

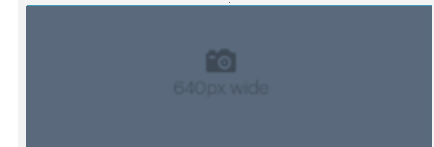


## BANNER SPECIFICATIONS

### WEBSITE & NEWSLETTER

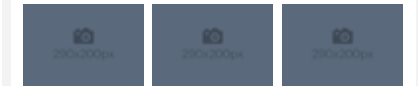
Product	Location	Detail	Client to Supply	Size	Artwork		Frequency	Availability
					File Format	Required File Size		
<b>Premium Leaderboard</b>	Newsletter	First leaderboard banner in one selected Blueprint newsletter.  Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred newsletter edition</li> </ul>	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
<b>Standard Leaderboard</b>	Newsletter	Second leaderboard banner in one selected Blueprint newsletter.  Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred newsletter edition</li> </ul>	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
<b>MREC Advert</b>	Newsletter	First MREC banner (below both leaderboards) in one selected Blueprint newsletter.  Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred newsletter edition</li> </ul>	300x250px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
<b>Premium Leaderboard</b>	Website	Banner will appear on the home page + 3 inner webpages	<ul style="list-style-type: none"> <li>Final artwork (desktop &amp; mobile)</li> <li>URL of landing page</li> <li>Preferred start and end date</li> </ul>	Desktop: 728x90px  Mobile: 320x50px	JPEG, PNG, GIF	Max: 500kb	3-month package	1/3 running at any given time
<b>Standard Leaderboard</b>	Website	Banner will appear on 3 inner webpages	<ul style="list-style-type: none"> <li>Final artwork (desktop &amp; mobile)</li> <li>URL of landing page</li> <li>Preferred start and end date</li> </ul>	Desktop: 728x90px  Mobile: 320x50px	JPEG, PNG, GIF	Max: 500kb	3-month package	1/3 running at any given time

### PREMIUM LEADERBOARD



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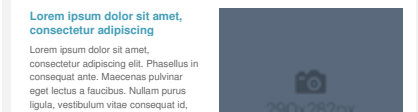
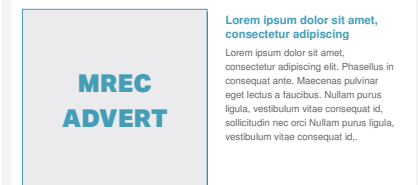
### - Industry News -



