



2026

# MATERIAL INSTRUCTIONS



# Material instructions

## Total TV advertising

### Delivery of ads and broadcasting instructions

The advertisements and broadcasting instructions must be delivered to MTV on weekdays by 12:00 allowing two full working days between delivery day and the first broadcasting day. The ads are delivered using the Spotgate service ([spotgate.fi](https://spotgate.fi)). Broadcasting instructions, as well as the URL and possible tracking used in ads for MTV Total TV campaigns, must be submitted in writing using the ad's SG code (Spotgate ID) to [video@mtv.fi](mailto:video@mtv.fi). MTV Oy retains materials delivered via Spotgate for two years.

MTV does not accept responsibility for any transmission errors if the advertisement has not been delivered in the manner mentioned above.

Please note the exception schedules for public holidays, etc. above. Exception schedules are available from Media Planning and the Spotgate service.

See the Materials section of the Terms of Sale for more detailed information on material changes.

MTV Oy accepts SG4-coded ads delivered as Total TV material through Spotgate.

The length of the ad must be divisible by 5 seconds (5 sec, 10 sec, 15 sec, etc.).

Technical specifications available at [spotgate.fi](https://spotgate.fi)

### Information attached to the email

- customer, campaign name and campaign number
- campaign period
- SG code
- URL to which the ad is linked, possible tracking
- ad-specific instructions if required

## Political advertising

The advertiser undertakes to comply with the applicable obligations of the Political Advertising Regulation. A political advertisement must contain at least:

- political advertisement – marking throughout the duration of the advertisement
- name of the funder and the party with effective control.
- information on which election or decision-making the advertisement is related to.
- mention of targeting, if profiling was used.
- the advertisement must also clearly state where a more detailed transparency statement can be found (for example, via a link or QR code).

## Products and services that cannot be not be advertised

- products prohibited by the Tobacco Act
- medicines and medical treatments available only with a doctor's prescription
- alcohol (over 22% ABV)

## Products and services with restriction in advertising

- content harmful to children (time restrictions)
- alcohol (under 22% ABV); performances allowed after 10:00 PM
- adult entertainment services, chat and companionship lines, etc.
- gambling advertising

## Content of advertisements

The advertiser is responsible for the content of the advertisement.

Advertisements must comply with laws, regulations, international basic rules for advertising, as well as the regulations of the Consumer Ombudsman and other authorities. The customer is obliged to ensure that the advertisement complies with the advertising guidelines of MTV and/or other sales partnerships represented by MTV, as applicable. Pharmaceutical advertisements are checked in advance by the Pharmaceutical Advertising Review Committee of the Finnish Pharmaceutical Industry (Lääketeollisuus Ry).

MTV Oy is not responsible for costs or penalties to advertisers that arise from the advertisement not meeting the given regulations, being incorrect or not in accordance with the material guidelines. MTV Oy reserves the right, without any liability for compensation, to postpone the advertising times or to suspend the campaign if this is required for reasons related to the content of the advertisement or for other special reasons.

## Material instructions

# Total TV advertising: RBS Total TV sponsorship

### Delivery of bumpers and broadcasting instructions

Bumpers and broadcasting instructions must be delivered to MTV Oy by 12:00 on weekdays, so that there is two working days between delivery day and the first broadcasting day. Bumpers are delivered using the Spotgate service ([spotgate.fi](https://spotgate.fi)). Broadcasting instructions, as well as the URL and possible tracking, must be submitted in writing using the bumper's SG code (Spotgate ID) to [video@mtv.fi](mailto:video@mtv.fi).

A maximum of one bumper/length/week can be delivered for the RBS Total TV sponsorship campaign. MTV Oy retains bumpers delivered via Spotgate for two years.

MTV Oy does not take responsibility for any possible transmission error if the bumper has not been delivered in the manner mentioned above.

Please note the exception schedules for public holidays, etc. above. Exception schedules are available from Media Planning and the Spotgate service.

See the Materials section of the Terms of Sale for more detailed information on material changes.

MTV Oy accepts SG4-coded bumpers delivered as Total TV material through Spotgate. Technical specifications available at [spotgate.fi](https://spotgate.fi)

### Information attached to the email

- customer, campaign name and campaign number
- campaign period
- SG code
- URL to which the bumper is linked, possible tracking
- bumper-specific instructions if required

