



1.1 SPEC SHEET

DISPLAY

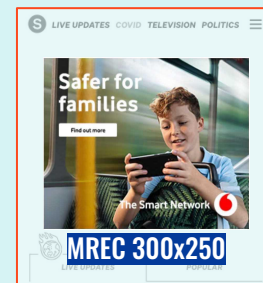
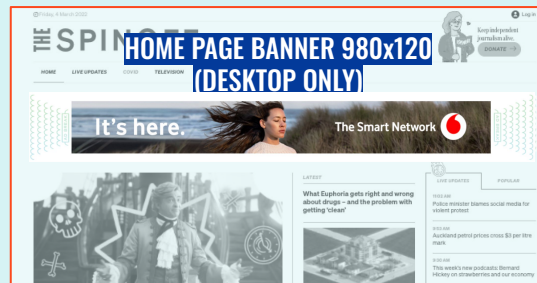
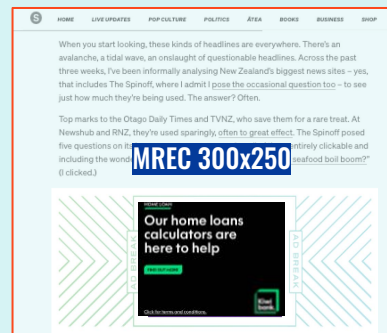
NAME	Rectangle 300x250	Half Page 300x600	Billboard 970x250
SPECS	300x250px	300x600px	970x250px
PLATFORM	Desktop, Tablet, Mobile App and Web App	Desktop, Tablet	Desktop, Tablet

FORMATS	JPEG / GIF / HTML5 / 3rd party ad tag
SIZE	Max 150kb
3RD PARTY TRACKING COMPATIBLE	Yes
CLICKABLE	Yes
LEAD TIME	3 working days

HOMEPAGE

NAME	Homepage Takeover
DIMENSIONS	980x120px (Desktop/Tablet), 300x250px (Mobile)
PLATFORM	Desktop, Tablet, Mobile
DURATION	One week tenancy, Mon - Sun
ORMATS	JPEG / GIF / HTML5 / 3rd party ad tag
SIZE	Max 150kb
3RD PARTY TRACKING COMPATIBLE	Yes
CLICKABLE	Yes
LEAD TIME	3 working days

THE SPINOFF





1.2 SPEC SHEET

NEWSLETTER NATIVE

FORMAT	Native text (50–75 words) with imagery.
DIMENSIONS (PX)	800x420; JPEG or PNG preferred (no animation)
3PAS?	Yes
MAX SIZE	200kb image
CREATIVE DEADLINE	All materials approved 3 days before live

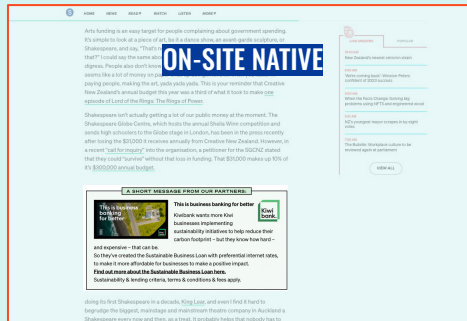
ON-SITE NATIVE

FORMAT	Native text (50–75 words) with imagery.
DIMENSIONS (PX)	800x420; JPEG or PNG preferred (no animation)
3PAS?	Yes
MAX SIZE	200kb image
CREATIVE DEADLINE	All materials approved 3 days before live



Catch up with Nga Kōrero Whai Take

Created in partnership with **Massey University**, Conversations that Count – Nga Kōrero Whai Take offers insight and information on a range of topics impacting Aotearoa and to ao whānui. The final episode of our third season is out this Wednesday, looking at the **purpose and challenges of the movement to revitalise te reo Māori**. **Subscribe to get the episode in your podcast feed on Wednesday, and listen to the earlier episodes on your preferred podcast platform today.**



THE SPINOFF

PARTNER CONTENT

Partner content on The Spinoff is a pain-free, powerful tool to get your brand in front of an engaged and influential audience. All the work we do with our brand partners is bespoke, designed to the specific needs of a campaign or challenges a brand is facing. Our audience is engaged and discerning, and our partner content is too.

SPECS AND SIZE (IMAGE)	High-quality JPEG or static GIF (no animation), 850x510, max size 200kb. Designed/approved by The Spinoff.
BRIEFING FORM	available on request

PODCASTS

Pre/mid roll available across The Spinoff Podcast Network.

DESCRIPTION	15", 30", 45", 60"
PLATFORM	Desktop, Mobile
NETWORK	The Spinoff Podcast Network
AUDIO	Client supplied or produced by The Spinoff
COPY POINTERS	To be provided by the advertiser
MUSIC BED	Supplied and approved by advertiser or one-off commercial fee incurred for The Spinoff to supply (\$500)
LEAD TIME	Client supplied 3 working days, The Spinoff supplied 10 working days
APPROVAL BY ADVERTISER	Yes
BRIEFING FORM	available on request