

# Advertising Guidelines for tv2.no

## Reservations

Reservations made with campaign start within the next 30 days, are valid for 48 hours. If reservations are not confirmed within 48 hours, they will be released.

Reservations made with campaign start more than 30 days ahead, are valid for 21 days. Reservations not confirmed within 21 days will be released if no special agreement is specified at time of reservation.

Corrections, adjustments and cancellations must be received no later than 10 days before start of campaign or the campaign will be invoiced in full.

Any changes to reservation less than 10 days before campaign start will make the campaign lose its original priority.

## Invoicing

Campaign is confirmed only when reservations are confirmed in writing, either from a Media Agency or from Client. This must be received no later than three (3) days before campaign is scheduled to start.

## Creative Guidelines

### Formats

See [price list](#) (.pdf) for formats and kb-limits. We recommend using AS2 (Action Script 2) for flash creatives. Remember to supply a fallback creative along with flash banner.

### Number of creatives per placement

We do not accept more than 3 creatives per placement. This does not apply to 3<sup>rd</sup> party codes when creative rotation is within one set of 3<sup>rd</sup> party code.

For solutions made specifically for tv2.no, we recommend that you contact us for advice on best practice.

Rich Media solutions must be specified at time of reservations.

## Delivery

Creatives and other necessary material for campaign must be sent to [ad@tv2.no](mailto:ad@tv2.no). Only this address is valid in regard to delivery deadlines.

Standard creatives (simple flash, jpg/gifs and 3<sup>rd</sup> party tags) must be delivered to [ad@tv2.no](mailto:ad@tv2.no) no later than two (2) days before start of campaign.

Creatives other than above, Rich Media, Video, Expanding or other types that will require testing and pre-approval must be delivered NO LATER than five (5) days before start of campaign.

All instructions must be delivered complete along with creative material (URL, clicktag, actionscript etc.)

If creatives are delivered after the deadline or not according to technical specifications, TV 2 cannot guarantee that the campaign will start as planned. TV 2 cannot be held responsible for delays due to delivery after deadline or material not after technical specifications.

TV 2 may remove ads that don't work as intended, use too much CPU power or in conflict with Norwegian Law or the public profile of TV 2.

TV 2 will not keep creatives longer than 2 months after campaign has ended.

### **Campaign Delivery**

The responsibility for under delivery of volume booked is limited to the number of impressions not delivered. Alternatively client can be refunded the value for impressions not delivered.

TV 2 cannot guarantee compensations on the same format as booked on original campaign. In these cases, the value of the impressions will be compensated.

TV 2 cannot guarantee total delivery for campaigns that are stopped by Client or Media Agency, either completely or temporary. Client is responsible for paying the campaign as booked.

### **Other Conditions**

#### **Expanding formats:**

Please contact us for details on expanding formats. TV 2 use DoubleClick Studio.

#### **Sound**

We accept sound in banners, but sound must be triggered by user, either by mouse over or click. Soundfiles can be hosted by tv2.no. Please contact us for details.

#### **Video**

If using commercial from a TV-campaign, please supply AC Nielsen code.

We only accept files in the format Windows Media Video (WMV) version 9. Video files are hosted by tv2.no.

#### **Video Frame**

On some pages it's possible to advertise around the video player. The format is 680x490 png. The video window must be 16 : 9. See example [here](#)

#### **Sumo**

No movements or other effects can be used in banners shown on the Sumo section of tv2.no.