ARCHITECTUREAU

Website Advertising
Material Specifications
Run of Site

Advertising on **ArchitectureAU** is delivered run of site, which means that your campaign will be optimized across a range of ad sizes. Standard run of site includes all four display ad shapes listed below, which will be delivered across desktop, tablet and mobile.

Website ad unit		Size (pixels)	Max file size	Resolution
01	Large rectangle	300 W × 600 H	900 KB	72 ppi
02	Mobile and tablet	320 W × 150 H	900 KB	72 ppi
03	Medium rectangle	300 W × 250 H	900 KB	72 ppi
04	In-article leaderboard	728 W × 90 H	900 KB	72 ppi

Display advertising

| Formats	JPG, PNG, static or animated GIF, HTML5, third-party tag, Campaign Manager 360 URL.
Guidelines	ArchitectureAU uses Google Ad Manager for ad serving. Any creative or tags tailored to this platform will function correctly.

Delivery instructions

Send method	An email including an upload link and delivery instructions will be sent to you closer to the deadline.
Enquiries	digitalproduction@archmedia.com.au

Terms and conditions

Advertising and material supply is subject to Architecture Media's advertising terms and conditions. For more information: architecturemedia.com/media-kit.
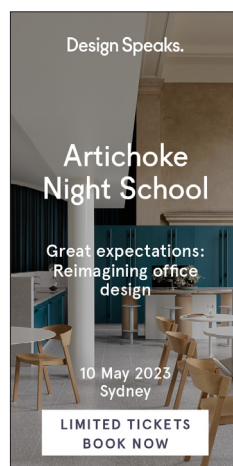
01
Large rectangle

02
Mobile and tablet

03
Medium rectangle

04
In-article leaderboard

Visit website: architectureau.com

ARCHITECTUREAU

Website Advertising
Material Specifications
Premium Run of Site

Premium run of site on **ArchitectureAU** offers the display ad placements of standard run of site, while upgrading both the large rectangle and mobile and tablet ad units to advertorial-style content feature tiles (CFT). All four items below are required for this package.

Website ad unit		Size (pixels)	Max file size	Resolution
01	CFT – desktop	300 W × 600 H	900 KB	72 ppi
02	CFT – mobile and tablet	320 W × 150 H	900 KB	72 ppi
03	Medium rectangle	300 W × 250 H	900 KB	72 ppi
04	In-article leaderboard	728 W × 90 H	900 KB	72 ppi

Content feature tiles (CFT)

The final creatives for CFT ad units are produced by Architecture Media. The CFT – desktop (**01**) ad unit requires the following materials:

|	
Heading	Up to 55 characters.
Body text	240–270 characters. Copy should report on the benefits or application of the product or service offered. New material is preferred. Repeat items <u>must</u> be updated with a new image and revised copy. Text will be edited to 'house style' and the graphic presentation of the website and newsletter, which may change from time to time.
Image	Minimum 640 W × 600 H pixels (72 ppi) Some image cropping may occur. Image must be clean (cannot contain text or logos).
URL	Click through URL to the product on your website.

The CFT – mobile and tablet (**02**) ad unit will be created using a summarised version of the materials provided above.

Display advertising

For medium rectangle (**03**) and in-article leaderboard (**04**) ad units.

Formats	JPG, PNG, static or animated GIF, HTML5, third-party tag, Campaign Manager 360 URL.
Guidelines	ArchitectureAU uses Google Ad Manager for ad serving. Any creative or tags tailored to this platform will function correctly.
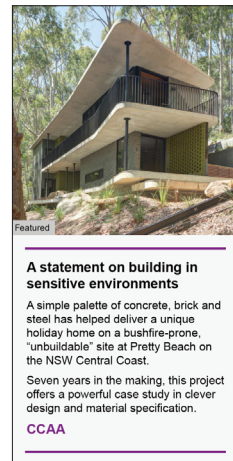
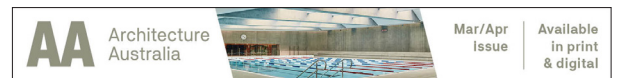

01
CFT – desktop

02
CFT – mobile and tablet

03
Medium rectangle

04
In-article leaderboard

Delivery instructions

Send method	An email including an upload link and delivery instructions will be sent to you closer to the deadline.
Enquiries	digitalproduction@archmedia.com.au

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Newsletter Advertising Material Specifications

Newsletter ad unit		Dimensions (pixels)	Material summary
01	Horizontal advertorial feature	N/A	Headline: 30–50 characters Copy: 150–180 characters Image: 630 W × 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
02	Vertical advertorial feature	N/A	Headline: 30–50 characters Copy: 150–165 characters Image: 630 W × 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
03	Leaderboard	650 W × 168 H	@ 72 or 150 ppi. JPG, PNG, static or animated GIF

Advertorial requirements

All advertorials are produced by Architecture Media and require the following materials:

Heading	Up to 50 characters.
Body text	Up to 180 characters horizontal, 165 characters vertical. Text will be edited to 'house style'.
Image	Minimum 630 W × 474 H pixels @ 72 ppi. Some image cropping may occur. Images must be clean (cannot contain text or logos).
URL	Click through URL to the product on your website.

Leaderboard requirements

Images	Minimum 650 W × 168 H pixels @ 72 or 150 ppi. JPG, PNG and static or animated GIF.
Animations	If using animated GIF, please ensure your offer and call to action are in the first frame, as Microsoft Outlook will not play the animation beyond this point. Other email clients will play your animation as normal.
Size	Maximum file size 400 KB.

Delivery instructions

Send method	An email including an upload link and delivery instructions will be sent to you closer to the deadline.

Terms and conditions

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01
Horizontal advertorial feature

02
Vertical advertorial feature

03
Leaderboard

architecture media