

## Product Specifications: Commercial Strip Ad



**Product:** Commercial Strip Ad  
**Buy Type:** CPM  
**Placement:** RCA & RCNZ – Search Results

### Creative Specs

**Image:** 728x90, 40kb, STATIC Gif, or STATIC Flash  
**URL:** Support up to 4 links (see [flash guidelines](#) for information on supplying multilink flash creative)  
**3rd Party Serving:** Allowed

### Notes on design:

- Creative must not aim to look like site content such as editorial or search results listings; As such, creative that uses components that are similar in look to REA site content, such as the same image sizes, button styles, etc may be rejected.
- Given their placement within a search results page, the creative execution of strip advertisements needs to pay particular attention to not mimicking site listings. If you are unsure about whether your creative execution is acceptable, please contact your Account Manager with mock-ups of the creative direction
- Creative must include a brand mark of the advertiser
- Animation is **not** permitted

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

REA recommends a minimum of two (2) separate creatives/messages to be supplied in order to optimise clicks effectively.

Please allow 3 days for creative lead-time