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### STANDARD LEADERBOARD

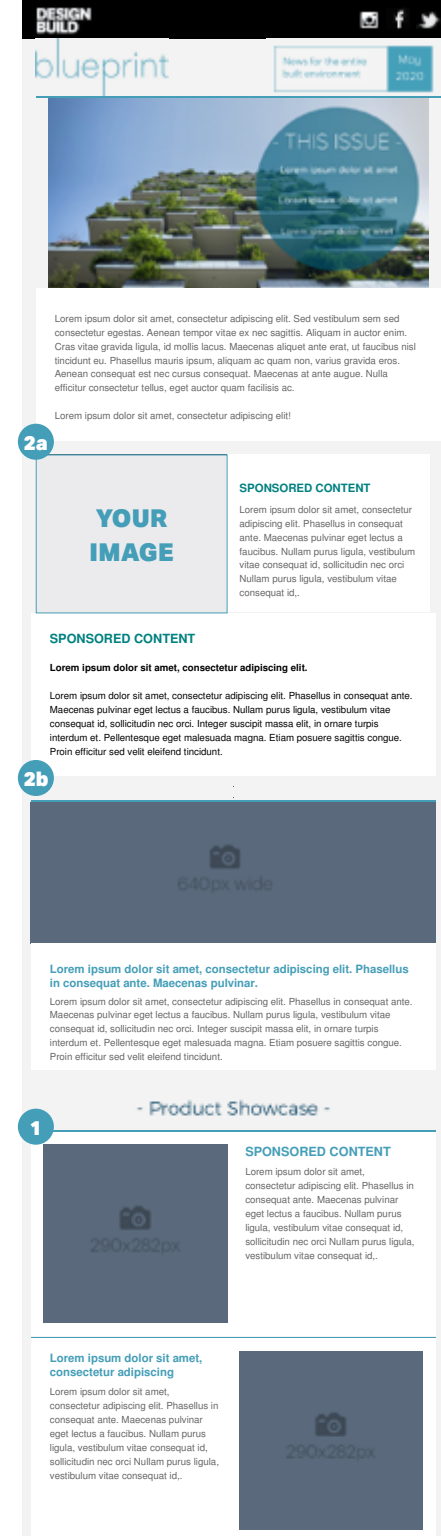
### - Product Showcase -



# CONTENT SPECIFICATIONS

## WEBSITE & NEWSLETTER

Product	Detail	Location	Client to Supply	Specifications	File Format	Frequency	Availability
1 <b>Featured Product Highlight</b>	Product featured as a 'Product Highlights' in one selected Blueprint newsletter, linking to Industry News Blog Post.	Newsletter	<ul style="list-style-type: none"> <li>• Feature Heading</li> <li>• Feature Body Copy</li> <li>• Preferred Newsletter edition</li> </ul>	50 characters (incl. spaces)  250 Characters (incl. spaces)	Word document (PDFs not accepted)	Monthly newsletter	1/2 sponsored per newsletter
		Website	<ul style="list-style-type: none"> <li>• High Resolution Product Image (to be used in newsletter &amp; on website)</li> <li>• Industry News Blog Post copy, recommended inclusions:                             <ul style="list-style-type: none"> <li>• Heading</li> <li>• Product overview</li> <li>• Technical product specifications</li> <li>• Company bio</li> <li>• Call to action</li> </ul> </li> <li>• URL for conclusion of post</li> </ul>	Min: 1mb – separate file  Up to 300 words	JPEG, PNG  Word document (PDFs not accepted)		
2 <b>Sponsored Article</b>	Article featured as a sponsored content piece in one selected Blueprint newsletter, linking to Industry News Blog Post.  <small>*Image or no image in newsletter</small>	Newsletter	<ul style="list-style-type: none"> <li>• Article teaser heading</li> <li>• Article teaser copy</li> <li>• Preferred Newsletter edition</li> </ul>	50 characters (incl. spaces)  250 characters (incl. spaces)	Word document (PDFs not accepted)	Monthly newsletter	1/2 sponsored per newsletter
		Website	<ul style="list-style-type: none"> <li>• High resolution image to match editorial (featured in newsletter if required)</li> <li>• Article copy, recommended inclusions:                             <ul style="list-style-type: none"> <li>• Heading</li> <li>• Author name for attribution if required</li> <li>• URL for conclusion of post</li> </ul> </li> </ul>	Min: 1mb, landscape orientation preferred – separate file  Min: 500 words Max: 800 words	JPEG, PNG  Word document (PDFs not accepted)		



# SOLUS EDM SPECIFICATIONS

Solus eDMs are to be provided in final HTML file, if you cannot provide this, please speak to your client manager to discuss further options.

Client to supply	Specifications	Recommendations
<b>Subject line</b>	45 characters (incl. spaces)	Make it short, sharp and enticing
<b>Final HTML file</b>	To be supplied 10 working days prior to agreed send date. Final supplied file will be top & tailed with Security branded header & footer See detailed EDM specifications	Include your own tracking links in the final file Place call to action in text, not images
<b>Preferred send date &amp; time</b>		
<b>Email address for testing and approval of final eDM</b>		

## HTML SPECIFICATIONS

- **Supply:** one standalone HTML file (e.g. index.html)
- Material must be supplied in HTML code format, which has been specifically designed for email (i.e. not a webpage)
  - Diversified Communications does not edit supplied HTML. Your file must be provided as complete; tested and final
- **Hosted images:** For the creative to display properly, all associated images need to be hosted on a public facing server at your end, and their full source location referenced in the HTML code (e.g. ``)
- **Supplied images:** Alternatively, images can be supplied for upload and local hosting alongside the HTML.
  - Supply all supporting images in .zip archive (e.g. images.zip), maintaining correct image paths and filenames as referred to in the HTML file
  - Make sure your image paths and filenames don't contain the + character
  - The ZIP file containing your images should follow the same path structure as your HTML references.  
For example, if your HTML references images/picture.jpg, make sure your ZIP file contains the "images" folder, and "picture.jpg" within that
- JavaScript and Flash are not accepted as these technologies are generally not supported by email clients

### Additional requirements:

- Max design **width of 600 pixels** is recommended
- Max design **length of 800 pixels** is recommended
- A list of **email addresses for testing** and approval purposes can be provided

For more detailed guidelines on creating the EDM please visit [www.divcom.net.au/html-guidelines](http://www.divcom.net.au/html-guidelines)

YOUR  
BRANDING  
HERE

### Your Content Here

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IMAGE

### Your Product Launch Here

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### Your Product Launch Here

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# DESIGNBUILD ADVERTISING TIMELINES.

## BLUEPRINT NEWSLETTER EDITORIAL CALENDAR

Issue/Item	Material Deadline	In Market (week commencing, market day may vary)
<b>June</b>	Friday 22 May	8 June
<b>July</b>	Friday 26 June	6 July
<b>August</b>	Friday 24 July	3 August
<b>September</b>	Friday 28 August	7 September
<b>October</b>	Friday 25 September	5 October
<b>November</b>	Friday 23 October	2 November
<b>December</b>	Friday 27 November	7 December
<b>Website Banners</b>	5 business days prior to preferred live date	
<b>Solus eDM</b>	10 business days prior to preferred send date	

For sales queries please contact your DesignBUILD client manager:

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**Marcelo Ferreyra**

T: +61 3 9261 4517

E: [mferreyra@divcom.net.au](mailto:mferreyra@divcom.net.au)

Please supply all final artwork files to [designbuild@divcom.net.au](mailto:designbuild@divcom.net.au) with a clear subject line.

**diversified**  
COMMUNICATIONS AUSTRALIA

**DESIGN  
BUILD**

blueprint