

SPECIFICATIONS

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

Please deliver artwork to jackie.fuller@australianmade.com.au via email as an attachment. If your files are too large to attach, please drag and drop artwork to: <https://spaces.hightail.com/uplink/ausmade>.

#	WEBSITE	NOTES	FORMATS	DUE	LIVE
	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 1000 x 1000 px	- 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 1000 x 1000 px	- 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) - Advertiser to provide company description (100 words) - Please supply preferred competition question	JPEG, PNG		
	AUSTRALIAN MADE WEEK FEATURED PRODUCTS 1000 x 1000 px	- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile) - Advertiser to supply destination URL	JPEG, PNG		
	AUSTRALIAN MADE WEEK MATES RATES 1000 x 1000 px	- Advertiser must nominate an Australian Made licensed product to highlight (listed on your profile) - Advertiser to supply destination URL - Advertiser to nominate the discount percentage - Advertiser to create 'AMW22' coupon code	JPEG, PNG		
	AUSTRALIAN MAKERS VIDEO	- Advertiser to nominate spokesperson - Advertiser supply 3-4 key messages - Advertiser to nominate licensed product/s to feature - Advertiser to supply destination URL for go live	MP4, MOV		
	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	MP4, JPEG, PNG		

#	CONSUMER NEWSLETTERS	NOTES	FORMATS	DUE	LIVE
	CONSUMER 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		
	CONSUMER 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		
#	BUSINESS NEWSLETTERS	NOTES	FORMATS	DUE	LIVE
	BUSINESS LEADERBOARD 728 x 90 px	- Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG		
	BUSINESS ADVERTORIAL TILE 300 x 192 px	- Advertiser to supply copy (maximum 40 words) - Advertiser to supply destination URL - Animated banners are not accepted	JPEG, PNG		