectangle	250	468x600
Mobile rectangle	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250
Skyscraper Elongated skyscraper	100	140x350 160x600
Mega skyscraper	250	200x600 / 250x600 / 300x600
Full page desktop	250	620x891
Full page mobile	250	300x431 / 300x600 320x480 / 320x569



See live examples on ad placements and size options [here](#)

MTV Oy holds the right to change ad placements on the site.

Material instructions

Display special ad formats

Special ad formats

- Mobile 3D Cube (MRAID)
- Mobile Slice Box (MRAID)
- Mobile Scratch (MRAID)
- Mobile Standard video banner (MRAID)
- Standard banner with video / Video panorama (HTML5)
- Venetian (desktop, HTML5)
- 3D Panorama / rectangle (HTML5)
- Responsive Carousel (HTML5)
- Video Skin Marquee (HTML5)
- Wallpaper (background image)

Additional elements in banners: video and sound

Video banner (streaming banner)

Mobile 3D Cube (MRAID)

Movement catches the eye, which makes it possible to tell many messages. This format is available in all mobile ad sizes.

What's needed:

- 4 banner panels (size of your choice, max. 80 KB/banner)
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit (max. 250 KB).

If a video or other special elements are used in the banner, the completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.

If only images are used, MTV can build the cube from panels, backup and URLs.



Example of an [execution](#)



Material template: [without video](#) and [video](#)

Builder Mode material template with more editing possibilities: [without video](#) and [video](#)

Mobile Slice Box (MRAID)

This ad format is a combination of a mobile 3D cube and Venetian banner, which catches the attention very well. At the beginning, the banner's first panel is showing normally, after which small slices turn from it one at a time, until the second banner is showing completely, etc. Mobile Slice box is available in all mobile ad sizes.

What's needed:

- 5 banner panels (size of your choice, max. 80 KB/banner)
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit (max. 250 KB).

The completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.



Example of an [execution](#)

Material template: [link](#)

Instructions: [link](#)



Mobile Scratch (MRAID)

This ad format arouses curiosity. The format is available in all mobile ad sizes.

What's needed:

- the start image with a prompt to scratch / swipe / clean
- the image that will be revealed under the start image
- target URL
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit (max. 250 KB).

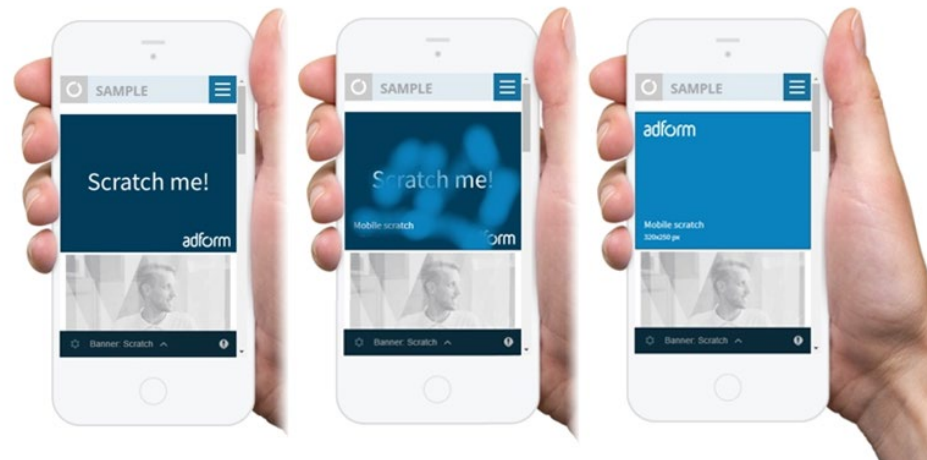
The completed material must be delivered to MTV by Adform template ([link](#) below) either as a third-party tag or as a completed zip file.



Example of an [execution](#)

Material template: [link](#)

Instructions: [link](#)



Mobile Standard video banner (MRAID)

Video is always an effective ad format. This format is available in all mobile ad sizes, as long as the video is either the exact size or smaller than purchased ad size.

What's needed:


- video (.mp4)
- poster banner the same size as the video, that will be shown as the start image of the video
 - the play button will be placed on the poster banner (center-center), so do not place any prompts in the middle
- background image in case the video does not fill the entire banner
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit (max. 250 KB).

