



Banner Specifications.

COMMUNICATION CHANNELS

Product	Description	Client to supply	Size + Format	Send	Available
Premium Leaderboard	First leaderboard banner in one selected newsletter edition or campaign email.	<ul style="list-style-type: none">Final artworkLink to URLSend date to be confirmed with team	600x90px JPEG/PNG Max: 60kb	Contact us to discuss preferred send date	1/1
Standard Leaderboard	Second leaderboard banner in one selected newsletter edition or campaign email.	<ul style="list-style-type: none">Final artworkLink to URLSend date to be confirmed with team	600x90px JPEG/PNG Max: 60kb	Contact us to discuss preferred send date	1/1
MREC Banner	First MREC banner (below both leaderboards) in one selected newsletter edition or campaign email.	<ul style="list-style-type: none">Final artworkLink to URLSend date to be confirmed with team	600x90px JPEG/PNG Max: 60kb	Contact us to discuss preferred send date	1/1

Hello , Ut eium, sant incilisquis min ex ernam resc iimiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur?

Ut eium, sant incilisquis min ex ernam resc iimiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

IMAGE

Premium Leaderboard

PRODUCT SHOWCASE

IMAGE

Ut eium, sant incilisquis min ex ernam resc iimiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

Ut eium, sant incilisquis min ex ernam resc iimiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

IMAGE

Standard Leaderboard

HOT TOPICS

IMAGE

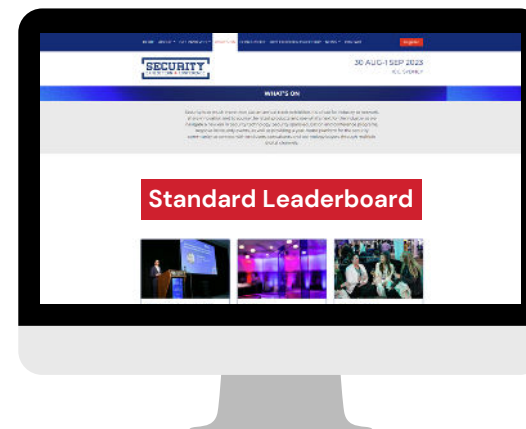
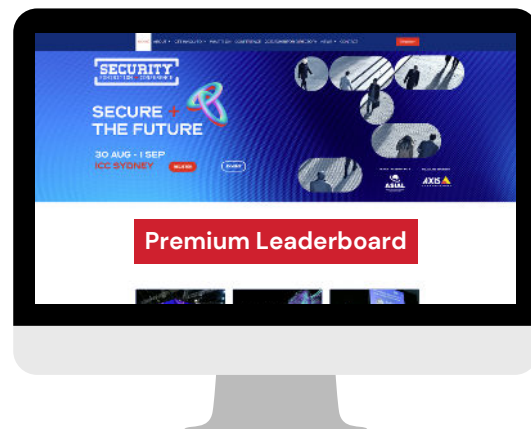
Ut eium, sant incilisquis min ex ernam resc iimiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

MREC Banner

Banner Specifications.

WEBSITE

Product	Description	Client to supply	Size	Format	Send	Available
Premium Leaderboard	Banner will appear on the home page + 3 inner webpages	<ul style="list-style-type: none"> • Final artwork (desktop & mobile) • URL of landing page • Preferred start and end date 	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF* Max: 500kb	3-month package	1/3 running at any given time
Standard Leaderboard	Banner will appear on 3 inner webpages	<ul style="list-style-type: none"> • Final artwork (desktop & mobile) • URL of landing page • Preferred start and end date 	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF* Max: 500kb	3-month package	1/3 running at any given time



GIF only available on desktop banners



Content Specifications.

EMAIL

Product	Description	Client to supply	Specifications	Format	Available
Featured Product Highlight	Product featured as a 'Product Highlights' in one selected newsletter edition or campaign email, linking to Industry News Blog Post.	<ul style="list-style-type: none">• Feature Heading• Feature Body Copy• Preferred send period	50 characters (incl. spaces) 250 Characters (incl. spaces)	Word document (PDFs not accepted)	1/2 sponsored per email
Sponsored Article	Article featured as a sponsored content piece in one selected newsletter edition or campaign email, linking to Industry News Blog Post.	<ul style="list-style-type: none">• Article teaser heading• Article teaser copy• Preferred send period	50 characters (incl. spaces) 250 Characters (incl. spaces)	Word document (PDFs not accepted)	1/2 sponsored per email

Contact team to discuss preferred send date

Hello , Ut eium, sant incilisquis min ex ernam resc i m iliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur?

