

Digital Network Advertising Specifications



Updated: May 2011
Stored: [Salesforce.com/Workspaces](https://salesforce.com/workspaces)

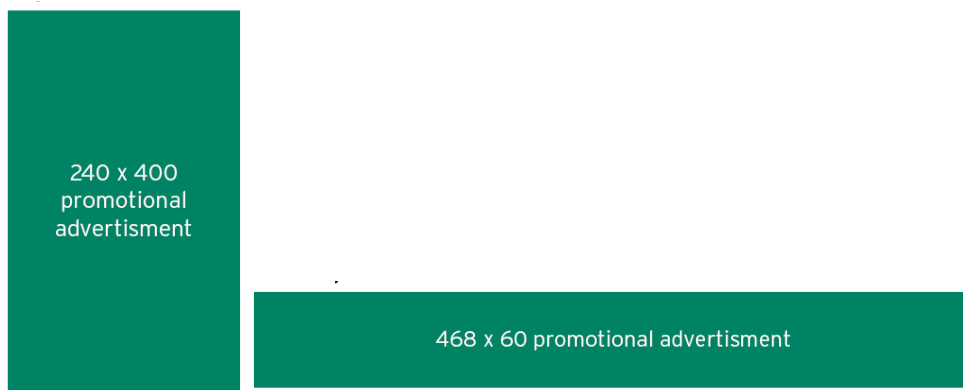
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Online Standard Banner Advertising Guidelines & Specifications

As a general rule

- Should not contain strobing effects or rapid image sequences
- Must not disable form fields or other site functionality
- Must not contain program calls to another site or executable file
- Must not disable browser back buttons
- Form submission should use the get method
- May only contain click initiated sound and must stop on click
- Should be submitted for trafficking 3 business days in advance.



Advertising specifications

- Dimensions Landscape banner 468 x 60 pixels
- Dimensions Skyscraper banner 240 x 400 pixels
- Back-up GIF/JPG File Size up to 20kb
- SWF File Size up to 40kb
- 15 sec maximum animation
- Frame rate 15-20
- Destination URL Required. Please provide the destination URL in a separate txt file
- Please put generic clickTag code in file: Flash Click Command on release {getURL (_level0.clickTAG, "_blank")} Looping permitted
- Flash versions accepted 5-8
- Creative without high contrast border require a 1 pixel grey or black border
- Rich media placement enquiries on request.

Deliverables

- SWF
- Back-up GIF/JPG
- FLA and fonts
- Please submit material to creativesupport@australianmademedia.com.au

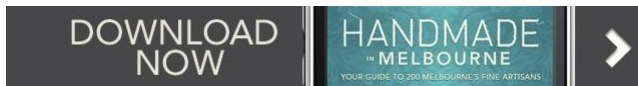
iPhone & iPad Banner Advertising Guidelines & Specifications

As a general rule

- Do not support flash or animated GIF images
- iPhone 4 has a retina display, so while on a computer screen it looks enormous, it actually displays at half the size but double the quality.

Advertising specifications

- Dimensions Strip banner 640 x 80 pixels
- Allow 22 pixel width grey "ADVERT" bar on the left



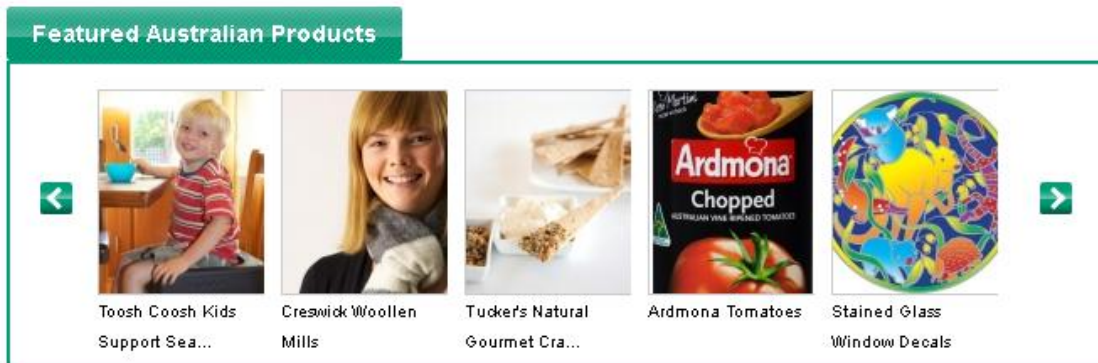
- Dimensions Full screen banner 640 x 960 pixels



Deliverables

- JPEG or PNG format
- Please submit material to creativesupport@australianmademedia.com.au

Featured Product Advertising Guidelines & Specifications



As a general rule

- One (1) high resolution JPEG or GIF product image
- Product title

Deliverables

- Please submit material to creativesupport@australianmademedia.com.au

Competition Guidelines & Specifications

As a general rule

- Provide a product or products valued around \$100 RRP


Advertising specifications

- Competition title or heading
- A high resolution JPEG or GIF image
- 15 word introduction for Consumer home page
- 50 word promotion for your product/ business for Promotion home page

Deliverables


- Please submit material to creativesupport@australianmademedia.com.au

Promotions



Go to bed with Sleepyhead
OUR BIGGEST GIVEAWAY EVER! You could win a state-of-the-art Premium SwissTek Mattress from Sleepyhead valued at over \$3000!

[Find out more](#)



Mt Baimbridge Lavender
Pure Australian Lavender Gift Box: Follow us on facebook and you could be resting easy with a selection of indulgent lavender products from Mt Baimbridge Lavender.

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Promotions

Go to bed with Sleepyhead

Ending: Monday November 1st



Unparalleled Comfort, Optimal Support: The new SwissTek Premium 7 Medium Plush mattress from Sleepyhead.

OUR BIGGEST GIVEAWAY EVER! You could win a state-of-the-art Premium SwissTek Mattress from Sleepyhead valued at over \$3000!

This luxurious Premium 7 Medium Plush mattress features the world's most advanced pocket spring technology, developed by leading experts in Switzerland and made proudly and exclusively in Australia by Sleepyhead. Sleepyhead is Australia's fastest growing mattress manufacturer and the brand is synonymous with quality, comfort and a great night's sleep. For more visit www.sleepyhead.com.au

How to enter

You must be logged in to enter this competition. If you aren't already an Australian Made Club Member, join now by visiting the Australian Made Club page!

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