If you wish the video to be the same size as the banner, wherever suits best you can create a clickable link button area that takes the user to your target page. Without this link button, a click either starts or pauses the video. Otherwise, Adform's global link button can be added in the template to the area outside the video.

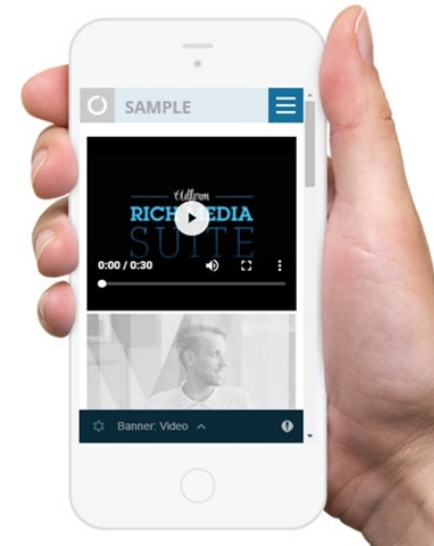
The completed material must be delivered to MTV by Adform template (link alongside) either as a third-party tag or as a completed zip file.

Example of an [execution](#)



Material template: [link](#)

Builder Mode material template with more editing possibilities: [link](#)



Standard banner with video / Video panorama (HTML5)

You can easily and quickly make a video banner yourself. Should you need any advice or support with the material specifications, please contact digitrafiikki@mtv.fi.

What's needed:

- video (.mp4, max. 3 000 KB, max. 30 s)
- poster banner the same size as the video, that will be shown as the start image of the video
- background image in case the video does not fill the entire banner
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit.

Please note:

The images of the banner must comply with the kilobyte limits for the agreed banner size. The initial download of the video banner may not exceed the kilobyte limit of the banner size. This means the video cannot be included in the initial download but must be called separately.

If the banner includes other special elements or the video must be placed exactly in a specific position, the completed material must be delivered to MTV by Adform template (link alongside) either as a third-party tag or as a completed zip file. If the video is the same size as the banner and no other additional elements besides the video is used, MTV can build the material when needed.

Material template: [link](#)

First, edit pixel size and clickTAG. With the plus (+) sign in the top edge of the studio view you can add a video area to the banner. The settings and size of the video area can be edited by clicking the video area with the right mouse button. The banner can be previewed at any time using Preview buttons.

In case of any problems, you can share us the changes made so far by clicking the Share button in the top right corner of the studio view, or by downloading the banner to your device and then emailing it to digitrafiikki@mtv.fi.



Venetian (desktop, HTML5)

A very eye-catching ad format. The first panel of the banner starts flipping one small piece at a time until the second panel is revealed in its entirety. Venetian can be executed with all ad sizes available for desktop.

What's needed:

- 5 banner panels
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit.

The completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.

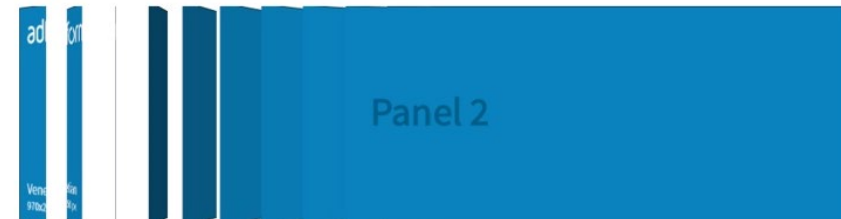


Example of an [execution](#)

Material template: [link](#)

Builder Mode material template with more editing possibilities: [link](#)

Instructions: [link](#)



3D Panorama / Rectangle (HTML5)

When the user enters the site, a 3D Panorama or Rectangle displays the first panel, then automatically displays all panels of the ad and finally comes back to display the first one. The user can change the panels by clicking on the arrows to the left and right of the ad.

This product supports using video. The Builder Mode template allows changing the rotation direction easily (horizontal/vertical) as well as adjusting the size according to your desired visibility.

What's needed:

- 4 banner panels
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit.


If the banner includes video or other special elements, the completed material must be delivered to MTV by Adform template (link alongside) either as a third-party tag or as a completed zip file. If only images are used, MTV can build the 3D product from panels, backup and URLs.

Example of an [execution](#)


Material template: [link](#)

- first change the size, then fill in necessary
- information


Builder Mode material template with more editing possibilities: [link](#)



HORIZONTAL



VERTICAL



Responsive Carousel (HTML5)

When designing the banner, please take into account that it will be displayed in two different sizes on MTVuutiset.fi: 980x400 and 300x250. The image/video carousel can be moved with the mouse, by swiping or using the arrow buttons on the sides. The carousel can contain videos, images and Adform effects. The example contains video and the slider effect in addition to images.

