

## Banner specifications: Run of Site (ROS) and eDM (newsletters)

Our requirements are based on extensive testing of factors that impact page loads.

Accordingly, the following guidelines have been created to provide ads that compliment fast loading pages.

Lightweight Ad Guidance: by: IAB [iabaustralia.com.au](http://iabaustralia.com.au)

BANNER	REQUIRED WxH (pixels)	OPTIONAL 1.5x High Resolution WxH (pixels)*	OPTIONAL 2x High Resolution WxH (pixels)*	MAX FILE SIZE ACCEPTED	ACCEPTED FORMATS**	MOBILE COMPATIBLE
Large Leader	970x90	1455x135	1940x180	<150kb	.jpeg .jpg .gif or HTML5	no
Billboard	970x250	1455x375	1940x500	<250kb	.jpeg .jpg .gif or HTML5	no
Half-page	300x600	450x900	600x1200	<250kb	.jpeg .jpg .gif or HTML5	yes
MREC	300x250	450x375	600x500	<150kb	.jpeg .jpg .gif or HTML5	yes
e-DM (appears in newsletters only)	600x120	n/a	n/a	<75kb	.jpeg .jpg .gif	n/a

### \*Optional High Resolution Banners:

+60% of our site traffic use a Mac or iOS device which supports high resolution banners. Supplying these sizes allows us to serve your banners in the highest quality possible to devices such as Macs, iPhones and Android devices that support HiDPI or Retina displays.

Example: A visitor uses a MacBook or iPhone we will serve a 1.5x or 2x creative of your banner which will render clearer and crisper.

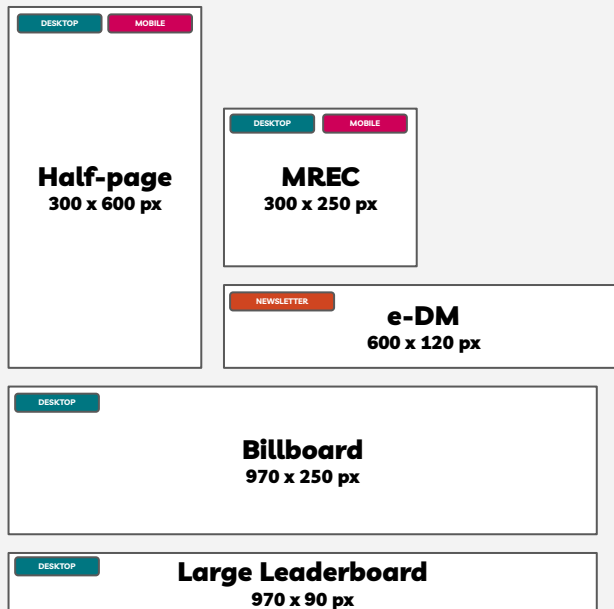
### \*\*Animated Banner Requirements:

**Maximum frames:** We recommend a max of 30 frames but up to 90 frames can be used if file size permits.

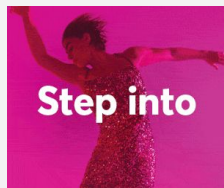
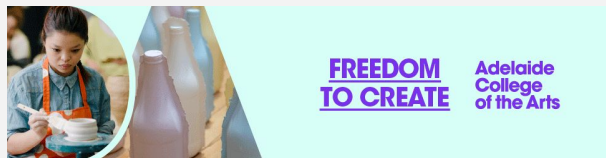
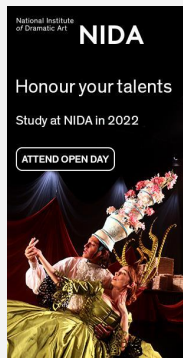
**Max File Size:** 250kb for any banner size. We recommend HTML5 for complex animations and to reduce file size,

**No strobing affects or flashing of colours are permitted**





## Size references (not to scale)



## Great banner examples



### What makes an engaging banner:

-  Fonts are large (above 10pt) and easy to read on all devices
-  Animation is min 0.03s per frame and looped within 90 frames
-  Call-To-Action is a button or large text (eg. Learn More, Apply Now)
-  Dates and location are prominent

## Banner checklist

### Please complete this checklist before uploading your banner:

- ▶ Required WxH is supplied. (Optional banner sizes can only be used if the required banner is supplied)
- ▶ All ROS banners are less than 250kb.
- ▶ All e-DM banners are less than 75kb
- ▶ You have at least one mobile compatible banner, either an MREC or Half-page banner.
- ▶ Animated GIF/HTML5 banners only: No strobing effects. For accessibility reasons these can not be accepted.
- ▶ HTML5 only: a clicktag must be included in your zip banner file.

[UPLOAD ROS BANNERS](#) ↑

[UPLOAD eDM BANNERS](#) ↑

## Banner specifications: Homepage takeover

Our requirements are based on extensive testing of factors that impact page loads.

Accordingly, the following guidelines have been created to provide ads that compliment fast loading pages.

