SPECIFICATIONS

A comprehensive guide to developing advertising material for the official Australian Made, Australian Grown network.

Please deliver images to your account manager via email as an attachment. If your files are too large to attach, please send artwork files using a common file transfer service (such as Dropbox, Hightail or WeTransfer).

WEBSITE	NOTES	FORMATS
MREC 300 x 250 px	- Advertiser to supply destination URL - Animated banners must not exceed 30 seconds	JPEG, PNG, GIF
MREC 300 x 600 px	- Advertiser to supply destination URL - Animated banners must not exceed 30 seconds	JPEG, PNG, GIF
LEADERBOARD 728 x 90 px	- Advertiser to supply destination URL - Animated banners must not exceed 30 seconds	JPEG, PNG, GIF
FEATURE PRODUCT TILE	- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile) - Description to draw from the nominated product profile - Advertiser to supply destination URL	JPEG, PNG
SEASONAL PROMOTION PAGE	- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile) - Advertiser to supply destination URL	JPEG, PNG
COMPETITION 970 x 647 px	- Advertiser must nominate an Australian Made licensed product for the competition prize - Advertiser to provide the RRP (optional) - Advertiser must supply a destination URL - Advertiser to supply product description (100 words max) - Advertiser to provide company description (100 words max) - Please supply preferred competition question	JPEG, PNG

NEWSLETTERS	NOTES	FORMATS
NEWSLETTER LEADERBOARD 728 x 90 px	- Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG
SEASONAL NEWSLETTER TILE 300 x 192 px	- Advertiser to supply copy (maximum 40 words) - Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG
ADVERTORIAL TILE 900 x 499 px	- Advertiser to supply copy (maximum 40 words) - Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG
AUSSIE MADE FEATURE TILE 900 x 499 px	- Advertiser to supply copy (maximum 40 words) - Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG

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WEBSITE	NOTES	FORMATS
AUSTRALIAN MAKERS VIDEO	- Advertiser to supply destination URL - Advertiser to supply company description (150 words max)	
AUSSIE MADE FEATURE	- Advertiser to supply destination URL - Advertiser to supply 300x192 px company logo - Advertiser to supply a 970x647 'lifestyle' or 'behind the scenes' photo of their licensed product	JPEG, PNG
MATES RATES	- Advertiser to nominate a product from their profile, the first image will pull through to the promotion page - Advertiser to supply destination URL - All discounts must be activated via the 'matesrate' promotion code	JPEG, PNG