

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

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

BUSINESS NEWSLETTERS	NOTES	FORMATS
BUSINESS LEADERBOARD 728 x 90 px	<ul style="list-style-type: none"> - Advertiser to supply destination URL - Animated banners are not accepted 	JPEG, PNG
BUSINESS ADVERTORIAL TILE 300 x 192 px	<ul style="list-style-type: none"> - Advertiser to supply copy (maximum 40 words) - Advertiser to supply destination URL - Animated banners are not accepted 	JPEG, PNG