

## Product Specifications: Wide Advertorial



### Invest in Real Estate

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**Product:** Wide Advertorial  
**Buy Type:** Sponsorship\* (Position 1), CPM\*\* (Position 3)  
**Placement:** REA – Buy, Rent, Sold & Find an Agent – Homepages

### Creative Specs

**Image:** 132x98, 20kb, Static Gif  
**Logo:** 50x20, 5kb, Static Gif (optional, sits bottom right)  
**Heading:** 35 Characters  
**Copy:** 1 Paragraph - 200 characters (introduction to article)  
**Link:** 1 x 20 Characters  
**URL:** 1 URL linking through to article  
**3rd Party Serving:** Not allowed. Pixel tracking is permitted  
**Landing Page:** Landing page will be hosted and designed by REA in consultation with client

### Notes on design & text:

- Text supplied cannot be all in capitals with the exception of capitalised brand names eg: ANZ
- As the advertorial links through to an editorial-style landing page, the body text of the creative should be an introduction to the content contained within the linking article
- Title case is allowed but note that the character limit may be reduced as a result.
- Character counts include spaces
- Creative must identify the advertiser. If a logo is not supplied, an indication of the advertiser should be present in the title, copy, image or link.
- 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

\*Sponsorship of Position 1 available in weekly blocks. If campaign runs longer than 2 weeks, new creative must be supplied every two weeks.

\*\*For Position 3 CPM campaigns REA recommends a minimum of two (2) separate creatives/ messages to be supplied in order to optimise clicks effectively.

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

Please allow 3 days for creative lead-time