

# SPECIFICATIONS

## A comprehensive guide to developing advertising material for the official Australian Made, Australian Grown network.

Please deliver artwork to [jackie.fuller@australianmade.com.au](mailto:jackie.fuller@australianmade.com.au) via email as an attachment. If your files are too large to attach, please drag and drop artwork to: <https://spaces.hightail.com/uplink/ausmade>.

| WEBSITE  | NOTES  | FORMATS        | DUE DATE |
|--|--|----------------|----------|
| <b>MREC</b><br>300 x 250 px                                  | <ul style="list-style-type: none"><li>- Advertiser to supply destination URL</li><li>- Animated banners must not exceed 30 seconds</li></ul>   | JPEG, PNG, GIF |          |
| <b>MREC</b><br>300 x 600 px                                  | <ul style="list-style-type: none"><li>- Advertiser to supply destination URL</li><li>- Animated banners must not exceed 30 seconds</li></ul>   | JPEG, PNG, GIF |          |
| <b>LEADERBOARD</b><br>728 x 90 px                            | <ul style="list-style-type: none"><li>- Advertiser to supply destination URL</li><li>- Animated banners must not exceed 30 seconds</li></ul>   | JPEG, PNG, GIF |          |
| <b>FEATURE PRODUCT TILE</b><br>1000 x 1000 px                | <ul style="list-style-type: none"><li>- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile)</li><li>- Description to draw from the nominated product profile</li><li>- Advertiser to supply destination URL</li></ul>   | JPEG, PNG      |          |
| <b>SEASONAL PROMOTION PAGE</b><br>1000 x 1000 px             | <ul style="list-style-type: none"><li>- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile)</li><li>- Advertiser to supply destination URL</li></ul>  | JPEG, PNG      |          |
| <b>COMPETITION</b><br>970 x 647 px                           | <ul style="list-style-type: none"><li>- Advertiser must nominate an Australian Made licensed product for the competition prize</li><li>- Advertiser to provide the RRP (optional)</li><li>- Advertiser must supply a destination URL</li><li>- Advertiser to supply product description (100 words max)</li><li>- Advertiser to provide company description (100 words max)</li><li>- Please supply preferred competition question</li></ul> | JPEG, PNG      |          |
| <b>AUSTRALIAN MADE WEEK PROMOTION PAGE</b><br>1000 x 1000 px | <ul style="list-style-type: none"><li>- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile)</li><li>- Advertiser to supply destination URL</li><li>- If 'Mates Rates' page listing is chosen licensee to nominate the percentage of the discount offered</li></ul>  | JPEG, PNG      |          |
| <b>AUSTRALIAN MAKERS VIDEO</b>                               | <ul style="list-style-type: none"><li>- Advertiser to supply destination URL</li><li>- Advertiser to supply company description (150 words max)</li></ul>  | MP4, MOV       |          |
| <b>AUSSIE MADE FEATURE</b>                                   | <ul style="list-style-type: none"><li>- Advertiser to supply destination URL</li><li>- Advertiser to supply 300x192 px company logo</li><li>- Advertiser to supply a 970x647 'lifestyle' or 'behind the scenes' photo of their licensed product</li></ul>  | MP4, JPEG, PNG |          |

| CONSUMER NEWSLETTERS                                  | NOTES   | FORMATS   | DUE DATE |
|---|---|-----------|----------|
| <b>CONSUMER NEWSLETTER LEADERBOARD</b><br>728 x 90 px | <ul style="list-style-type: none"> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul>   | JPEG, PNG |          |
| <b>SEASONAL NEWSLETTER TILE</b><br>300 x 192 px       | <ul style="list-style-type: none"> <li>- Advertiser to supply copy (maximum 40 words)</li> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul> | JPEG, PNG |          |
| <b>CONSUMER ADVERTORIAL TILE</b><br>900 x 499 px      | <ul style="list-style-type: none"> <li>- Advertiser to supply copy (maximum 40 words)</li> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul> | JPEG, PNG |          |
| <b>AUSSIE MADE FEATURE TILE</b><br>900 x 499 px       | <ul style="list-style-type: none"> <li>- Advertiser to supply copy (maximum 40 words)</li> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul> | JPEG, PNG |          |
| BUSINESS NEWSLETTERS                                  | NOTES   | FORMATS   | DUE DATE |
| <b>BUSINESS LEADERBOARD</b><br>728 x 90 px            | <ul style="list-style-type: none"> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul>   | JPEG, PNG |          |
| <b>BUSINESS ADVERTORIAL TILE</b><br>300 x 192 px      | <ul style="list-style-type: none"> <li>- Advertiser to supply copy (maximum 40 words)</li> <li>- Advertiser to supply destination URL</li> <li>- Animated banners are not accepted</li> </ul> | JPEG, PNG |          |