

REA Creative Guidelines

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 REA brand colour HEX web colour #D00427, the same image sizes, button styles, etc may be rejected.
- Creative must include a brand mark of the advertiser or project.
- Customer logo cannot take up more than 1/3 of the creative execution and must accompany a brand message, offer or call to action.
- Ad units with a white background and/or ad units that do not fill the entire space, must have a one (1) pixel non-white border built into the graphic. Expanded panels with transparent backgrounds are accepted without a border.
- A back up GIF/JPEG creative must accompany all flash creative for browsers without Flash enabled.
- Unless otherwise specified, the maximum file weight for all creative is 40kb
- Creative must not contain any strobing effects or rapid alternating colours. Strobing is defined as any flicker with a frequency between 2Hz and 55Hz.
- The creative should not disable any of the browser's functionality or force the download of files or plug-ins.
- Creative must not be designed to look like windows alert boxes or messages.
- Advertisements cannot contain graphics that simulate interactivity without that functionality actually existing (i.e., drop down menus, search boxes, etc.).
- All destination URLs for flash and 3rd Party creative must open up a new window
- All audio must be user-initiated.
- All linking URLs must resolve to an active page. URL's must not link to a 'mailto' address.
- Alternate text is optional- 30 characters max.
- All advertisements will be reviewed by REA and are subject to approval by REA before placement on the site.
- The setting of 3rd party cookies on any of the REA network sites for re-targeting or any other user tracking purposes is not permitted without prior approval from REA
- REA reserves the right to remove any advertisement which is deemed annoying, disruptive or adversely affects the user experience at any time.
- All advertising is subject to the full set of terms and conditions as described in the "General Terms & Conditions for REA Media" document located [here](#).

Notes on 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 article it refers to.
- Title case is allowed but note that the character limit may be reduced as a result.
- Character counts include spaces.
- Advertising running in the BUY section of realestate.com.au cannot contain the following phrases in their message: "mortgage calculator", "home loan calculator", "mortgage repayment calculator" or "how much can I borrow?"

REA recommends a minimum of two (2) creatives in order to optimise performance effectively.

For standard creatives, the creative lead-time is 3 days, for more complex & non-standard creative the creative lead-time is up to 5 days