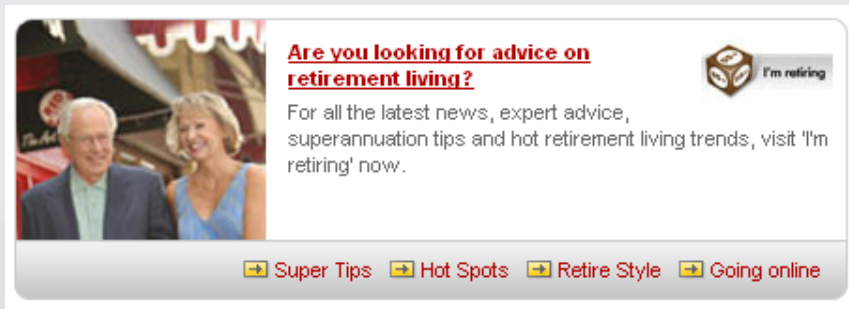


Product Specifications: Developer Advertorial



Product: Developer Advertorial
Buy Type: Sponsorship
Placement: REA – Build, New Apartments, New Land Estates & Retire

Creative Specs

Image: 133x118, 20kb, Static Gif
Logo: 130x30, 5kb, Static Gif
Heading: 90 Characters
Copy: 1 Paragraph - 180 characters
Link: 4 x 15 Characters or 5 x 3 Character State Code
URL: 1 primary for Header and Image, up to 4 supportive for Hot Links or 5 for state codes
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.
- Character counts include spaces
- Creative must identify the advertiser. If a logo is not supplied, an indication of the advertiser should be present in the title, copy, image or link.
- Animation is not permitted

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

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

Please allow 3 days for creative lead-time