

Website Advertising Material Specifications

Website ad unit	Desktop size (pixels)	Mobile size	Tablet size (optional)	Max file size	Resolution
01 Billboard	970 W x 250 H	320 W x 150 H	728 W x 120 H	900 KB	72 ppi
02 Large rectangle	300 W x 600 H	320 W x 150 H	728 W x 120 H	900 KB	72 ppi
03 Medium rectangle	300 W x 250 H	320 W x 150 H	320 W x 150 H	900 KB	72 ppi
04 In-article leaderboard	728 W x 90 H	320 W x 150 H	320 W x 250 H	900 KB	72 ppi

Display advertising

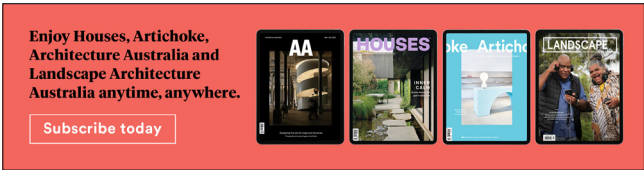
- Formats**
- JPG, PNG, static or animated GIF, HTML5, 3rd-party tag, Campaign Manager 360 URL.
- Guidelines**
- ArchitectureAU uses Google Ad Manager for ad serving. Any creative or tags tailored to this platform will function correctly.

Delivery instructions

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

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
Billboard



02
Large rectangle



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

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

Content Feature Tile (CFT) Material Specifications

Content feature tiles (CFT)

The final creatives are produced by Architecture Media and require the following materials:

Heading	Up to 55 characters.
Body text	240–270 characters. Text will be edited to ‘house style’.
Image	Minimum 640 W x 600 H pixels (ppi) Some image cropping may occur. Images cannot contain text or logos.
URL	Click through URL to the product on your website.

Advertorial requirements

Content	Copy should report on the benefits or application of the product or service offered and include product manufacturer and supplier name. New material is preferred. Repeat items <u>must</u> be updated with a new image and revised copy.
Editing	Advertorial items are edited to ‘house style’ and the graphic presentation of the website and newsletter, which may change from time to time.
Text	Text may be sent as a Microsoft Word file, or via email for shorter pieces.

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

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Desktop view



Tablet view



Mobile view

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Newsletter Advertising Material Specifications

Newsletter ad unit	Dimensions (pixels)	Material summary
01 Horizontal advertorial feature	N/A	Headline: 30–50 characters Copy: 150–180 characters Image: 630 W x 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 x 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
03 Leaderboard	650 W x 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 x 474 H pixels @ 72 ppi. Some image cropping may occur. Images cannot contain text or logos.
URL	Click through URL to the product on your website.

Leaderboard requirements

Images	Minimum 650 W x 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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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

Visit website: architectureau.com

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