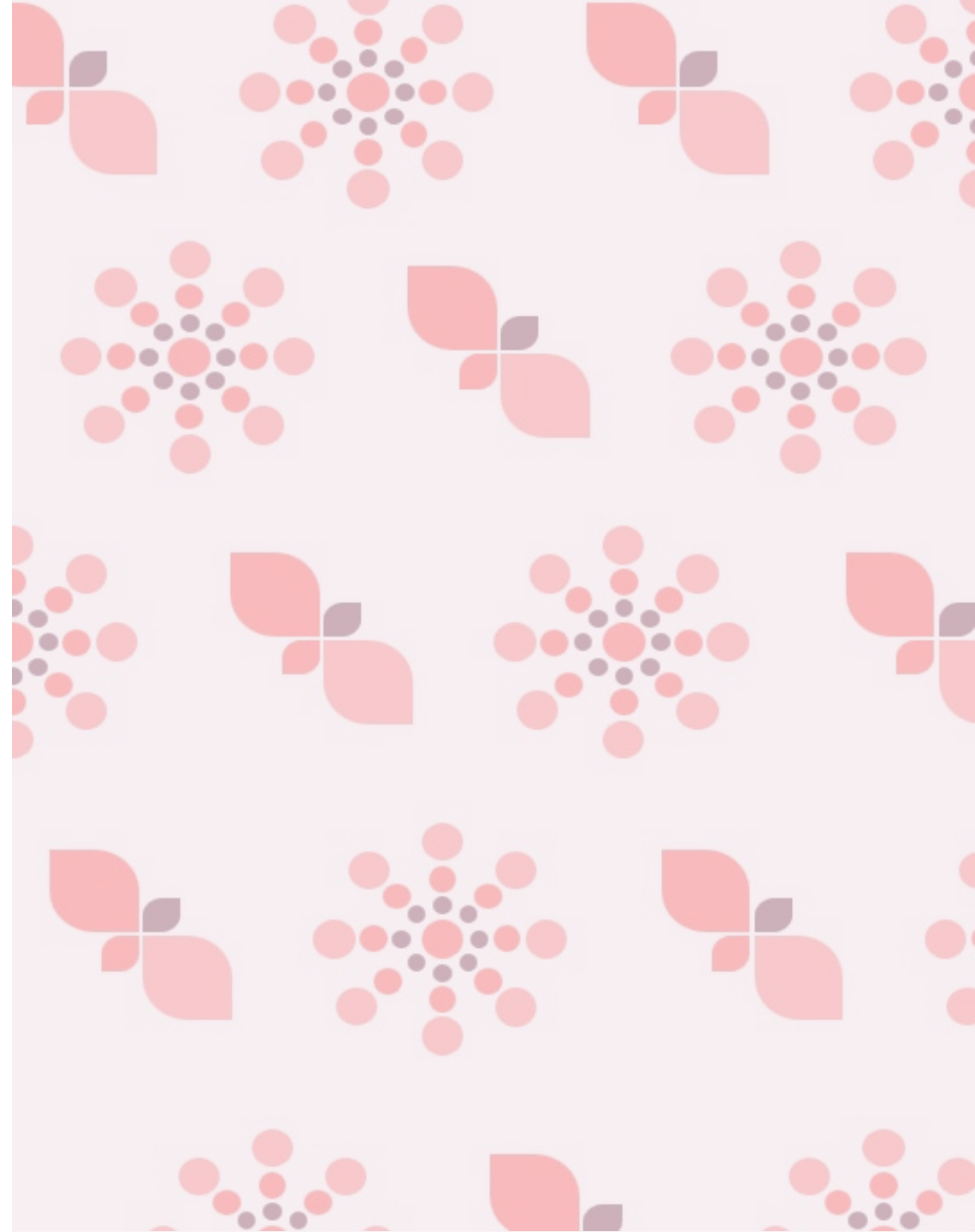
### Content of bumpers

The content of the bumpers is subject to different guidelines than commercial breaks, and the bumpers must comply with the instructions provided for program partnership bumpers (see the next page). By approving the content with MTV Oy before submitting the bumper via Spotgate, you can ensure that it is legal. Approval must be done well in advance of the start of the campaign by submitting the plan, script, raw version or finished bumper to [video@mtv.fi](mailto:video@mtv.fi).

## Rules for the content of RBS Total TV sponsorship bumpers

Bumpers must follow the guidelines for program sponsorship bumpers. The main points are:

- Bumpers must not contain advertising expressions, such as product descriptions, product feature listings, sales claims, references to brand quality or effectiveness, slogans, calls to purchase or other activations, prices, etc. The product or service itself may be displayed.
- The bumper must indicate the partner's affiliation with the program (e.g. "in co-operation", "sponsored by", "program provided by").
- Internet addresses are allowed. Phone numbers may not be displayed.
- The bumper cannot be a television commercial used in ad breaks. If the bumper uses material cut or edited from a television commercial, it must be noted that the television commercial in question cannot be run in an ad break campaign during the program sponsorship.



# Material instructions

## Video advertising

### Delivery of ads and broadcasting instructions

The advertisements and broadcasting instructions must be delivered to MTV on weekdays by 12:00 allowing two full working days between delivery day and the first broadcasting day. The ads are delivered using the Spotgate service ([spotgate.fi](https://spotgate.fi)). VAST invitations and Pause ad materials are delivered by email, as well as the URL and possible tracking to [video@mtv.fi](mailto:video@mtv.fi).

