# Advertising Specifications

| Description | 320x50 | 320x100 | 300x250 | 728x90 | 300x600 | 160x600 |
|---|---|---|---|---|---|---|
| **Standard Image:**<br>GIF, JPG or PNG format.<br>40kb file size maximum.<br>Max. 15 second animation, infinite animation not allowed. | ✓<br><br>Mobile only | ✓<br><br>Mobile only | ✓<br><br>All devices | ✓<br><br>Desktop / tablet only | ✓<br><br>Desktop / tablet only | ✓<br><br>Desktop / tablet only |
| **Third Party Creatives**<br>Third Party Redirects allowed and must always have a placeholder for click tracking. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

**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

- Rent.com.au recommends a minimum of two creatives to optimise performance.

- Creative must include a brand mark of the advertiser.

**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**

# 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.html