What's needed:

- 10 banner panels (max. 80 KB/banner)
- target URLs for the panels; possible to have a unique URL for each panel
- backup banner

The final banner file's initial download must comply with agreed banner size kilobyte limit.

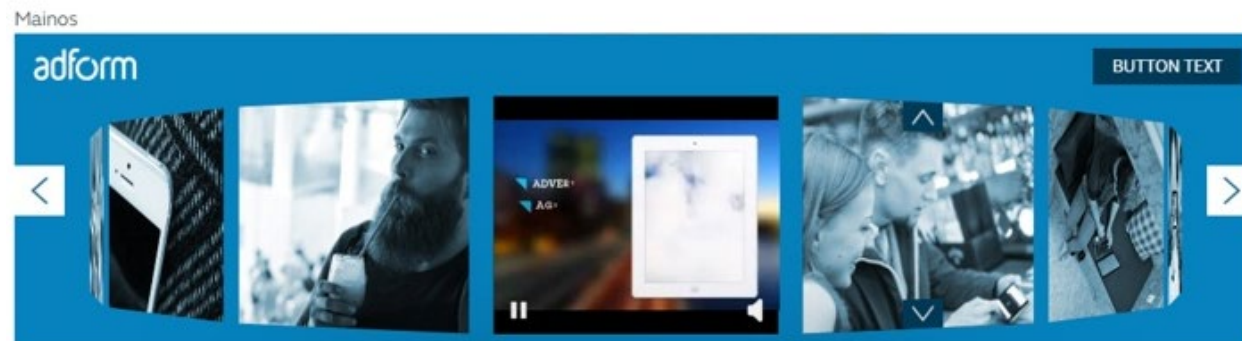
The completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.



Example of an [execution](#)

Material template: [link](#)

Instructions: [link](#)



Video Skin Marquee (HTML5)

As the user enters the site, an active video plays as a wallpaper. By clicking the video, it expands and pushes other content downward. The user can choose 1–3 videos. The ad runs full-size until the user closes the ad.

What's needed:

- 1103x1021 px .png/.jpeg image (screenshot)
- videos for each 640x360 video option (.mp4)
 - videos max. 30 s, no more than 3 videos
- images of the videos (640x360 px); otherwise the wall will remain black, if the video starts delayed
- materials (including the manifest.json and HTML files) must be zipped together with the images, scripts and other material

Note: manifest.json and HTML files must be placed at the root of the zip file.

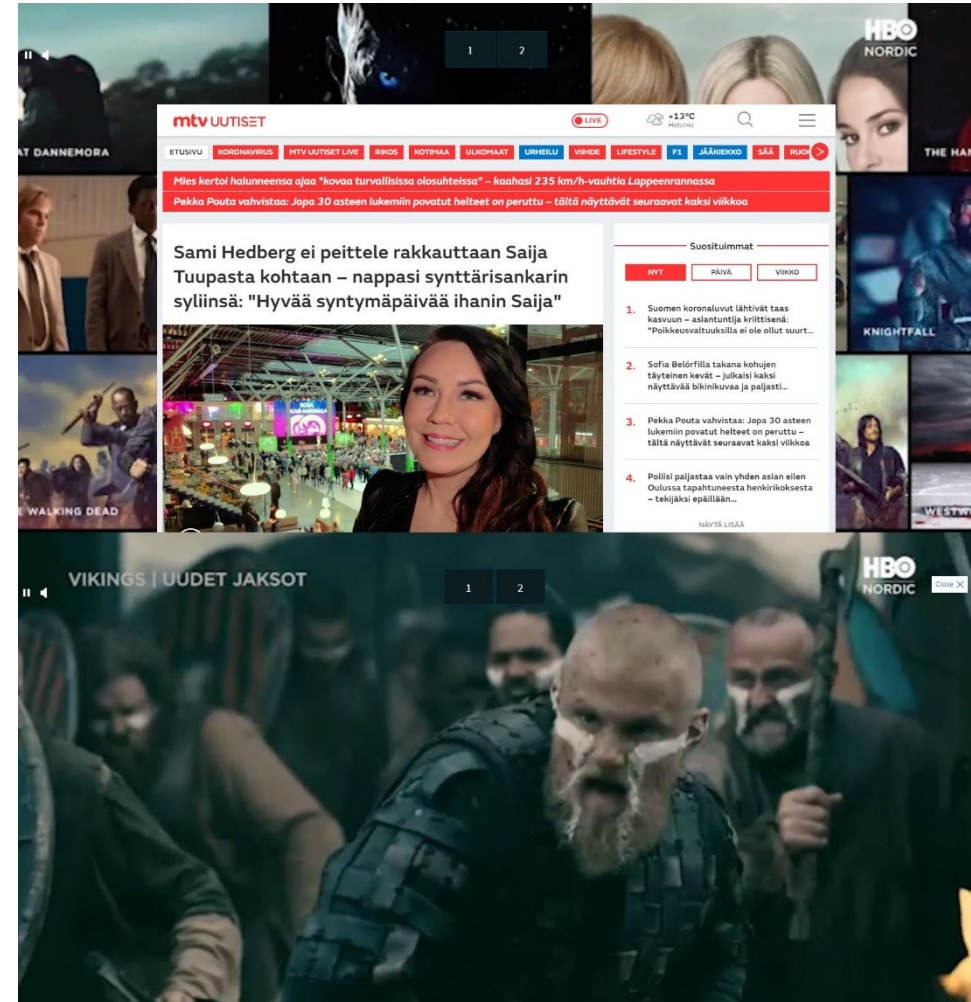
The completed material must be delivered to MTV by Adform template (link below) either as a third-party tag or as a completed zip file.



