DIGITAL SPECIFICATIONS

	DIGITAL AD PLACEMENTS	SPECS	ACCEPTABLE FILE TYPES	OTHER REQUIREMENTS	DUE DATE	LIVE DATE
	Homepage Feature Product Tile	1000 x 1000 px	JPEG, PNG	• Advertiser to supply destination URL • Advertiser must nominate an Australian Made licensed product		
	Homepage Banner	300 x 250 px	JPEG, PNG, GIF	• Advertiser to supply destination URL • Animated banners must not exceed 30 seconds		
	Half Page Banner	300 x 600 px	JPEG, PNG, GIF	• Advertiser to supply destination URL • Animated banners must not exceed 30 seconds		
	Leaderboard	728 x 90 px	JPEG, PNG, GIF	• Advertiser to supply destination URL • Animated banners must not exceed 30 seconds		
	'Top Aussie Products' Page Listing	1920 x 1080 px	JPEG, PNG	• Advertiser to supply destination URL • Advertiser to supply licensed product name (50 characters max) • Advertiser to supply licensed product description (150 characters max)		
	Competition	1080 x 720 px	JPEG, PNG	• Advertiser must nominate an Australian Made licensed product / prize • Advertiser to provide the RRP of the product / prize • Advertiser to provide prize description (350 characters max) • Advertiser to provide company description (350 characters max) • Advertiser to supply preferred competition question and destination URL to find the answer		

	NEWSLETTER PLACEMENTS	SPECS	ACCEPTABLE FILE TYPES	NOTES	DUE DATE	LIVE DATE
	Advertorial Tile	1920 x 1080 px	JPEG, PNG	• Advertiser to supply destination URL • Advertiser to supply product name (50 characters max) • Advertiser to supply product description (350 characters max)		
	Leaderboard	728 x 90 px	JPEG, PNG, GIF	• Advertiser to supply destination URL • Animated banners must not exceed 30 seconds		
	Seasonal Newsletter Advertorial tile	1920 x 1080 px	JPEG, PNG	• Advertiser to supply destination URL • Advertiser to supply product name (50 characters max) • Advertiser to supply product description (350 characters max)		

Please supply artwork to **jackie.fuller@australianmade.com.au** via email as an attachment, or upload to **https://spaces.hightail.com/uplink/ausmade**

Note that supplied copy may be edited to match Australian Made's editorial branding and character limits.

CREATIVE GUIDELINES

RECOMMENDATIONS

Clear and simple messaging
Keep headlines and copy concise for easy readability

Strong Call-to-Action
Use action-driven CTAs like "Shop Now" or "Learn More" to encourage engagement

Eye-Catching Visuals
High-quality images or graphics aligned with your brand's identity grab attention without overwhelming the design

Mobile-Optimised Design
Ensure your creative scales on all devices and text remains legible

Brand Integration
Use cohesive logos, colours, and fonts to reinforce brand recognition and maintain aesthetic appeal

High Contrast Elements
Ensure clear differentiation between text, background, and imagery for better readability and visual impact

Follow minimum font size requirements
- Headline: 95 - 150pt
- Body text: 36 - 60pt
- Captions/Footnotes: 27pt

DO

- **Keep headlines and copy concise and legible**
- **Use high-quality images**
- **Make your product the focus of the image**
- **Follow the Australian Made logo Style Guide**

DON'T

- **Include a collage of images**
- **Use plain digital composite backgrounds**
- **Use text that is too small or unsuitably coloured for legibility**
- **Include excessive amounts of text**

Please note all submitted ad creative is subject to the Digital team's approval before publishing. Australian Made Campaign Ltd reserves the right to reject/remove any creative that is deemed unsuitable (does not meet our specifications, contravenes any of these guidelines, or adversely affects the rendering of our site, other ad placements, or user experience).