

Product Specifications: Map Strip

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Product: Map Strip
Buy Type: CPM
Placement: REA – Buy, Rent & Sold – Search Results – Map View

Creative Specs

Image: 800x30, 20kb, Static GIF
URL: 1 URL
3rd Party Serving: Not allowed. Pixel tracking is permitted

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
- Creative running in the BUY section 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?”
- 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