

Advertising Specifications



Description	320x50	320x100	300x250	728x90	300x600	160x600
Standard Image: GIF, JPG or PNG format. 40kb file size maximum. Max. 15 second animation, infinite animation not allowed.	✓ Mobile only	✓ Mobile only	✓ All devices	✓ Desktop / tablet only	✓ Desktop / tablet only	✓ Desktop / tablet only
Third Party Creatives: 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

Solus EDM



Client will need to provide following for Solus EDM:

- Preferred subject line (we can also A/B test so send us 2 if you want)
 - There isn't a character limit for subject lines, however a preview pane will usually show the first 65 characters. Ideally the main point of the message is within that, however subject lines are usually a lot longer so don't feel restricted by that
- 600 wide image for the hero photo
- Hi-res images for the other photos
- Main copy
- Sample layout, if you have one
- Logo
- Call-to-action
- Click-through URLs and tracking links (if any)

Native Ads

- Image size 600 x 400 but all key images/text must be within the central 540 x 280 window as this is what will definitely show across all devices
- Company logo
- Copy:
 - Header eg. From \$300 per week
 - Body: Maximum of 90 characters including spaces
 - CTA: eg. Enquire now

The image will resize according to how it is being viewed eg. Mobile landscape / horizontal. This is why we ask for all key images/text must be within the central 540 x 280 window so none of the message is lost if it is being viewed on mobile in a landscape position.