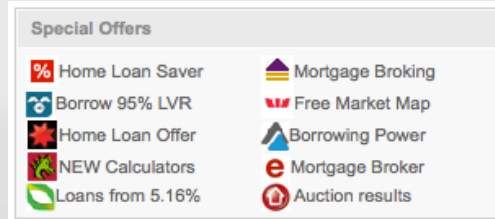


Product Specifications: Special Offer Text Link



Product: Special Offer Text Link
Buy Type: CPM, CPC (rotating between positions 1-10)
Placement: REA – Buy, Rent & Share

Creative Specs

Logo/Image: 18x18, 5kb, Static Gif
Text: 16 Characters
URL: 1 destination URL
3rd Party Serving: Not allowed.

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
- If logo/image is on a white background, please include a 1px border of HEX web colour #CCCCCC
- Special Offers running in the BUY section of realestate.com.au cannot contain the following phrases in their message: “mortgage calculator”, “home loan calculator”, “mortgage repayment calculator” or “how much can I borrow?”

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

For CPC campaigns REA requires a minimum of three (3) & a maximum of six (6) separate creatives/messages to be supplied in order to optimise clicks effectively. The image and URL can remain the same.

For CPM campaigns REA recommends a minimum of two (2) 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