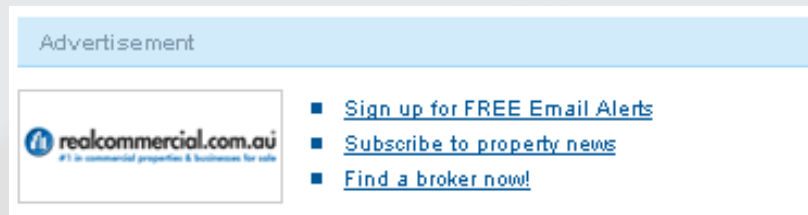


## Product Specifications: Commercial Advertorial



**Product:** Commercial Advertorial  
**Buy Type:** Sponsorship  
**Placement:** RCA Homepages

### Creative Specs

**Image:** 120x50, 10kb, Static Gif  
**Links:** 3 x 30 Characters each  
**URL:** 1 main link for Image plus 3 for links  
**3rd Party Serving:** Not allowed. Pixel tracking is permitted

### Notes on design & text:

- Text supplied cannot be all in capitals with the exception of capitalised brand names eg: ANZ
- Title case is allowed but note that the character limit may be reduced as a result.
- If image background colour is white and/or does not fill the entire space, please include a one pixel border of HEX Web Colour #CCCCCC
- Character counts include spaces
- Creative must clearly identify the advertiser.
- Animation is not permitted

For further creative guidelines please [click here](#)

REA recommends a minimum of two (2) creatives/messages in order to optimise performance effectively

Please allow 3 days for creative lead-time