The customer can deliver a maximum of five (5) different advertisements for one product. MTV Oy retains advertisements delivered via Spotgate for two years.

MTV Oy does not take responsibility for any possible transmission error if the advertisement has not been delivered in the manner mentioned above.

Please note the exception schedules for public holidays, etc. above. The exception schedules are available from Media Planning and the Spotgate service.

See the Materials section of the Terms of Sale for more detailed information on material changes.

MTV Oy accepts SG4-starting ads delivered as both Total TV and online material via Spotgate. Technical specifications available at [spotgate.fi](https://spotgate.fi)

### Information attached to the email

- customer, campaign name and campaign number
- campaign period
- SG code or VAST call, Pause ad
- URL to which the ad is linked, possible tracking
- ad-specific instructions if required

If an advertiser purchases advertising space on the Disney+ service of the Disney Group, the advertiser undertakes to use only previously approved tracking technologies in advertising material intended for the Disney+ service. The currently approved technologies are the following: Adform, DoubleClick, Flashtalking and IAS. MTV has the right to reject advertising material if it contains tracking technologies other than those mentioned above. The use of tracking technologies is conditional on the advertisement being directed at adults and on the viewers having given the necessary consents regarding the processing of personal data.

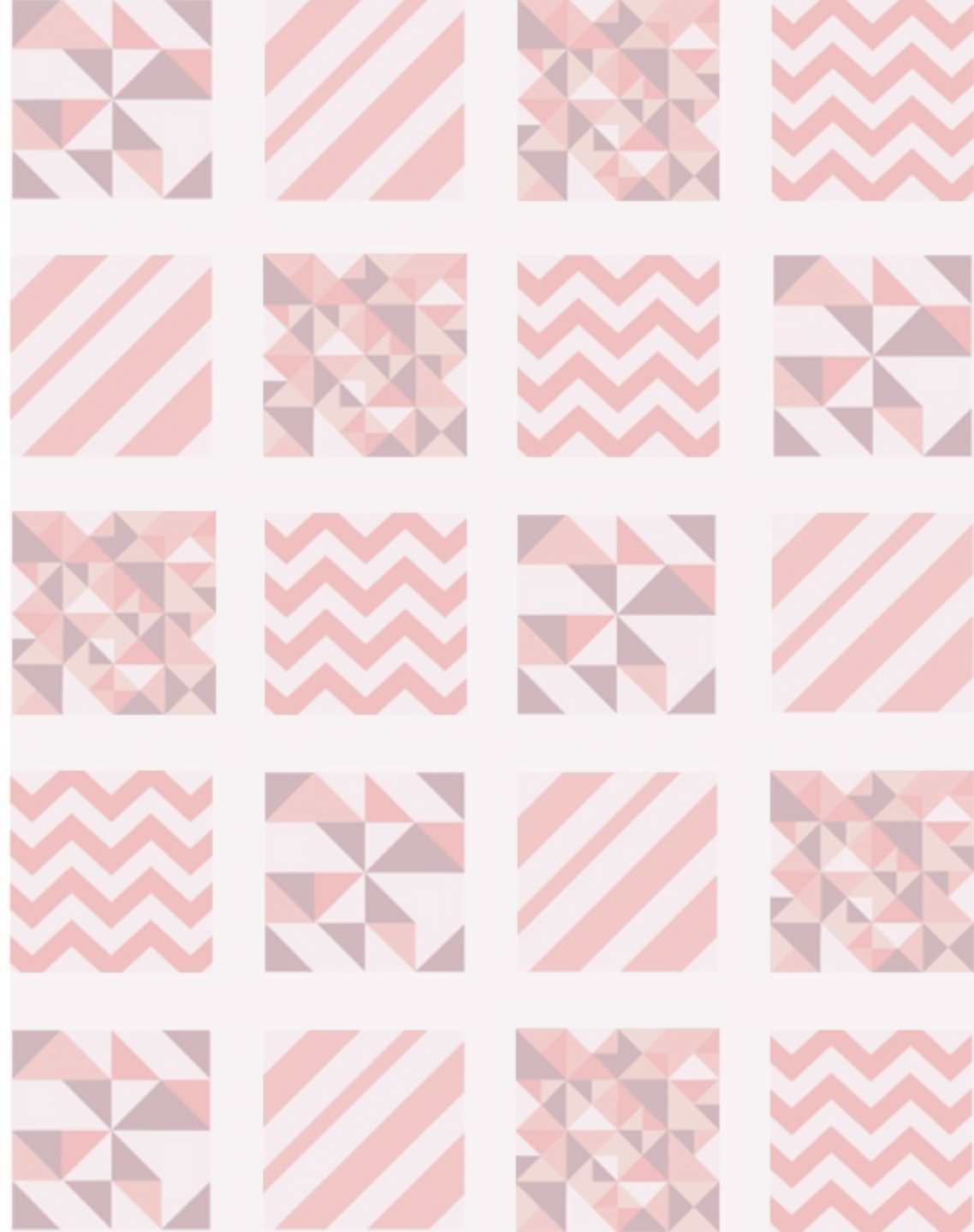
## Instream video (direct campaigns)