Example of an [execution](#)

Material template in Adforms HTML5 studio: [link](#)

Instructions: [link](#)



Wallpaper (background image)

The wallpaper can be either repeating or the size of a user's screen. If you're buying the wallpaper programmatically, please contact programmatic@mtv.fi.

Repeating wallpaper

- a small image that repeats in the background of the site
- max. 50 KB
- .jpeg, .gif or .png

Large wallpaper

- not repeating
- recommended size 1920x1124 px (Note: the width of the content 1220 px)
- max. 100 KB
- .jpeg, .gif or .png

Polite mode loading image and backup image for the banner in connection with the wallpaper

The purpose of the polite mode is to display the ad message as early as possible while loading the page, in case rich media scripts are slowing down the actual banner download. This improves the inscreen of the campaign by roughly 20–40 %. The same banner can also be used as a campaign's backup image, if the banner properties contain technology incompatible with the browser.

- max. 100 KB
- .jpeg, .gif or .png

The wallpaper can also be clickable. If you want the wallpaper to include a link button and a target URL, remember to mention this when providing the materials. A combination of giant panorama/panorama banner and wallpaper can be supplied either as two separate material deliveries or by including them both in the same third-party tag. Please note that we cannot separate the clicks of the banner from the ones of the wallpaper.

The materials are sent by email to digitrafiikki@mtv.fi. The completed material for .gif, .jpeg, .png and HTML5 banners must be delivered three (3) working days before the campaign launch. The completed material for rich media banners must be delivered five (5) working days before the campaign launch.

Information to be included in the email

- customer's name and campaign name
- campaign period
- materials for display in .gif, .jpeg, .png and HTML5 file formats
- URL to which the banner and wallpaper will be linked
- necessary ad-specific instructions

