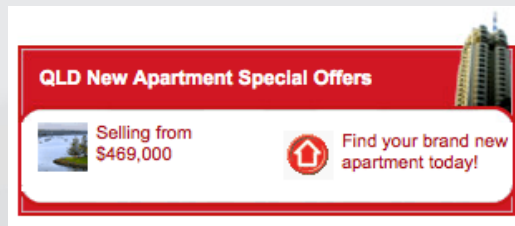


Product Specifications: Developer Special Offers



Product: Developer Special Offers
Buy Type: Sponsorship of 1 position
Placement: REA – Build, New Apartments, New Land Estates & Retire

Creative Specs

Image: 30x30, 5kb, Static Gif
Text: 50 Characters
URL: 1 destination URL
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
- If logo/image is on a white background, please include a 1px border of HEX web colour #CCCCCC
- Title case is allowed but note that the character limit may be reduced as a result.
- Character counts include spaces

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

REA recommends two (2) separate creatives/messages to be supplied in order to optimise clicks effectively. The image and URL can remain the same.

Please allow 3 days for creative lead-time