# 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	$728\mathrm{W}{\times}90\mathrm{H}$	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: <u>architecturemedia.com/media-kit</u>.





HOUSES AWARDS

Mobile and tablet

**01** Large rectangle

**03** Medium rectangle



02

In-article leaderboard

Visit website: architectureau.com

#### Production and material enquiries

Telephone: +61 3 8699 1000 Email: digitalproduction@archmedia.com.au

#### Advertising booking enquiries

Telephone: +61 3 8699 1000 Email: advertising@archmedia.com.au



# 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	$300\mathrm{W}{\times}600\mathrm{H}$	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	$728\mathrm{W}{\times}90\mathrm{H}$	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 $\times$ 600 H pixels (72 ppi)

- ImageMinimum 640 W × 600 H pixels (72 ppi)Some image cropping may occur. Image must be clean<br/>(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.





Pretty Beach House, NSW Central Coast A statement on building in sensitive environments. CCAA

**02** CFT – mobile and tablet

ENTER NOW

Medium rectangle

HOUSES AWARDS



**01** CFT – desktop



03

**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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### Visit website: architectureau.com

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# Newsletter Advertising **Material Specifications**

Newsletter ad unit		Dimensions (pixels)	Material su
01	Horizontal advertorial feature	N/A	Headline: 30- Copy: 150–18 Image: 630 W Clickthrough I
02	Vertical advertorial feature	N/A	Headline: 30- Copy: 150–16 Image: 630 W Clickthrough I
03	Leaderboard	650 W × 168 H	@ 72 or 150 p

#### **Advertorial requirements**

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

- Up to 50 characters. Heading
- Body text Up to 180 characters horizontal, 165 characters vertical. Text will be edited to 'house style'.
- Minimum 630 W × 474 H pixels @ 72 ppi. Image 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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### Visit website: architectureau.com

### Production and material enquiries

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## Advertising booking enquiries

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-50 characters 80 characters  $N \times 474$  H pixels @ 72 ppi, clean image URL: Promoted product's web address

-50 characters 65 characters  $N \times 474$  H pixels @ 72 ppi, clean image URL: Promoted product's web address

ppi. JPG, PNG, static or animated GIF



A contemporary, high quality and sustainable design

London architects ESA chose Corium for its ease of installation at height and extensive colour and texture offering. Hercules House was transformed into the Park Plaza Hotel. PGH Bricks and Pavers

01 Horizontal advertorial feature



Vinyl Clamp – perfect for hospitals and kitchens This innovative range allows the use of a linear grate in a vinyl floor environment. Made from 316 Stainless Steel with a screw-down flange only from Stormtech. Stormtech Architectural Drainage

02 Vertical advertorial feature



Leaderboard

03

