

BANNER SPECIFICATIONS

WEBSITE & NEWSLETTER

Product	Location	Detail	Client to Supply	Size	Artwork		Frequency	Availability
					File Format	Required File Size		
Premium Leaderboard	Newsletter	First leaderboard banner in one selected Blueprint newsletter. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
Standard Leaderboard	Newsletter	Second leaderboard banner in one selected Blueprint newsletter. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
MREC Advert	Newsletter	First MREC banner (below both leaderboards) in one selected Blueprint newsletter. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	300x250px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
Premium Leaderboard	Website	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	Website	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



PREMIUM LEADERBOARD

640px wide

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- Industry News -

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STANDARD LEADERBOARD

- Product Showcase -

MREC ADVERT

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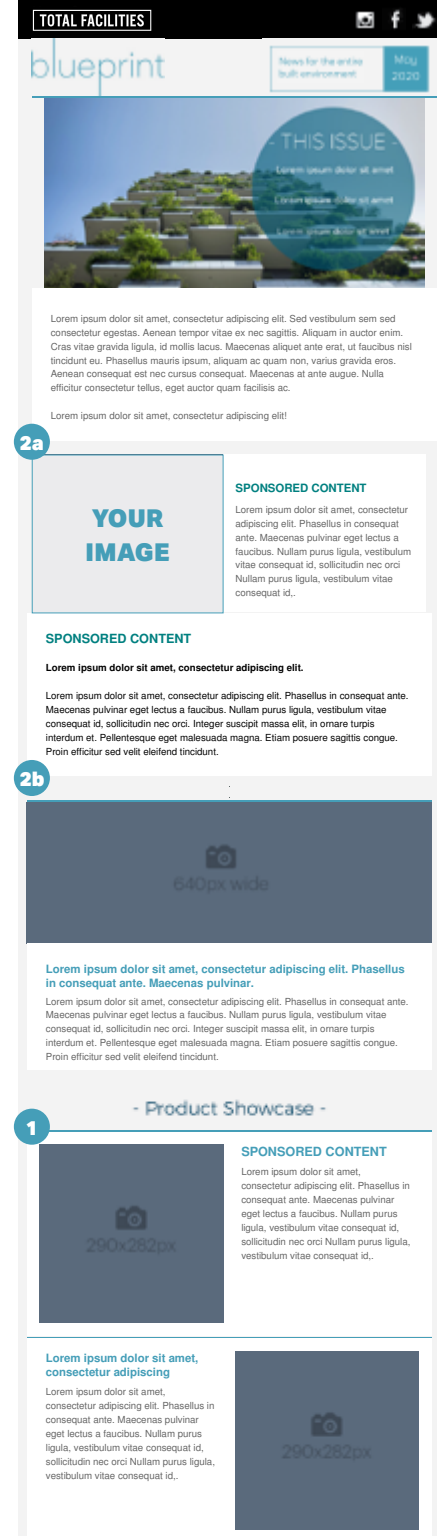
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CONTENT SPECIFICATIONS

WEBSITE & NEWSLETTER

Product	Detail	Location	Client to Supply	Specifications	File Format	Frequency	Availability
1 Featured Product Highlight	Product featured as a 'Product Highlights' in one selected Blueprint newsletter, linking to Industry News Blog Post.	Newsletter	<ul style="list-style-type: none"> Feature Heading Feature Body Copy Preferred Newsletter edition 	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"> High Resolution Product Image (to be used in newsletter & on website) Industry News Blog Post copy, recommended inclusions: <ul style="list-style-type: none"> Heading Product overview Technical product specifications Company bio Call to action URL for conclusion of post 	Min: 1mb – separate file Up to 300 words	JPEG, PNG Word document (PDFs not accepted)		
2 Sponsored Article	Article featured as a sponsored content piece in one selected Blueprint newsletter, linking to Industry News Blog Post.	Newsletter	<ul style="list-style-type: none"> Article teaser heading Article teaser copy Preferred Newsletter edition 	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"> High resolution image to match editorial (featured in newsletter if required) Article copy, recommended inclusions: <ul style="list-style-type: none"> Heading Author name for attribution if required URL for conclusion of post 	Min: 1mb, landscape orientation preferred – separate file Min: 500 words Max: 800 words	JPEG, PNG Word document (PDFs not accepted)		

*Image or no image in newsletter



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 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
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

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TOTAL FACILITIES ADVERTISING TIMELINES.

BLUEPRINT NEWSLETTER EDITORIAL CALENDAR

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

For sales queries please contact your Total Facilities client manager:

Jessica Kliese
+61 3 9261 4518

jkliese@divcom.net.au

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

diversified
COMMUNICATIONS ■ AUSTRALIA

TOTAL FACILITIES

blueprint