- ads starting with SG4 delivered via Spotgate
- Spotgate supports a few video formats
- detailed information available here: [spotgate.fi](https://spotgate.fi) (“accepted file formats”)
- the traditional working format is ([instructions can be found here](#)):
  - mxf / XDCAMHD422 (50Mb/s CBR)
  - Upper field First
  - 25 fps
  - 1920x1080 px
  - audio 48 kHz 24 bit stereo EBU R.128-2014 (-23 LUFs)
- ad length must be 5 s divisible pl. Bumper ad 6 s

## Pause Ad

- file format .png or .jpg
- size 1280x720 px
- maximum file size 200 KB
- target URL QR code placed on the advertiser's page or banner

Translucent layer bars appear above the ad, with a close button in either the upper right or left corner, depending on the device, and a play button in the lower left corner. You can make two different versions of the ad if you want; one with a QR code for large screens and one without a QR code, where the control works when you click on the ad.



## VAST agency calls, instream video (direct campaigns and programmatic buying)

When delivering an ad as a VAST call, or when a campaign is purchased through programmatic buying, the buyer must ensure that the ad call meets these guidelines:

- VAST 4.2 or earlier
- file format .mp4 (other file formats must be disabled in your own advertising management)
- material size: 1920x1080 px
- only allowed aspect ratio: 16:9
- HbbTV bitrate: 15-20 Mbps (15,000-20,000 kbps)
- minimum bitrate: 1,500 kbps
- audio level according to the EBU R128 standard -23 LUFS. You can check the sound level of the ad with MTV's test tool: <https://mtv-loudness-check.a2d.tv/>
- the video and audio tracks must be of equal length
- the ad call must not contain VPAID assets
- if the ad behind the VAST call changes, the ad call must be resubmitted

Additional information related to  
programmatic buying  
[programmatic@mtv.fi](mailto:programmatic@mtv.fi)

## Make sure the advertising content is displayed - take into account the security limits of advertisements on TV channels and MTV Katsomo

Action safe area means the area of the television screen where all important action and graphics can be seen without clipping. This is especially important in older TVs with overscan, but also in today's digital TVs and between different screens.

The instructions for the Action safe area vary slightly, but all important content (e.g. texts, graphics, logos) should be placed about 5-10 % of the edges of the screen inwards. This ensures that the content is displayed correctly on all devices and screens.



## Material instructions

# Digital advertising: Display and Outstream

### Delivery of ads and broadcasting instructions

The ads and detailed instructions must be delivered by email to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) on weekdays by 12:00 allowing two full working days between delivery day and the 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 ad is not delivered as described above.

### Information attached to the email

- customer, campaign name and campaign number
- campaign period
- URL to which the ad is be linked
- ad-specific instructions if required

### Products and services that cannot be advertised on MTV Oy'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 and sizes 2026

| AD FORMAT                          | SIZE (KB)<br>max. | BANNER SIZE (px)                       |
|------------------------------------|-------------------|----------------------------------------|
| Giant panorama<br>Mega panorama    | 250               | 980x400<br>980x552                     |
| Panorama                           | 100               | 980x120                                |
| Mobile top placement               | 250               | 300x300 / 320x320                      |
| Full page desktop                  | 250               | 620x891                                |
| Full page mobile                   | 250               | 300x431 / 300x600<br>320x480 / 320x568 |
| Giant rectangle                    | 250               | 468x400                                |
| Mega rectangle                     | 250               | 468x600                                |
| Mobile rectangle                   | 250               | 300x300 / 320x320 / 300x250            |
| Skyscraper<br>Elongated skyscraper | 100               | 140x350<br>160x600                     |
| Mega skyscraper                    | 250               | 200x600 / 250x600 / 300x600            |

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 and Outstream

### Adnami special ad formats

Mobile Topscroll  
Mobile Midscroll  
Desktop Topscroll  
Desktop Midscroll  
Desktop Skin -formats  
Mobile Elevator Scroll  
Mobile Reel Expander  
Mobile Cube  
Mobile Social Display

### Video banners and Outstream

SeenThis Video banners  
Oustream-video: Article video and Vertical video

### Adform special ad formats

Mobile 3D Cube (MRAID)  
Mobile Slice Box (MRAID)  
Mobile Scratch (MRAID)  
Venetian (desktop, HTML5)  
3D Panorama / rectangle (HTML5)  
Wallpaper (background image)  
Additional elements in banners:  
Video and sound

# Adnami special ad formats

## Adnami Mobile Topscroll

### IMAGE:

- 1080x1920 px, max. 250 KB
- .jpg, .png or .gif
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

### VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

instructions: [link](#)

## Adnami Mobile Midscroll

### IMAGE:

- 1080x1920 px, max. 250 KB
- .jpg, .png or .gif
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

### VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

# Adnami special ad formats

## Adnami Desktop Topscroll

### IMAGE:

- 2560x1440 px (16:9), max. 200 KB
- .jpg, .png
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

### VIDEO:

- 1920x1080 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the bottom of the image. Keep a 35 % exclusion zone in the bottom so that all the important information will be visible on the screen simultaneously.

instructions: [link](#)

## Adnami Desktop Midscroll

### IMAGE:

- 2560x1440 px, max. 200 KB
- .jpg, .png
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

### VIDEO:

- 1920x1080 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously.