SPONSORED CONTENT

Ut eium, sant incilisquis min ex ernam resc i m iliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

Premium Leaderboard

PRODUCT SHOWCASE

YOUR IMAGE

Ut eium, sant incilisquis min ex ernam resc i m iliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

Ut eium, sant incilisquis min ex ernam resc i m iliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

IMAGE

Standard Leaderboard

HOT TOPICS

IMAGE

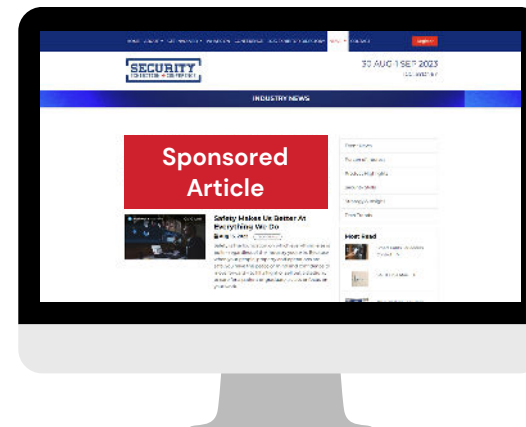
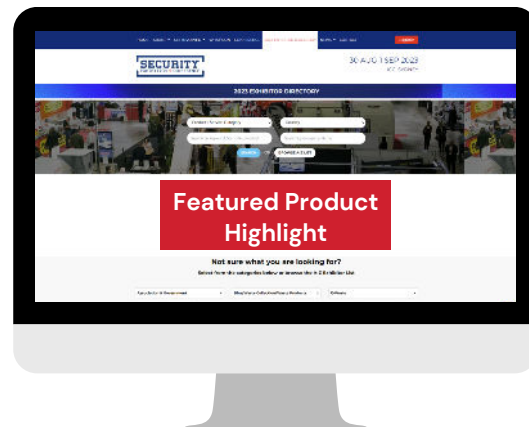
Ut eium, sant incilisquis min ex ernam resc i m iliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped quidebis in ea volupta que sant.

MREC Banner

Content Specifications.

WEBSITE

Product	Description	Client to supply	Specifications	Format
Featured Product Highlight	Product featured as a 'Product Highlights' in one selected newsletter edition or campaign email, linking to Industry News Blog Post.	<ul style="list-style-type: none"> High Resolution Product Image (to be used in a newsletter edition or campaign email & on website) Industry News Blog Post Copy: Heading, Product overview + Technical specs, Company bio, Call to action, URL for conclusion of post 	IMAGE Min: 1mb TEXT Up to 300 words	JPEG, PNG Word document (PDFs not accepted)
Sponsored Article	Product featured as a 'Product Highlights' in one selected one selected newsletter edition or campaign email, linking to Industry News Blog Post.	<ul style="list-style-type: none"> High resolution image to match editorial (featured in a newsletter edition or campaign email if required) Article copy, recommended inclusions: Heading, Author name for attribution if required, URL for conclusion of post 	IMAGE Min: 1mb (landscape orientation preferred) TEXT 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
Subject line	45 characters (incl. spaces)	Make it short, sharp and enticing
Final HTML file	To be supplied 10 working days prior to agreed send date. Final supplied file will be top & tailed with branded header & footer See detailed EDM specifications	Include your own tracking links in the final file. Place call to action in text, not images.

Please provide preferred send date & time Email address for testing and approval of final eDM

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

YOUR BRANDING HERE

Your Content Here

Ut eium, sant incilisquis min ex
ernam
resci imiliti de cullabo rporepedita
quaerit laborporit intis ex esequo
tem re volorent, ut latur? Qui
beaquae ped quidebis in ea
volupta que sant.

image

Your Product Launch Here

Od explibus ea di
accuptatur solupta
simillectem int quis sa
non pe poremodi si

image

Your Product Launch Here

Od explibus ea di
accuptatur solupta
simillectem int quis sa
non pe poremodi si

image

Your Product Launch Here

Od explibus ea di
accuptatur solupta
simillectem int quis sa
non pe poremodi si

image

Your Product Launch Here

Od explibus ea di
accuptatur solupta
simillectem int quis sa
non pe poremodi si

Advertising Timelines.

Item	Material Deadline
Newsletter edition or campaign email	5 business days prior to preferred send date
Website Banners	5 business days prior to preferred send date
Solus eDM	10 business days prior to preferred send date

For clarification or more detailed enquiries please contact the team.

1300 DIVCOM (1300 348 266)
securityexpo@divcom.net.au

Please supply all final artwork files to securityexpo@divcom.net.au with a clear subject line.

