

Website Advertising Material Specifications Run of Site

Advertising on **ArchitectureAU** is delivered run of site, which means that your campaign will be optimized across a range of ad sizes. Standard run of site includes all four display ad shapes listed below, which will be delivered across desktop, tablet and mobile.

Website ad unit	Size (pixels)	Max file size	Resolution
01 Large rectangle	300 W × 600 H	900 KB	72 ppi
02 Mobile and tablet	320 W × 150 H	900 KB	72 ppi
03 Medium rectangle	300 W × 250 H	900 KB	72 ppi
04 In-article leaderboard	728 W × 90 H	900 KB	72 ppi

Display advertising

Formats JPG, PNG, static or animated GIF, HTML5, third-party tag, Campaign Manager 360 URL.

Guidelines ArchitectureAU uses Google Ad Manager for ad serving. Any creative or tags tailored to this platform will function correctly.

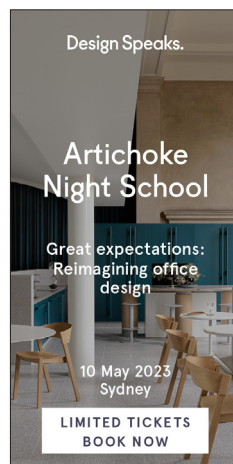
Delivery instructions

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

Enquiries digitalproduction@archmedia.com.au

Terms and conditions

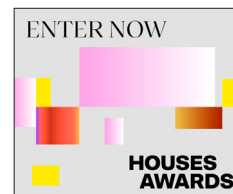
Advertising and material supply is subject to Architecture Media's advertising terms and conditions. For more information: architecturemedia.com/media-kit.



01
Large rectangle



02
Mobile and tablet



03
Medium rectangle



04
In-article leaderboard

Visit website: architectureau.com

Production and material enquiries

Telephone: +61 3 8699 1000
Email: digitalproduction@archmedia.com.au

Advertising booking enquiries

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Email: advertising@archmedia.com.au

Website Advertising Material Specifications Premium Run of Site

Premium run of site on **ArchitectureAU** offers the display ad placements of standard run of site, while upgrading both the large rectangle and mobile and tablet ad units to advertorial-style content feature tiles (CFT). All four items below are required for this package.

Website ad unit	Size (pixels)	Max file size	Resolution
01 CFT – desktop	300 W × 600 H	900 KB	72 ppi
02 CFT – mobile and tablet	320 W × 150 H	900 KB	72 ppi
03 Medium rectangle	300 W × 250 H	900 KB	72 ppi
04 In-article leaderboard	728 W × 90 H	900 KB	72 ppi

Content feature tiles (CFT)

The final creatives for CFT ad units are produced by Architecture Media. The CFT – desktop (**01**) ad unit requires the following materials:

Heading	Up to 55 characters.
Body text	240–270 characters. Copy should report on the benefits or application of the product or service offered. New material is preferred. Repeat items <u>must</u> be updated with a new image and revised copy. Text will be edited to 'house style' and the graphic presentation of the website and newsletter, which may change from time to time.
Image	Minimum 640 W × 600 H pixels (72 ppi) Some image cropping may occur. Image must be clean (cannot contain text or logos).
URL	Click through URL to the product on your website.

The CFT – mobile and tablet (**02**) ad unit will be created using a summarised version of the materials provided above.

Display advertising

For medium rectangle (**03**) and in-article leaderboard (**04**) ad units.

Formats	JPG, PNG, static or animated GIF, HTML5, third-party tag, Campaign Manager 360 URL.
Guidelines	ArchitectureAU uses Google Ad Manager for ad serving. Any creative or tags tailored to this platform will function correctly.

Visit website: architectureau.com



A statement on building in sensitive environments
A simple palette of concrete, brick and steel has helped deliver a unique holiday home on a bushfire-prone, "unbuildable" site at Pretty Beach on the NSW Central Coast.
Seven years in the making, this project offers a powerful case study in clever design and material specification.
CCAA

01
CFT – desktop

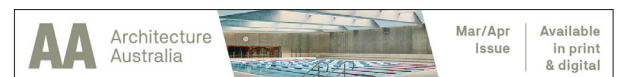


Pretty Beach House, NSW Central Coast
A statement on building in sensitive environments.
CCAA

02
CFT – mobile and tablet



03
Medium rectangle



04
In-article leaderboard

Delivery instructions

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

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Newsletter ad unit	Dimensions (pixels)	Material summary
01 Horizontal advertorial feature	N/A	Headline: 30–50 characters Copy: 150–180 characters Image: 630 W × 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
02 Vertical advertorial feature	N/A	Headline: 30–50 characters Copy: 150–165 characters Image: 630 W × 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
03 Leaderboard	650 W × 168 H	@ 72 or 150 ppi. JPG, PNG, static or animated GIF

Advertorial requirements

All advertorials are produced by Architecture Media and require the following materials:

Heading	Up to 50 characters.
Body text	Up to 180 characters horizontal, 165 characters vertical. Text will be edited to 'house style'.
Image	Minimum 630 W × 474 H pixels @ 72 ppi. Some image cropping may occur. Images must be clean (cannot contain text or logos).
URL	Click through URL to the product on your website.

Leaderboard requirements

Images	Minimum 650 W × 168 H pixels @ 72 or 150 ppi. JPG, PNG and static or animated GIF.
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.
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Visit website: architectureau.com



A contemporary, high quality and sustainable design

London architects ESA chose Corium for its ease of installation at height and extensive colour and texture offering. Hercules House was transformed into the Park Plaza Hotel.

PGH Bricks and Pavers

01 Horizontal advertorial feature



Vinyl Clamp – perfect for hospitals and kitchens

This innovative range allows the use of a linear grate in a vinyl floor environment. Made from 316 Stainless Steel with a screw-down flange – only from Stormtech.

Stormtech Architectural Drainage

02 Vertical advertorial feature



03 Leaderboard

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