Instructions: [link](#)

## Adnami Desktop Skin -formats

MTV has certified several different Adnami Desktop Skin –formats, which all have different material instructions

- [Seamless Skin](#)
- [Seamless Sliding Skin](#)
- [Pushdown Skin](#)
- [Fluid Skin](#)
- Depending on the format, you can use either image or video as background, but notice, that the width of MTV's content area is 720 px!
- Depending on the format, top banner is optional. But please notice that the top banner width can be max. 720 px – this is an exception from other publishers!
- Different overlay-images can be used on top of both banner and the wallpaper/background
- The maximum weight of all formats is 3,5 Mb, and lighter versions bring best results
- If top banner included: MTV's size 720x400 px (JPG, PNG, MP4, HTML5-zip or 3rd party script)
- If side panels included: video 1080x1920 px MP4 max 30 sec, or image 800x1440 px JPG
- If overlays included: transparent PNG, max 800x1440 px
- Formats with one background asset:
  - Image 1920x1124 px (JPG), max 250 kt
  - Video 1920x1080 px (MP4), max 1 Mb

## Adnami Mobile Elevator Scroller

### IMAGE:

- 1080x1920 px, max. 250 KB
- background image: 1080x1920 px, .jpg, .png or .gif
- overlay image: an image with transparent background including texts and advertiser's logo (.png)
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously
- overlay pixel size is flexible, but please note that it places in the background in maximum size

Instructions: [link](#)

### VIDEO:

- 1080x1920 px, max. 3 MB
- video .mp4
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the video. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously

Instructions: [link](#)

## Adnami Mobile Reel Expander

### MATERIALS:

- Max. 5 images or videos: 1080x1920px (9:16)
- .jpg, .png or MP4
- Logo: 400x400 (1:1), logo cropataan ympyräksi!
- Weight: max. 3MB
- Urls: max. 6 URL addresses: an own for each image/video, and 1 for the CTA button
- Brand name: the name fo the advertiser or brand, max. 25 characters
- Headline text: max 65 characters
- Expand button: Propts the user to expand the ad, max 15 characters
- CTA button: the button propts the user to the advertiser's site, max. 25 characters

Instructions: [link](#)

## Adnami Mobile Cube

### IMAGE:

- 4 images, max. 100 KB / image
- .jpg, .png or .gif
- 300x600, 320x320, 300x300 or 300x250 px
- layout: important texts, logos or CTAs should not be placed on the top or bottom of the image. Keep a 15 % exclusion zone in both top and bottom so that all the important information will be visible on the screen simultaneously

Instructions: [link](#)

## Adnami Mobile Social Display

Can be done either as mobile giant panorama or mobile full page.

### FACEBOOK STANDARD:

- mobile format that resembles a Facebook post
- main image or video dimensions 320x200 px
- main image or video kilobyte limits: image 200 KB and video 1,5 MB, however in total max. 3,5 MB
- .jpg, .png, .gif / .mp4
- profile image 70x70 px
- hashtags max. 30 characters
- main text total max. 110 characters
- short CTA button text (e.g. Read more / Participate / Click here etc.); colors for the button and text can be defined
- possible to utilize 5 swipes, i.e. max. 5 images/videos taking the total size limit max. 3,5 MB into consideration

Instructions: [link](#)

Example of execution: [link](#)

### INSTAGRAM STORY:

- mobile format that resembles an Instagram story
- main image or video dimensions 320x480 px
- main image or video kilobyte limits: image 200 KB and video 1,5 MB, however in total max. 3,5 MB
- .jpg, .png, .gif / .mp4
- profile image 70x70 px
- hashtags max. 30 characters
- short CTA button text (e.g. Read more / Participate / Click here etc.); colors for the button and text can be defined
- possible to utilize 5 swipes, i.e. max. 5 images/videos taking the total size limit max. 3,5 MB into consideration

Instructions: [link](#)

Example of execution: [link](#)

# Videobanners and Outstream-videos

## SeenThis – video banner

The video banner can be made to any display size! It is easiest to use horizontal (16:9) or vertical (9:16) video – then the banner production is simple. Horizontal video banner sizes are 980x552 px in desktop and 320x180px in mobile, and vertical video banner size in mobile is 320x568 px.

