

# Advertising Specifications

Description	728x90	300x250	160x600	300x600	468x60	Text link
<b>Standard Image:</b> GIF, JPG or PNG format. 40kb file size maximum. Max. 15 second animation, infinite animation not allowed.	✓	✓	✓	✓	✓	
<b>Flash:</b> SWF file version 9 or below with a max frame rate of 18 frames p/s. Maximum of 40kb file size. Must be accompanied by a backup / standard image. Max. 15 second animation, infinite animation not allowed.  clickTag variable to be used: <pre>on (release) {   getURL(_level0.clickTAG, "_blank"); }</pre>	✓	✓	✓	✓		
Third Party Redirects allowed and must always have a placeholder for click tracking.	✓	✓	✓	✓	✓	
50 x 40 image (Gif, Jpg, Png format) Title link max 30 characters including spaces. Description max 50 characters including spaces. Impression and Click Tracker allowed.						✓

## General Creative Guidelines

- Ads cannot be designed to blend into page content. A 1px border is required, or the ad must be clearly defined within the ad space.
- The look and feel of the ad cannot match the MS Windows, Apple or any alert scheme or misrepresent a user's prompts. False functionality (a.k.a. fake buttons) are not allowed.
- All ads are subject to review by rent.com.au

## Multiple URLs in Flash

For each button, ensure that a unique clickTag variable is assigned by simply adding an incremental number at the end of the variable.

## Multiple URLs in a Standard Image

This is achieved via the use of IMAGEMAP and the creative will be served as a HTML creative. Ensure that the creative along with the HTML code/file is included in the submission.

**All creative assets and relevant information are due 3-5 working days prior to deployment**

## Richmedia and Video Advertising

Description	Requirements
<b>OTP / Overlays / Floating Ads</b>	<ul style="list-style-type: none"> <li>• 3rd Party Redirects only</li> <li>• 500x500 (Other sizes can be accepted but are subject to approval)</li> <li>• OTP Window must close automatically after 7 seconds</li> </ul>
<b>Expandable Ads</b>	<ul style="list-style-type: none"> <li>• 3rd Party Redirects only</li> <li>• Animation must be user-initiated</li> <li>• CLOSE button must be included in the creative</li> <li>• Maximum of 2MB load allowed</li> <li>• Applicable to 728x90, 300x250 and 160x600</li> </ul>
<b>Video-Instreaming</b>	<ul style="list-style-type: none"> <li>• 3rd party Redirects only</li> <li>• Video and Audio must be user-initiated</li> <li>• Applicable to 728x90, 300x250, 160x600</li> </ul>

## Video Advertising

Description	Requirements
<b>Pre-roll Ad</b>	<ul style="list-style-type: none"> <li>• 400x300 or 4:3 Aspect Ratio</li> <li>• FLV format only</li> <li>• Up to 10MB file size</li> <li>• 15-30 seconds video length</li> <li>• Companion Ad (300x250 and/or 728x90) accepted</li> </ul>
<b>Sponsored Video</b>	<ul style="list-style-type: none"> <li>• FLV format only</li> <li>• Up to 10MB file size</li> <li>• 15-30 seconds video length</li> <li>• Companion Ad (300x250 and/or 728x90) accepted</li> </ul>

**All creative assets and relevant information are due 3-5 working days prior to deployment**

# Premium Integration

Description	Requirements
<b>Background Re-skin</b>	<ul style="list-style-type: none"> <li>High Resolution Image (PNG or PSD format preferred)</li> <li>Impression and/or Click Tracker allowed (where applicable).^</li> </ul>
<b>Side Panels</b>	<ul style="list-style-type: none"> <li>Specification is the same as the details in Banner Advertising</li> <li>Dimension per publisher varies.^</li> </ul>
<b>Micro Site/Page</b>	<ul style="list-style-type: none"> <li>Approved logo, images and texts must be zipped upon submission.</li> <li>Specifications and final product varies between publishers.^</li> </ul>
<b>Premium Integration</b>	<ul style="list-style-type: none"> <li>All details of this product is subject to initial discussions with the publishers.^</li> </ul>

Rent.com.au offers various premium integrations and sponsorships across its portfolio designed to reach the advertiser's bottom line. Below are some of the brands rent.com.au has successfully worked with historically.

## Insurance



## New Homes



## Trades & Services



## Communications



## Travel



## Finance



## Household



**Most creative assets and relevant information are due 10 working days prior to deployment^**

Additional Information:

^ Some integrations require different timelines and production completion will vary. Consult Ad Operations for more information.

For more advertising information visit: [promo.rent.com.au/advertisers](https://promo.rent.com.au/advertisers)

# Email Marketing

## Description

All creative must be supplied in a HTML format with no JavaScript and/or CSS references.  
• Additional charges may apply if supplied in a different format (Image, Word, Text, PDF, etc)

All images (GIF or JPG format only) must be supplied.

All links within the HTML creative must be fully functional.

All click trackers and impression tracker (if applicable) must be implemented within the HTML creative.

The following information must also be supplied upon submission:

- Subject line
- Which database to target

## Recommendations

Display Size. Try to maintain a 600x600 dimension to cater for all email clients.

Total HTML file size must be no more than 150kb in size. This is crucial especially for creative with heavy images.

Alternative Text. Ensure that the ALT parameter is utilised to ensure a brief description will be shown to the user in the event that the image cannot be rendered by the email client.

Subject line and content. Avoid common terms that are captured by spam filters such as "Free", "Discounts", "\$\$\$", and too many capitalised texts.

**All creative assets and relevant information are due 5 working days prior to deployment**

Additional Information:

^ Some integrations require different timelines and production completion will vary. Consult Ad Operations for more information.

For more advertising information visit: [promo.rent.com.au/advertisers](https://promo.rent.com.au/advertisers)