



The ALL-New Australian Made digital Network

MREC 1

- Image size: 300w x 250h (pixels)
- Accepted file types for static ads: jpeg, PNG, GIF, SWF
- Accepted file types for animated ads: GIF, SWF
- Advertisers to supply destination URL to AMCL
- Animated banners should not exceed 30 secs duration

The screenshot shows the Australian Made website interface. At the top, there are social media icons for Facebook, Twitter, and YouTube, along with buttons for 'Join the Australian Made Club', 'Become a licensee. Apply now', and 'Licensee Login'. Below this is the Australian Made logo and the text 'The official site of Australian Made'. A search bar is present with the text 'I want to buy Australian. I'm looking for...' and a search icon. The navigation menu includes 'WHY Buy Australian Made', 'PRODUCTS Find Australian Made products', 'NEWS Latest news', 'RESOURCES Resources and Research', 'CONTACT Get in touch', and 'FOR BUSINESS Using the logo'. The main content area features a 'Featured product' section for 'Beehive Vinyl Products' with a list of items and a 'Read more' button. Below this are two news items: 'Food Week Korea' and 'Calling all kids! Aussie Made tennis giveaway!'. A red box highlights the Australian Made logo in the bottom right corner of the page.

MREC 1 in situation

Size: 300 x 250 (pixels)





The ALL-New Australian Made digital Network

MREC 2

- Image size: 300w x 600h (pixels)
- Accepted file types for static ads: jpeg, PNG, GIF, SWF
- Accepted file types for animated ads: GIF, SWF
- Advertisers to supply Destination URL to AMCL
- Animated ads should not exceed 30 secs duration

MREC 2 in situation

Size: 300 x 600

The screenshot shows the Australian Made website interface. At the top, there are social media icons for Facebook, Twitter, and YouTube, along with buttons for 'Join the Australian Made Club', 'Become a licensee. Apply now', and 'Licensee Login'. Below this is the 'AUSTRALIAN GROWN' logo and a search bar with the text 'I want to buy Australian. I'm looking for...'. A navigation menu includes 'WHY Buy Australian Made', 'PRODUCTS Find Australian Made products', 'NEWS Latest news', 'RESOURCES Resources and Research', 'CONTACT Get in touch', and 'FOR BUSINESS Using the logo'. The 'Latest News' section features four articles:

- Food Week Korea** (29/01/2013): Food Week exhibition will be on again this year from November 6-9 in Seoul, Korea. The exhibition is a good opportunity for businesses with Australian-made and Australian-grown products to expand into the Asian market. [Read more](#)
- Sponsorship: The Australian Made Summer of Tennis** (28/01/2013): The Australian Made Campaign invested in the future of Australian children in regional and rural Australia this Summer, by sponsoring the Fed Cup Foundation, and through that, the Foundation Cup, the only interstate challenge for children 13 and under living outside Australian capital cities. [Read more](#)
- Largest Australian Made domestic oven range launches** (23/01/2013): Cooking products bearing the Westinghouse and Chef brands manufactured in the Electrolux Cooking Products plant at Dudley Park in Adelaide, and fridges and freezers bearing the Westinghouse and Kelvinator brands manufactured in the Electrolux Refrigeration Plant in Orange, are now certified to carry the Australian Made logo. [Read more](#)
- Celebrate Aussie growers and manufacturers on Australia Day, and every day** (21/01/2013)

A red box highlights a BOTTLES OF AUSTRALIA advertisement on the right side of the page. The ad features a man and a woman in athletic wear, with the text 'BOTTLES OF AUSTRALIA' at the top and 'BOA The number 1 in Australia' at the bottom. Contact information includes 'Free Call: 1800 626 750' and 'bottlesofaustralia.com.au'.



The ALL-New Australian Made digital Network

MREC 3



The official site of Australian Made

I want to buy Australian. I'm looking for...

Search...

Products



- WHY**
Buy Australian Made
- PRODUCTS**
Find Australian Made products
- NEWS**
Latest news
- RESOURCES**
Resources and Research
- CONTACT**
Get in touch
- FOR BUSINESS**
Using the logo

Products

Search

Search...

Products

Consumer

- Electronics, Computers, Electrical & Lighting
- Food & Beverage
- Clothes & Shoes
- Jewellery & Accessories
- Furniture & Bedding
- Health & Beauty
- Homewares
- Sport & Hobbies
- Home Renovations & Maintenance
- Children & Baby
- Animal & Pet
- Gifts & Souvenirs
- Energy & Utilities
- Automotive
- Home Entertainment

B2B & Trade

- Electronics & Technology
- Materials & Equipment
- Machinery
- Services

Search



Chic Empire

Chic Empire ugg boots are synonymous with the best quality, fashionable sheepskin footwear. They are made in Melbourne, Australia to the highest manufacturing standards.

