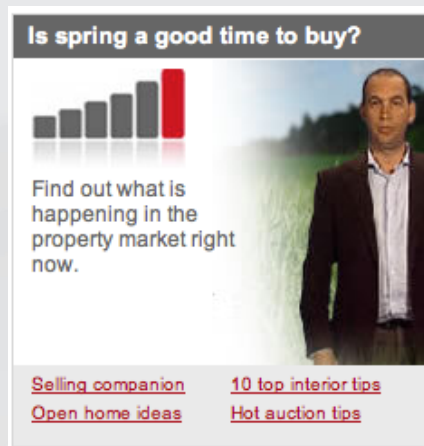


Product Specifications: Square Advertorial



Product: Square Advertorial
Buy Type: CPM, CPC
Placement: REA – Buy, Rent & Share – Homepages & Search Forms

Creative Specs

Image: 120x170, 10kb, Static Gif – Must have white or transparent background
Logo: 85x55, 5kb, Static Gif
Heading: 30 Characters. Must specify background colour for heading as a web HEX colour (eg #CC0000)
Copy: 90 characters
Link: 4 x 18 Characters each
URL: 1 main link for Image, Logo and Title plus 4 supporting links
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 clearly identify the advertiser.
- Advertorials running in the BUY section of realestate.com.au cannot contain the following phrases in their message or links: “mortgage calculator”, “home loan calculator”, “mortgage repayment calculator” or “how much can I borrow?”
- Animation is not permitted

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

For CPC campaigns, REA require 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 in order to optimise performance effectively

Please allow 3 days for creative lead-time