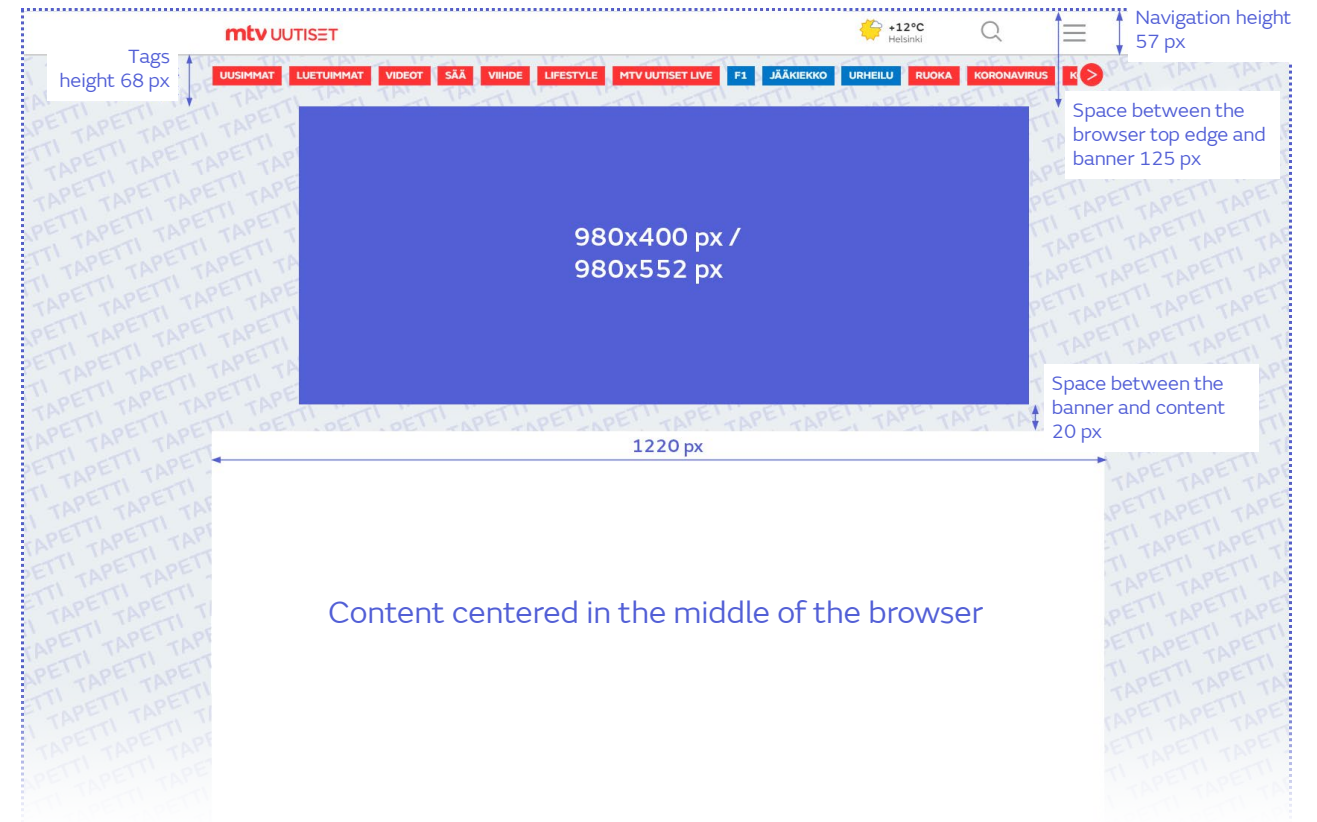
The large wallpaper can be scrolling or fixed. The scrolling wallpaper moves out of the view together with the banner as the page is scrolled down. The fixed wallpaper will stay in its place as the content is scrolled.

When designing, consider the 1220 px wide content area that will hide the middle part of the wallpaper. A large wallpaper works best with a big and clear motif that looks like appearing from behind the content area. The layout should place the most important things close to the edges of the content area, because different screens show different amount of the background.

The wallpaper is centered horizontally meaning the outer edges are cut off on a smaller display. If you want to align the wallpaper with the image on the banner, please note that the navigation bar at the top of the site and the tag list push the banner and other content down a total of 125 px. The wallpaper always starts at the top of the page.

Making the banner transparent is the easiest and most eye-catching solution. A common solution is to layout the images to the wallpaper and leave the text in the banner with a transparent background. This way the wallpaper and banner do not have to align down to a single pixel.

A blank or differently colored space shouldn't be left by the content area because it often causes visual problems when scrolling or zooming the browser. It's advisable to also define the background color. Blending the background image in with the background color on the sides and the bottom creates the best appearance even on the largest displays.



Additional elements in banners: video and sound

Video banner (streaming banner)

The video sounds may start only after user activity, meaning the user either starts the video by clicking it or by pressing the sound control buttons. The video must not loop.

The video must stay within the area of the banner.

- banner file maximum size: 100–250 KB (depending on the ad format)
- video file maximum size: 3 000 KB
- duration no longer than 30 s

It is important to aim for making the file of the video banner as small as possible and make the loading of the video smooth also with slower connections. A start image the size of the video as well as a backup banner must always be provided for the video banner. The backup banner will be displayed in case the video banner load fails. If the pixel size of the video is smaller than the agreed banner, also a background image the size of the banner must be provided.

Video start and stop

The video file may not load at the initial download but must be called into the banner separately. If the video starts as autoplay, it must absolutely be muted. It is advisable to add sound controls for starting the sound.