- video format: MP4
- video size: can either be delivered directly in the size of the agreed banners, or, for example, in 16:9/9:16, and the video is either cropped as required, or placed as such in the banner and the color of background outside the video is agreed on
- Note! If the intention is to crop several banner sizes from one video, it would be good if any existing logos and texts in the video are not located on the outer edges
- weight: the video has no weight limit
- logo (optional): logo with background transparent, PNG
- CTA button (not mandatory): a prompt-text button can be added to the banner, e.g. Find out more!/View offer/Click and win!
- text (not mandatory): The text can be used, for example, to convey a message that would come from the soundtrack on TV
- button and text colors can also be defined (color codes!)
- fonts (optional): fonts to be used for buttons or text layers can also be provided
- preview: The preview is sent to the customer for approval

## Outstream-video: MTV Uutiset Article video and Vertical video

- file format .mp4, also delivering a VAST ad tag\* is possible
- video size max. 5 MB
- aspect ratio:
  - Article Video: landscape 16:9 (applicable for all devices)
  - Vertical video: vertical 9:16 (applicable to mobile devices)
- duration 5–120 sec, but 5-20 sec recommended

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

- VAST 4.2 or earlier versions
- file format .mp4
- maximum bitrate 12 000 KBps
- tags must be fully SSL (https) compatible

# Adform special ad formats

## 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.

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.

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.

- 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.

Material template: [link](#)

Instructions: [link](#)

## Mobile Scratch (MRAID)

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

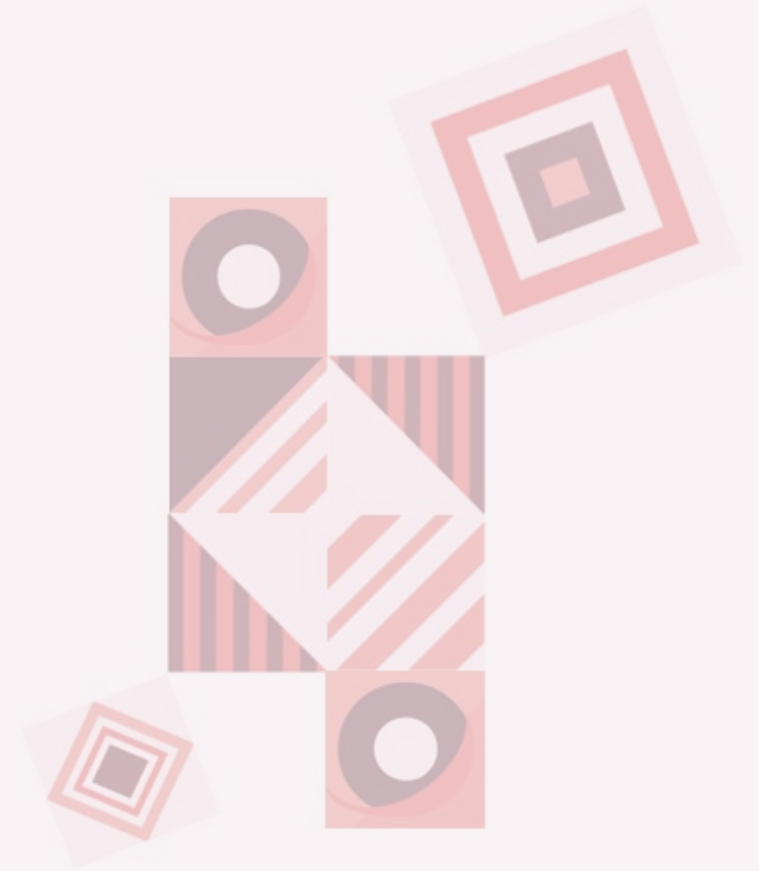
- the start image with a prompt to scratch / swipe / clean
- the image that will be revealed under the start image
- target URL
- backup banner

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.

Material template: [link](#)

Instructions: [link](#)



## 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.

- 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.

Material template: [link](#)

Builder Mode material template with more editing possibilities: [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.

- 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.

Material template: [link](#) (first change the size, then fill in necessary information)

Builder Mode material template, with more editing possibilities: [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](mailto: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 720 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 delivered 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 delivered by email to [digitrafiikki@mtv.fi](mailto: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 the campaign name
- campaign period
- materials for display in .gif-, .jpeg-, .png- and HTML5 file formats
- URL to which the banner/wallpaper will be linked
- necessary ad-specific instructions