Read more

Consumer

Electronics, Computers, Electrical & Lighting	Food & Beverage	Clothes & Shoes	Jewellery & Accessories
Furniture & Bedding	Health & Beauty	Homewares	Sport & Hobbies
Home Renovations & Maintenance	Children & Baby	Animal & Pet	Gifts & Souvenirs
Energy & Utilities	Automotive	Home Entertainment	

B2B & Trade

Electronics & Technology	Materials & Equipment	Machinery	Services

-Image size: 728w x 90h (pixels)

-Accepted file types for static ads: jpeg, PNG, GIF, SWF

-Accepted file types for animated ads: GIF, SWF

-Advertisers to supply Destination URL to AMCL

-Animated ads should not exceed 30 secs duration

MREC 3 in situation

Size: 300 x 125 (pixels)

Advertise here!
Call 1800 350 520

Advertise here!
Call 1800 350 520



The ALL-New Australian Made digital Network

Leaderboard

-Image size: 728w x 90h (pixels)

-Accepted file types for static ads: jpeg, PNG, GIF, SWF

-Accepted file types for animated ads: GIF, SWF

-Advertisers to supply Destination URL to AMCL

-Animated ads should not exceed 30 secs duration

-Note: A small leaderboard ad (408x60 pixels) is included when a leader board is purchased. This small leaderboard will be found on all search pages and will automatically be resized from the leaderboard ad shown on the homepage.

The image shows two screenshots of the Australian Made website. The top screenshot is the homepage, featuring a navigation bar with 'WHY', 'PRODUCTS', 'NEWS', 'RESOURCES', 'CONTACT', and 'FOR BUSINESS'. A search bar is at the top right. Below the navigation is a 'Featured product' section for 'Beehive Vinyl Products'. There are also sections for 'News' (Food Week Korea) and 'Competitions' (Calling all kids! Aussie Made tennis giveaway!). A large banner at the bottom says 'What does the logo mean?' with a 'Find out more' button. The bottom screenshot shows search results for 'baby' with 175 results found. A red box highlights a 'Click here' button with a phone number and the Australian Made logo. Another red box highlights a banner at the bottom of the search results that says 'MADE IN AUSTRALIA. STILL.' with logos for 'coles', 'FortyWinks', 'Woolworths', and 'AL'.

Leaderboard in situation

Image size: 728x90 (pixels)



The ALL-New Australian Made digital Network

Homepage Featured Product Tile

- Image size: 10 x 15 cm at 72 dpi (equivalent file size of 1mb)
- Image needs to be provided to AMCL
- Accepted file types: JPG, PNG or PSD
- For best banner image quality, please provide a picture of item on a white or uniform colour background
- Copy text supplied to AMCL

Homepage Featured Product Tile in situation

The screenshot shows the Australian Made website homepage. At the top left is the Australian Made logo. To its right is a search bar with the text "I want to buy Australian. I'm looking for..." and a search icon. Below the search bar is a navigation menu with categories: WHY (Buy Australian Made), PRODUCTS (Find Australian Made products), NEWS (Latest news), RESOURCES (Resources and Research), CONTACT (Get in touch), and FOR BUSINESS (Using the logo). The main content area features a large featured product tile for "Body Cooler". The tile includes an image of the product (a blue neck wrap, a hat, and sunglasses) and a text box with the following details: "Featured product", "Body Cooler", "Hand made in Western Australia the Body Cooler is designed to lower body temperature by cooling the carotid arteries in the neck. Simply soak in water and wrap around your neck!", and a "Read more" button. Below the featured product tile are three smaller tiles: "News: Furnishing in Focus" with an image of a yellow armchair, "Competitions: Get some sparkle in your wardrobe thanks to Chic Empire" with an image of gold sequined boots, and a large Australian Made logo.



The ALL-New Australian Made digital Network

Product Search Page Featured Product Tile

Image size: 15cm x 15cm at 72 dpi

-Accepted file types: jpeg, PNG

-Images need to be on a white background

-Copy text supplied to AMCL

Product Search Page Featured
Product Tile in situation

The screenshot shows the Australian Made website interface. At the top, there are social media icons for Facebook, Twitter, and YouTube, along with buttons for 'Join the Australian Made Club', 'Become a licensee. Apply now', and 'Licensee Login'. Below this is the Australian Made logo and the text 'The official site of Australian Made'. A search bar is present with the text 'I want to buy Australian. I'm looking for...' and a 'Products' dropdown menu. A navigation bar contains links for 'WHY', 'PRODUCTS', 'NEWS', 'RESOURCES', 'CONTACT', and 'FOR BUSINESS'. The main content area is titled 'Products' and features a search box, a 'Products' dropdown, and a list of categories under 'Consumer' and 'B2B & Trade'. A red arrow points from the 'Clothes & Shoes' category in the list to a featured product tile for 'Two Sheep' boots. The tile includes an image of the boots, the product name, a description, and a 'Read more' button. Below the featured tile is a 'Consumer' section with icons for various product categories.