The video must be stoppable, meaning the banner must have a pause or stop button. A common way of implementing the stop is to make it happen the same way the video starts: if the video starts by clicking, it is also stopped by clicking a separate stop button. Similarly, a video that starts by hovering the mouse cursor over the ad, stops as the cursor is moved off the ad.

Sound

It is important for the user experience of our site that the sound of the ad does not start automatically, but only by user input.

The sound can start if a user starts the video by clicking on the video start button.

Alternatively, if the video starts without user input, the video should have separate “sound on” and “sound off” buttons for the user to control the sound. In this case, the sound may not be turned on by default.

Material instructions

Display, making an HTML5 ad

Structure of the material

Display advertising on MTVuutiset.fi uses the Adform advertisement server so the folder structure and content must comply with Adform [instructions](#). The easiest way of creating the HTML5 materials in the correct format is to use the [HTML5 studio](#) (a free-of-charge HTML5 service that does not require registering).

HTML5 materials must be delivered as a compressed zip file, which size must not exceed the ad format-specific kilobyte limit.

You can also check the completed zip file with Adform HTML5 Studio to make sure the different elements and click tags work correctly. The service will notify you if, for example, a link button is not in the correct format to be used by Adform, and the fix can be implemented with a click of a button.

The material must have one uniting HTML file (such as index.html). Adform also requires that HTML5 banners that run on their server have the files "manifest.json" and "ADFBannerProperties.xml", which are easy to create by using Adform HTML5 Studio for compiling and checking the materials. The margin value for the style definitions of the material must be 0 to ensure that a browser's default settings do not add any additional border lines on the outside edges of the banner.



Example of a folder structure in the file bannerdelivery.zip:

- banner_main_asset/
 - scripts/
 - custom.js
 - index.html
 - manifest.json
- ADFBannerProperties.xml
- backup.jpg
- polite.jpg

Landing page URLs in the material

The URLs for the landing pages must be included directly in the material. The URL must begin with `https://` and a link must open in a new browser tab. The advertiser's own possible click monitoring is set up directly in the material. The ads must support the click monitoring used by Adform ([link](#)).

Other things to note

Some older browsers do not support HTML5 technology. The backup image, which must be located within the HTML5 zip file, will be shown to browsers that do not support HTML5. This can also easily be added in Adform HTML5 Studio.

The HTML material must comply with the kilobyte and performance limits for materials and consider the number of individual https calls. The material may not include calls to http content because they are automatically blocked on MTVuutiset.fi. If the ad loads resources (images, videos, fonts etc.) from a third-party server, the server must be able to handle the load generated by the ad delivery.

- no public JavaScript variables
- no cookies or other user-specific data

The CSS definitions of the ad may not change the publisher's page style definitions. The CSS selectors must be defined so that they only affect the elements of the ad.

Material instructions

Native advertising and social media promotions

Article images

The main image of an article is a horizontal image (2048x1152 px) with a customer's logo. Multiple images are allowed. If the customer does not provide the main image, images from an image bank will be used. MTV suggests potential images to the customer. The customer's logo with the background removed must be provided as .psd-, .png-, .gif- or .jpg format.

Video embedded in an article

- Youtube or Vimeo link
- file formats .mp4 or .mov (H.264)
- video size 1920 x 1080 px
- 25 fps
- stereo audio 44.1 kHz or 48 kHz
- Sound levels EBU R128 standard -23 LUFS
- video bitrate 8 000–16 000 KBps
- audio bitrate 384 KBps

Banner placements available in an article

- Giant panorama 980x400 px, max. 250 KB
- Giant rectangle 468x400 px, max. 250 KB
- Elongated skyscraper 160x600 px, max. 80 KB
- Mobile giant panorama 300x300 px, max. 80 KB

Social media promotion

- Account/@/# to be tagged or otherwise included in the post
- Image size in Facebook and Instagram feed 1080x1080 px, aspect ratio 1:1
 - further information [here](#)
- For videos we recommend using subtitles and short duration (max. 30 s)
 - further information [here](#)

Material delivery

All the material must be emailed three (3) working days before publishing to digitrafiikki@mtv.fi.

Information to be included in the email:

- customer's name and campaign name
- necessary material-specific instructions
- URL to which will be used in the materials
- ad tracking tags, if used



MTV native game material information is game-specific and will be provided separately