



## Product Specifications: Wide Skyscraper

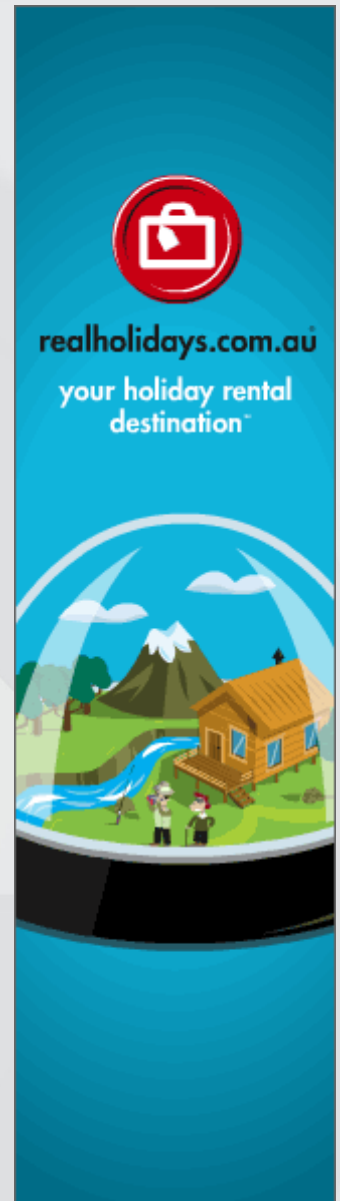
**Product:** Wide Skyscraper  
**Buy Type:** CPM, Sponsorship (Suburb Targeted only)  
**Placement:** REA, RCA & RHA

### Creative Specs

**Image:** 160x600, 40kb, Flash, GIF, HTML  
**URL:** Support up to 10 links (see [flash guidelines](#) for information on supplying multi-link 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.
- Creative must include a brand mark of the advertiser or project
- 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
- A back up GIF/JPEG creative must accompany all flash creative for browsers without Flash enabled.
- Creative must not contain any strobing effects or rapid alternating colours. Strobing is defined as any flicker with a frequency between 2Hz and 55Hz
- Creative running in the BUY section of REA must not contain the following phrases in their message or links – “mortgage calculator”, “home loan calculator”, “mortgage repayment calculator” or “how much can I borrow?”



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