

## Product Specifications: Email Alert Strip



**Product:** Email Alert Strip  
**Buy Type:** CPM  
**Placement:** REA, RCA & RHA Email Alerts

### Creative Specs

**Image:** 472x114, 20kb, Static GIF or JPG  
**URL:** 1 URL  
**3rd Party Serving:** Not 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.
- If banner background colour is white and/or does not fill the entire space, please include a one pixel border of HEX Web Colour #CCCCCC
- Creative must include a brand mark of the advertiser or project
- 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