TONIC HEALTH MEDIA
AUSTRALIA'S LEADING HEALTH & WELLBEING NETWORK

tonic
HEALTH MEDIA

TONICTV

Creative must be submitted 5 working days prior to campaign start.

Accepted Formats:
- MP4/MPEG-4 Video. 1080p25 H.264 (min. bitrate 5Mbps)
- 1,920x1,080 Landscape
- Audio: OP59 Compliant (background music must not be higher volume than dialogue
- Captions: SRT. File 1,920x1,080

Required Specifications:
- Duration must not exceed 90 seconds
- TVC must be one of the following durations:
    - 15 seconds
    - 30 seconds
    - 60 seconds
    - 90 seconds
- Static images must be high resolution JPEG, PSD (Photoshop) or AI (Adobe Illustrator)

TVC Recommendations:
- Large text & Short Sentences to make it easily readable in waiting rooms.
- No Cursive or running writing.

AHTV

Creative must be submitted 5 working days prior to campaign start

Accepted Formats:
- MP4/MPEG-4 Video. 1080p25 H.264 (min. bitrate 5Mbps)
- 1920x1080 Landscape
- Audio: OP59 Compliant (background music must not be higher volume than dialogue
- Captions: SRT. File 1920x1080

Required Specifications:
- Duration must not exceed 90 seconds
- TVC must be on of the following durations:
    - 15 seconds
    - 30 seconds
    - 60 seconds
    - 90 seconds
- Static images must be high resolution JPEG, PSD (Photoshop) or AI (Adobe Illustrator)

TVC Recommendations:
- Large text & Short Sentences to make it easily readable in waiting rooms.
- No Cursive or running writing.

DIGITAL PANEL

Creative must be submitted 5 working days prior to campaign start

Accepted Formats:

- Static image: 1,080x1,920pixels min resolution 300dpi JPEG or EPS files
- Animated image: 1080x1920 MPEG or Flash files
- Portrait / vertical layout
- Note: Audio NOT available
- Max. 10 second duration

Poster Recommendations:

- **No more than 40 words,** as it is not possible to read more then 40 words in the 10 seconds the poster is displayed.
- Large text & Short Sentences to make it easily readable in waiting rooms.
- No Cursive or running writing.
- Vector files for fonts (not bitmap)

PHARMACY

Creative must be submitted 5 working days prior to campaign start

Accepted Formats:

- Static image: 1,080 x1,920 pixels min resolution 300dpi JPEG or EPS files
- Portrait layout
- Animated image: 1080x1920 MPEG or Flash files
- Note: Audio NOT available

Poster Recommendations:

- Large text & Short Sentences to make it easily readable in waiting rooms.
- No Cursive or running writing.
- Vector files for fonts (not bitmap)

HEALTH UPDATES DISPLAY

Creatives must be submitted 5 working days prior to campaign start

DL Brochures:

- DL vertical layout
- 210mm(h)x100mm(w)
- Multipage brochure min. 130gsm
- Single page flyers min. 300gsm
- Must be bundled in groups of 20 (e.g. rubber bands or paper bands, NO shrink wrap)
- Carton Weight no greater than 10kg
- All cartons labelled with: Title of Artwork, Quantity in box, No. of boxes, Contact name & address

A3 Posters:

- 297mm(h)x420mm(w)
- Portrait / vertical layout
- Min. 170gsm paper
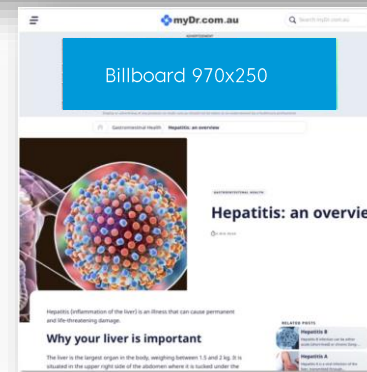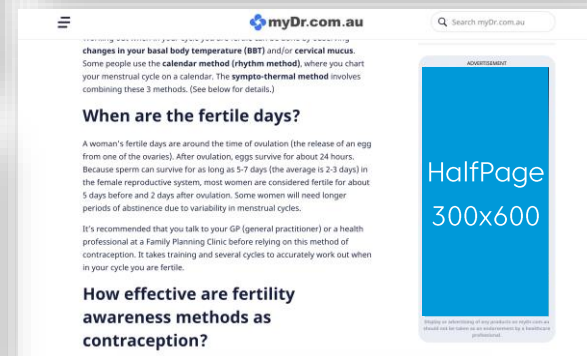- Must be delivered flat, no folds or creases

DISPLAY BANNER

Display Format	Width	Height	Max File Size	Accepted Formats	Additional info
Billboard	970px	250px	100k	HTML, PNG, GIF	Max. Animation 30secs
Leaderboard	728px	90px	100k	HTML, PNG, GIF	Max. Animation 30secs
HalfPage	300px	600px	100k	HTML, PNG, GIF	Max. Animation 30secs
MREC	300px	250px	100k	HTML, PNG, GIF	Max. Animation 30secs
Mobile Leaderboard	320px	50px	50k	HTML, PNG, GIF	Max. Animation 30secs
Native Content Box	125px	125px	50k	HTML, PNG, GIF	25 Words (Header, Body, CTA)

Additional Requirements:

