ARCHITECTUREAU

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.







Mobile and tablet



Medium rectangle



In-article leaderboard

Visit website: architectureau.com

Production and material enquiries

Email: digitalproduction@archmedia.com.au

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



ARCHITECTUREAU

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. 240-270 characters. **Body text**

> Copy should report on the benefits or application of the product or service offered. New material is preferred. Repeat items must 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.



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



CFT - mobile and tablet



Medium rectangle



Architecture Australia



Mar/Apr

Available in print & digital

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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Visit website: architectureau.com

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Newsletter Advertising Material Specifications

Newsletter ad unit Dimensions (pixels)

01 Horizontal advertorial feature N/A

02 Vertical advertorial feature N/A

03 Leaderboard 650 W × 168 H

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.

Terms and conditions

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Visit website: architectureau.com

Material summary

Headline: 30–50 characters Copy: 150–180 characters

Image: $630 \, \text{W} \times 474 \, \text{H}$ pixels @ $72 \, \text{ppi}$, clean image Clickthrough URL: Promoted product's web address

Headline: 30–50 characters Copy: 150–165 characters

Image: $630\,\mathrm{W}\times474\,\mathrm{H}$ pixels @ $72\,\mathrm{ppi}$, clean image Clickthrough URL: Promoted product's web address

@ 72 or 150 ppi. JPG, PNG, static or animated GIF



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.

02

Vertical advertorial feature



03

Leaderboard

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