

# Newsletter Advertising Material Specifications

## Newsletter ad unit

### 01 Hero advertorial feature

## Requirements

Headline: 16–60 characters  
Copy: 300–350 characters  
Image: Clean image from specified URL (displaying 650 W x 433 H pixels)  
URL: Link to a corresponding product, news or supplier page on Selector website

### 02 Horizontal advertorial feature

Headline: 45–60 characters  
Copy: 160–180 characters  
Image: Clean image from specified URL (displaying 308 W x 237 H pixels)  
URL: Link to a corresponding product, news or supplier page on Selector website

### 03 Vertical advertorial feature

Headline: 30–50 characters  
Copy: 90–120 characters  
Image: Clean image from specified URL (displaying 308 W x 205 H pixels)  
URL: Link to a corresponding product, news or supplier page on Selector website

### 04 Leaderboard

650 W x 168 H pixels  
JPG, PNG, animated or static GIF  
URL: Promoted item's web address

## Advertorial features

**Copy** Copy will be edited to our 'house style' and the graphic presentation of the newsletter and text may be cut to length if it exceeds the word limit.

**Images** Image must be clean, i.e., does not include logos or text.

## Leaderboard display advertising

**Images** JPG, PNG and static or animated GIF @ 150 ppi.

**Animations** If using animated GIF, please ensure your offer and call to action are in the first frame, as Microsoft Outlook will not play the animation beyond this point. Other email clients will play your animation as normal.

**Size** Maximum file size 400 KB.

## Delivery instructions

**Send method** An email including an upload link and delivery instructions will be sent to you closer to the deadline.

## Terms and conditions

Advertising and material supply is subject to Architecture Media's advertising terms and conditions. For more information: [architecturemedia.com/media-kit](http://architecturemedia.com/media-kit).



**Town and Park's Metro street furniture range**  
Stoddart

Stoddart Town and Park designs and produces a suite of attractive, robust and functional street furniture in Australia: street furniture designed with people in mind. The Town and Park Metro range comprises outdoor seats, tables, benches and bins. Slat options include FSC 100% hardwood and clear anodized extruded aluminium.

[View more](#)

### 01 Hero advertorial feature



**Frameless glass balustrade and pool fencing systems**  
C.R. Laurence Australia

C. R. Laurence (CRL) Australia's frameless glass balustrade and pool fencing systems are designed using the company's glass fencing solutions.

[View more](#)

### 02 Horizontal advertorial feature



**Alfresco designs from Polytec**  
Polytec

Polytec's Alfresco range of aluminium-framed doors can be used to create the perfect contemporary outdoor living area.

[View more](#)

### 03 Vertical advertorial feature



**PLYWOOD CABN  
CASE STUDY**  
» [READ MORE](#) 

### 04 Leaderboard

## Production and material enquiries

Telephone: +61 3 8699 1000  
Email: [digitalproduction@archmedia.com.au](mailto:digitalproduction@archmedia.com.au)

## Advertising booking enquiries

Telephone: +61 3 8699 1000  
Email: [advertising@archmedia.com.au](mailto:advertising@archmedia.com.au)