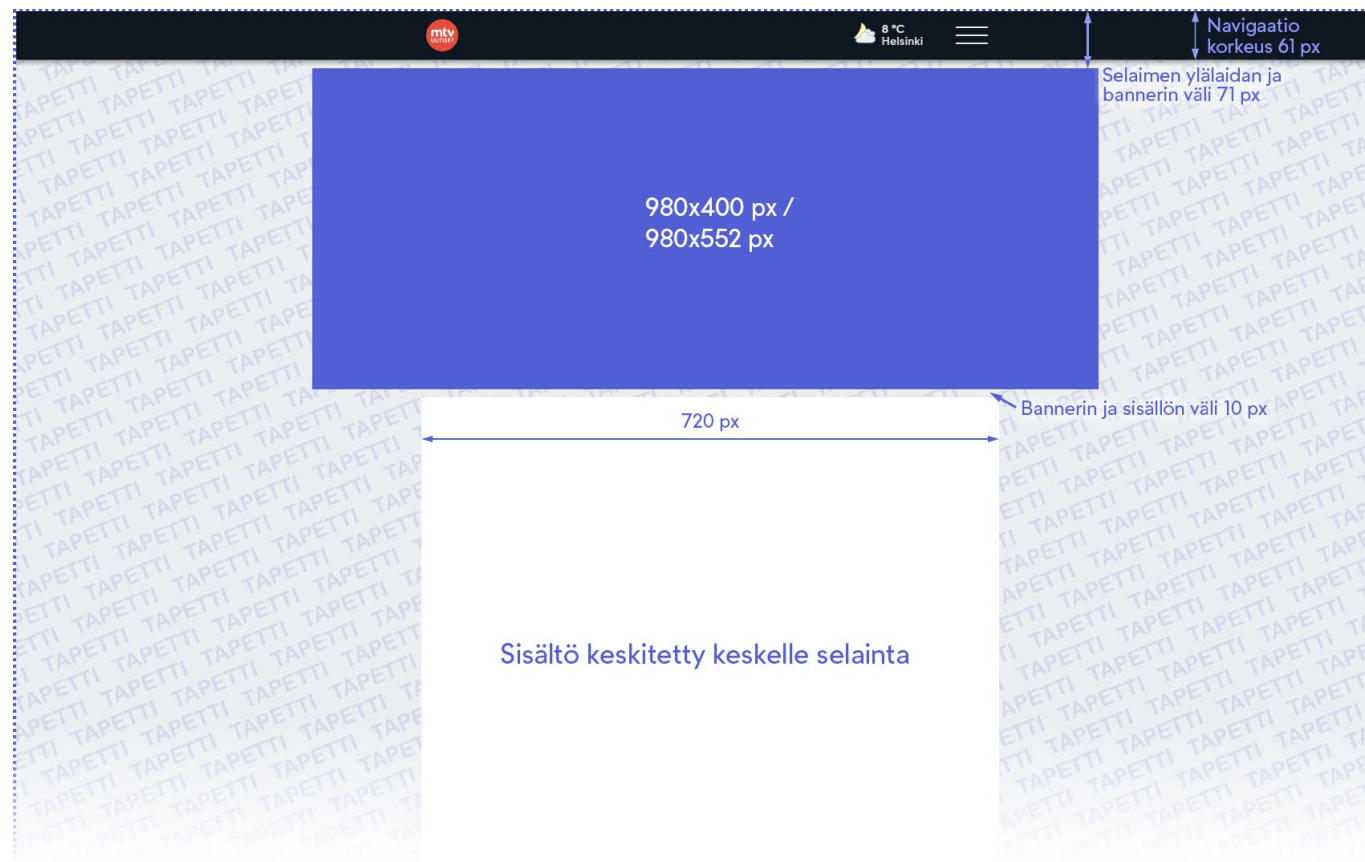
The large wallpaper can be scrolling or fixed. The scrolling wallpaper moves out of the view together with the banner as the page is scrolled down. The fixed wallpaper will stay in its place as the content is scrolled.

When designing, consider the 720 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 71 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

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 sec

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 or a color code which is wanted for the background.

### 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 media places the material inside an iframe element. 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](#)).