Lightweight Ad Guidance: by: IAB <https://iabaustralia.com.au/>

BANNER	REQUIRED WxH (pixels)	OPTIONAL 1.5x High Resolution WxH (pixels)*	OPTIONAL 2x High Resolution WxH (pixels)*	MAX FILE SIZE ACCEPTED	ACCEPTED FORMATS**	MOBILE COMPATIBLE
Large Leader	970x90	1455x135	1940x180	<150kb	.jpeg .jpg .gif or HTML5	no
Skyscraper (Right and Left)	600x120	900x180	1200x240	<150kb	.jpeg .jpg .gif or HTML5	no
Billboard	970x250	1455x375	1940x500	<250kb	.jpeg .jpg .gif or HTML5	no
MREC	300x250	450x375	600x500	<150kb	.jpeg .jpg .gif or HTML5	yes

### \*Optional High Resolution Banners:

+60% of our site traffic use a Mac or iOS device which supports high resolution banners. Supplying these sizes allows us to serve your banners in the highest quality possible to devices such as Macs, iPhones and Android devices that support HiDPI or Retina displays.

**Example:** A visitor uses a MacBook or iPhone we will serve a 1.5x or 2x creative of your banner which will render clearer and crisper.

### \*\*Animated Banner Requirements:

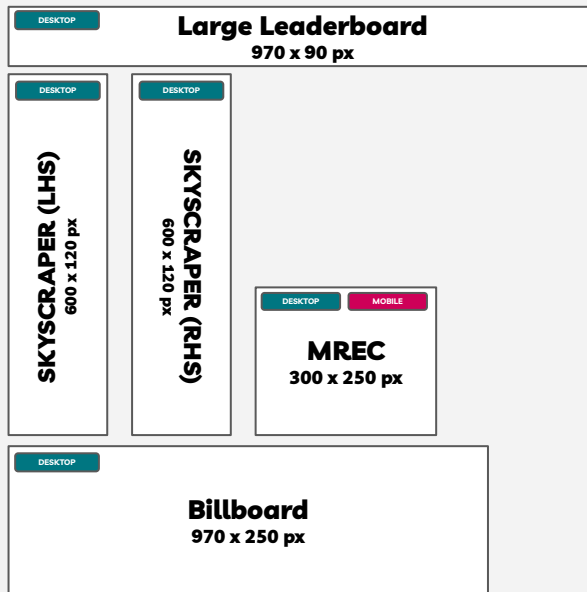
**Maximum frames:** We recommend a max of 30 frames but up to 90 frames can be used if file size permits.

**Max File Size:** 250kb for any banner size. We recommend HTML5 for complex animations and to reduce file size,

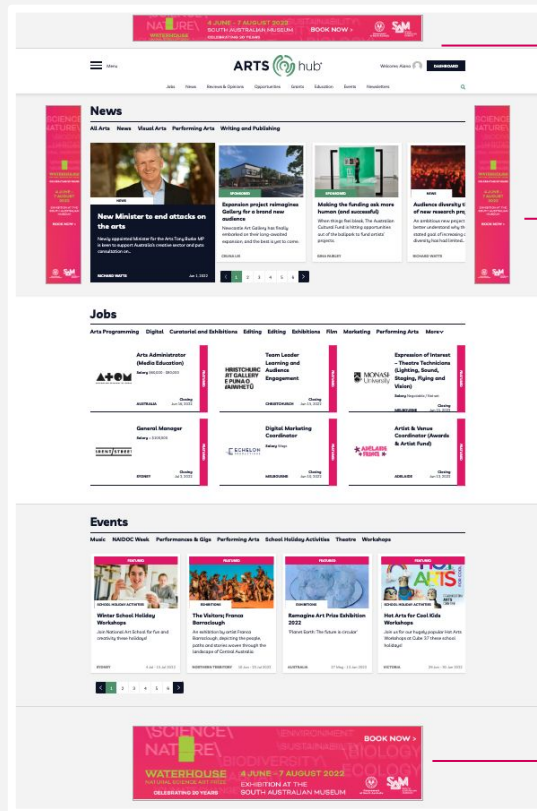
**No strobing affects or flashing of colours are permitted**

## Size references

(not to scale)



## Takeover placement example



Large  
Leader

Skyscrapers  
RHS and LHS

Billboard (desktop)  
MREC (mobile)

## Banner checklist

Please complete this checklist before uploading your banner:

- ▶ Required WxH is supplied.  
(Optional banner sizes can only be used if the required banner is supplied)
- ▶ All Takeover banners are less than 250kb.
- ▶ If supplying unique Skyscrapers banners for right and left please label them LHS and RHS accordingly.
- ▶ You have at least one mobile compatible banner, either an MREC or Half-page banner.
- ▶ Animated GIF/HTML5 banners only: No strobing effects. For accessibility reasons these can not be accepted.
- ▶ HTML5 only: a clicktag must be included in your zip banner file.

