

Website Advertising Specifications

SPECIFICATIONS FOR WEBSITE ADVERTISEMENTS

▶ For best results please supply the following to us:

▶ Please note the distribution for each ad type:

(ROS) Run of site - Ad will be displayed on every page of the website

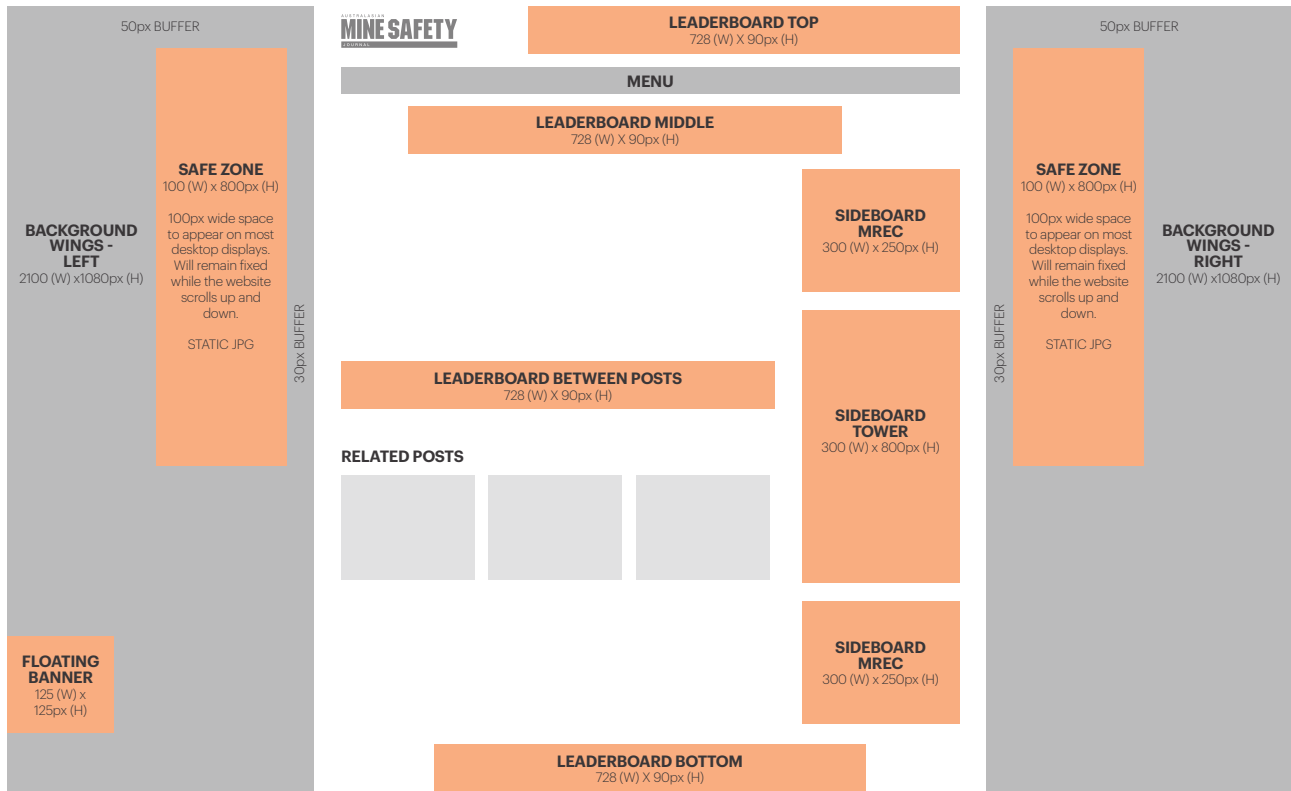
Category - Ad will be displayed on specific category pages and posts

Ad Type	Dimensions	File Size	File Types	Looping	Distribution
Leaderboard	728 (W) x 90px (H)	200KB	GIF PNG JPG	Continuous	Top & Bottom = ROS Middle & Between = Category
Sideboard MREC 1 & 2	300 (W) x 250px (H)	200KB	GIF PNG JPG	Continuous	Category
Sideboard Tower	300 (W) x 800px (H)	200KB	GIF PNG JPG	Continuous	Category
Background Wings - Left & Right	2100 (W) x 1080px (H) 100 (W) x 800px (H)	200KB	PNG JPG	Static	ROS - Large display screens only
Floating banner	125 (W) x 125px (H)	50KB	PNG JPG	Static	ROS

Please supply

- ✓ Please supply click through URL
- ✓ Email completed banners to digital@aprs.com.au

Website Example



All APRS publications follow the IAB standards.

- ▶ APRS uses an Ad Management system to manage all advertising campaigns. It provides us with statistics relevant to your campaign such as impressions and clicks to help monitor the effectiveness of your advertising.

Please note

- ▶ Please supply completed banners two weeks before commencement date.
- ▶ APRS does not accept responsibility for viewing problems associated with banners.
- ▶ In regard to the background 'Centre void space' this refers to the area where the APRS website will be. Your image will be visible either side of this area and the entire area is clickable - check the template and examples available.
- ▶ We have template ready files for Photoshop available - please get in contact with prepress@aprs.com.au