- Creatives must be submitted 5 working days prior to campaign start
- Click-through URL or click tracking tags required for site-served creative.
- Must be SSL Compliant
- Ads must be clearly differentiated from the page content through either a defined linear or graphical boarder, a solid contrasting background colour or a combination of boarder and contrasting background. Ads should not be stylistically similar to on page content

OUTSTREAM VIDEO

Creatives must be submitted 5 working days prior to campaign start

Accepted Formats:

- Site Served MP4
- VAST MP4
- Note: VPAID is not accepted
- Max. 30secs

Recommended Specifications:

- Resolution: 1280x720(HD) or 1024x576(SD)
- Total Bitrate: 2,628kbps(HD) or 1,896kbps(SD)
- Video Bitrate: 2,500kbps(HD) or 1,800kbps(SD)
- Audio Bitrate: 128kbps
- File Format: MP4 or MOV
- File Size: 30mb maximum

Third Party Served Specs (VAST Only)

- Outstream Video Supports VAST 2.0
- Recommended Transcodes:
  - mp4
  - flv
  - webm
- Recommended Bitrates:
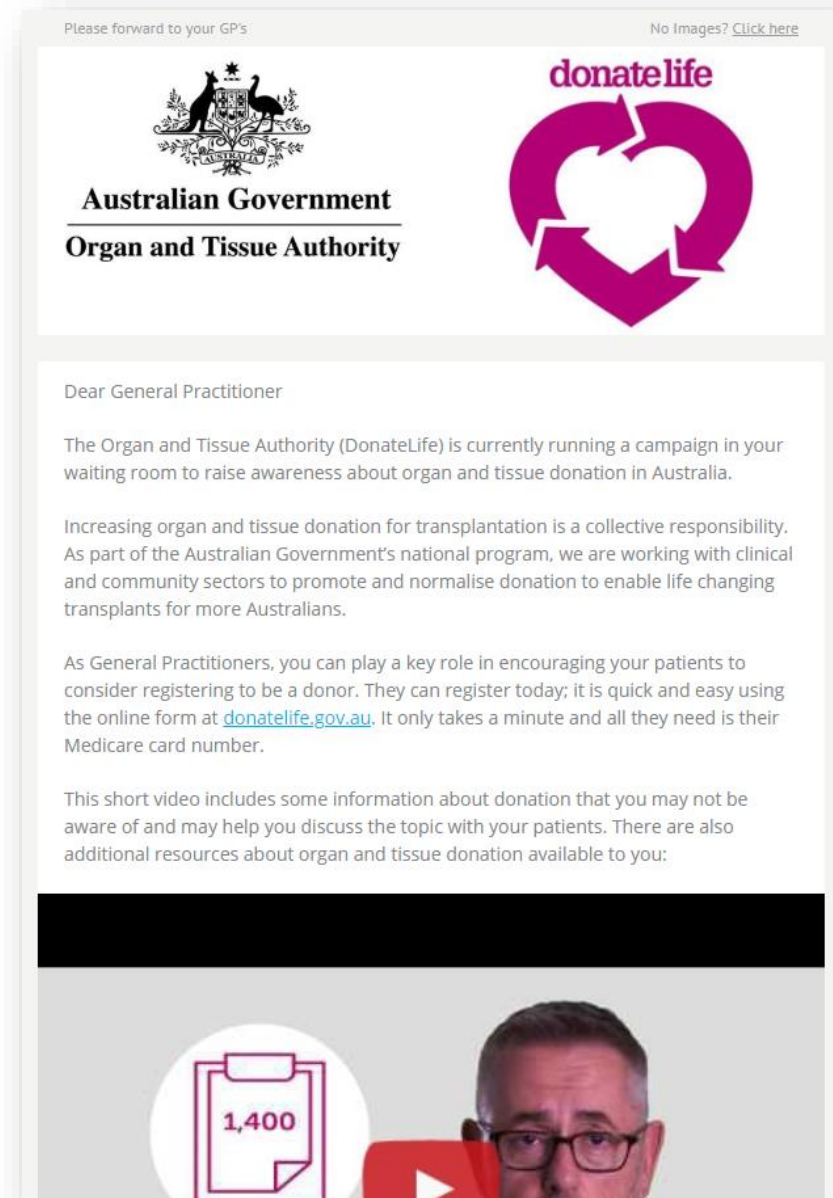 - 500kbps
  - 1200kbps
  - 2500kbps

TONIC EDM

Creatives must be submitted 5 working days prior to campaign start

Please present an eDM mock up & send through as a Word Doc.

Accepted Formats

- Video content: MP4/MPEG-4. 1080p25 H.264 (min. bitrate 5Mbps)
- Max. length: 2min video
- Approx: 200 - 300 words
- Website hyperlinks
- Static image for banner: High resolution 600x200 (landscape) JPEG, PNG, PS (Photoshop) or AI (Adobe Photoshop)

TONIC GP PACKS

Accepted Formats:

- Standard pack: C4 envelope (to fit flat A4 contents)
- Max. weight: 500g
- All packs to arrive pre-packed and sealed to enclose contents.
- Non-Standard pack: dimension & weight must be discussed and pre-approved by the Tonic team.
- Max. carton weight: 10kg
- All cartons must be labelled with: Title of artwork, quantity in box, no. of boxes, contact name & address

FOR FURTHER INFORMATION
PLEASE CONTACT US VIA:1300 856 690