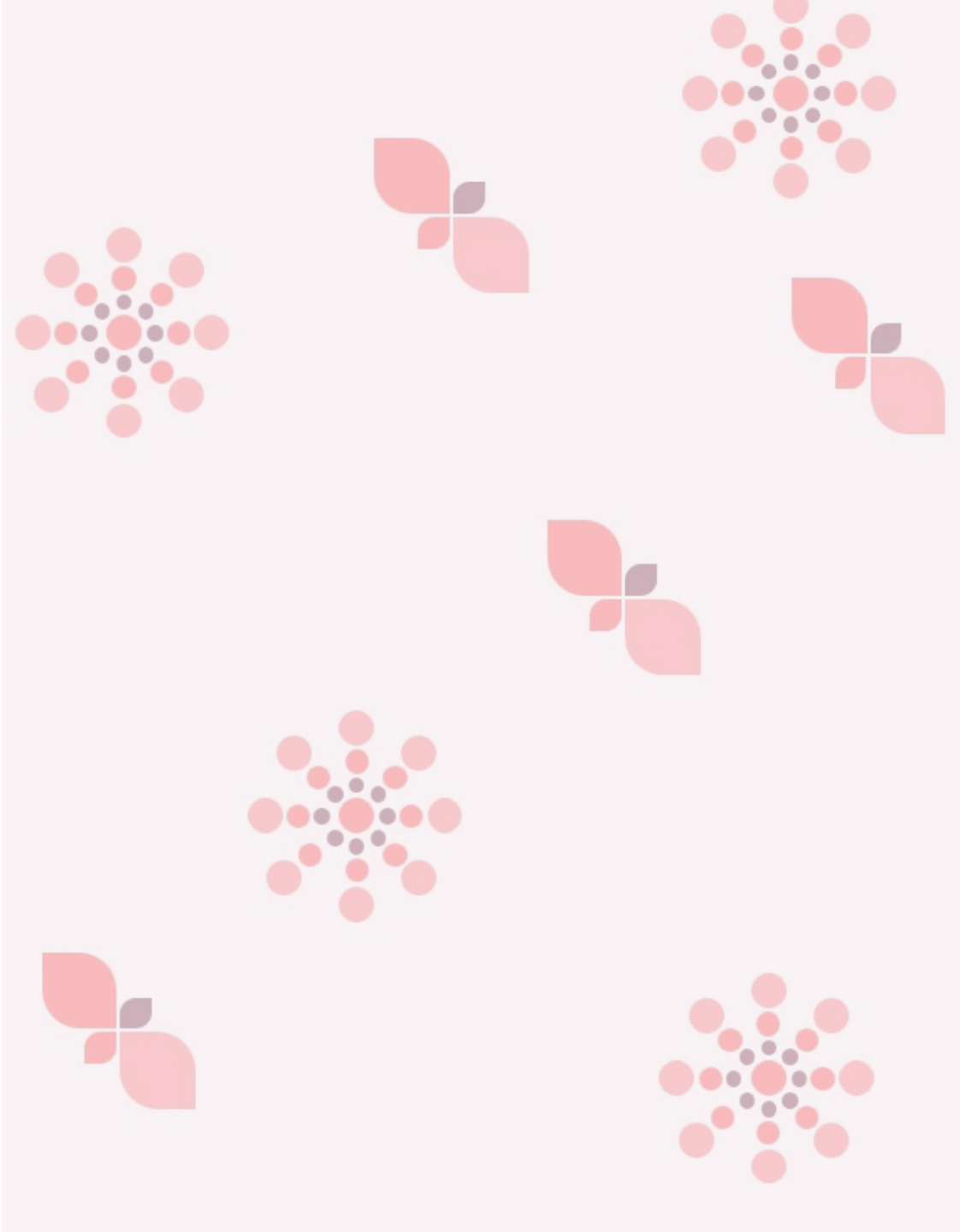
## Other things to note

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 for native advertising

## Native article

### Article images

- The main image of an article is a horizontal image (1200x675 px, max 290px) 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 Oy suggests potential images to the customer.

### Native article text

- The advertiser delivers the article text to MTV by default. Customer can also order the text to be written by MTV – for an extra fee. Look for more information on article text in the next column

### Banner placements available in the article

- giant panorama 980x400 px, max. 250 KB
- giant rectangle 468x400 px, max. 250 KB
- elongated skyscraper 160x600 px, max. 100 KB
- Mobile giant panorama 300x300 px, max. 250 KB

### Video embedded in the 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

### Material delivery

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

Information to be included in the email:

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

### Specific considerations regarding native advertising

Native articles are primarily written for the readers of MTVuutiset.fi and they must comply with the laws, regulations, and good manners. A native article cannot be a ready press release, presentation of a product or company, a direct marketing material or an advertisement text. The editor in chief of MTVuutiset.fi is responsible for all of the content published on MTVuutiset.fi and has the right to decline to publish material that does not comply with the laws, regulations, or good manners or that has other shortcomings or problems.

If an article text has been ordered from MTV, a maximum of three updates to articles is permitted. Additional updates incur an hourly rate according to MTV's price list. If the customer wishes to change an already approved article, 50% of the article's price shall be charged for the alteration. If the customer wishes an approved article to be rewritten, 75% of a new article's price shall be charged.

# Material instructions for native advertising

## MTV Click Native & MTV article publication

### MTV Click Native

The advertiser delivers following materials to MTV:

- Main image 1200x675 px (max 290Kb) with a logo (please do not align the logo in the left upper corner of the picture!)
- Advertiser/brand name, max 25 letters
- Headline max 90 letters
- Ingress max 150 letters
- Short CTA-text, max 15 letters
- Article link/ url-address

It would be good to deliver multiple images and headlines, to optimise campaign delivery!

### Article publication

The advertiser delivers following materials to MTV:

- The main image of an article is a horizontal image (1200x675 px, max 290px) 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 Oy suggests potential images to the customer.
- The advertiser delivers the article text to MTV. A native article cannot be a ready press release, presentation of a product or company, a direct marketing material or an advertisement text. The editor in chief of MTVuutiset.fi is responsible for all of the content published on MTVuutiset.fi and has the right to decline to publish material that does not comply with the laws, regulations, or good manners or that has other shortcomings or problems.

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