



Product Specifications: Photo Gallery Skyscraper

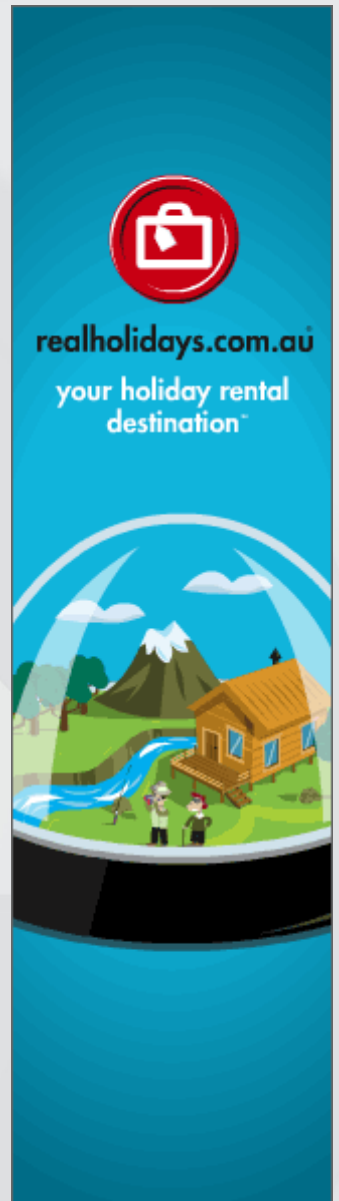
Product: Photo Gallery Skyscraper
Buy Type: Share of Voice
Placement: REA – Buy, Rent & Sold – Property Photo Viewer

Creative Specs

Image: 160x600, 40kb, Static GIF, Static Flash
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.
- 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 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. If an animated ad is served via a 3rd Party without approval from REA, it will be suspended immediately.



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