

Vodafone live! Creative Specifications and Rate Card

Static or animated banner ads can be dynamically served on the Vlive! Portal.

The banner and the text link underneath the banner will link through to an advertiser's specific landing page or micro-site. Third party hosted micro-sites can be linked, however it is recommended that linked site has some campaign context.

When creating banner advertising campaigns, please take into consideration the following specifications and requirements:

General Principles and Requirements

- Banner ads typically command 20% of the mobile screen (above the fold)
- The banner provides a space for advertisers to place a product image or teaser, which excites the consumer to click to gain more information
- By clicking on the banner link, the consumer is taken to a campaign microsite, which provides a rich environment for sharing the campaign's key messages and potentially opt in the consumer into a database, which enables an ongoing, one to one marketing relationship
- Banner ads appear on all pages of the Vodafone live! entertainment portal
- Micro-site should not contain commercial products offers (e.g. paid downloads) that are hosted outside Vodafone live!
- 2 or 3 different banner assets per campaign (static and animated)
- Include a response element in your campaign: competition, quiz, or similar formats, e.g. click-to-call, click-to-SMS.
- Include a free customer content download to encourage users to consume ads (i.e. game, video)

Creative Specifications

TYPE	SPECIFICATION
Dimensions	Consistent with MMA standards Size w x h X-Small 90 x 15 Small 120 x 20 Medium 168 x 28 Large 216 x 36 Non-MMA 228 x 38 X-Large 300 x 50
Format	GIF (static or animated)
Size	20 Kb (or less)
Name convention	Please name the files according to the following convention (with appropriate extension) <brand>_<campaign>_XS <brand>_<campaign>_S <brand>_<campaign>_M <brand>_<campaign>_L <brand>_<campaign>_nonMMA <brand>_<campaign>_XL All banners should be provided in a ZIP file called <brand>_<campaign>_<ddmmyy>.ZIP
Text Link	25 characters or less
Creative Submission	7 days before campaign live data

Creative Recommendations

- Use key words like Click Here, Win, Free, Special Offer, 50% off for your banner call to action.
- Animated banners should only contain 3 frames.
- First frame should contain call-to-action to make it instantly visible.
- Use as little words as possible and legible font size for your copy on the banner

Handset Specifications

To ensure a satisfactory customer experience all campaigns must be fully supported on the following devices (i.e. they represent a majority of handsets currently browsing):

NO.	DEVICE		BEARER		DIMENSIONS	
	Manufacturer	Model	2G	3G	Screen	Banner
1	Sharp	GX17	✓		120 x 160	120 x 20
2	Motorola	Razr v3x		✓	240 x 320	228 x 38
3	Sony Ericsson	W200i	✓		128 x 160	120 x 20
4	Nokia	6234		✓	240 x 320	228 x 38
5	Vodafone	715	✓		176 x 220	168 x 28
6	Nokia	6288		✓	240 x 320	228 x 38
7	Sony Ericsson	K800i		✓	240 x 320	228 x 38
8	Motorola	V360	✓		176 x 220	168 x 28
9	Sony Ericsson	V600i		✓	176 x 220	168 x 28
10	Nokia	6085	✓		128 x 160	120 x 20
11	Samsung	E250	✓		128 x 160	120 x 20
12	Nokia	5700		✓	240 x 320	228 x 38
13	Sony Ericsson	K610i		✓	176 x 220	168 x 28
14	Motorola	Razr v3	✓		176 x 220	168 x 28
15	Sony Ericsson	Z310i	✓		128 x 160	120 x 20
16	Nokia	N95		✓	240 x 320	228 x 38
17	Sony Ericsson	V640i	✓		176 x 220	168 x 28
18	Motorola	E770		✓	176 x 220	168 x 28
19	Samsung	Z400V		✓	240 x 320	228 x 38
20	Sharp	GX15	✓		120 x 160	120 x 20

Fully supported means all:

- images scaled correctly
- content is suitable in size and format for each of the devices
- forms correctly handled
- advanced functionality (e.g. click-to-call) to be fully functional

Rate Card

Banners (via adserver)	Run of Site	\$50 (excl GST) cpm (cost per thousand impressions)
	Targeted	\$60 (excl GST) cpm
Static link on home page(tenancy)	\$1,800 per day	
	\$10,000 per week	
Minimum order	Banners; 40,000 impressions (\$2,000)	
	Static Link; 2 days (\$3,600)	

If you have any questions, please do not hesitate to contact:

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