

Banner specifications: Run of Site (ROS) and eDM (newsletters)

Our requirements are based on extensive testing of factors that impact page loads. Accordingly, the following guidelines have been created to provide ads that compliment fast loading pages.
 Lightweight Ad Guidance: by: IAB iabaustralia.com.au

BANNER	REQUIRED WxH (pixels)	OPTIONAL 1.5x <small>High-Resolution WxH (pixels)*</small>	OPTIONAL 2x <small>High-Resolution WxH (pixels)*</small>	MAX FILE SIZE ACCEPTED	ACCEPTED FORMATS**	MOBILE COMPATIBLE
Large Leader	970x90	1455x135	1940x180	<150kb	.jpeg .jpg .gif or HTML5	no
Leader	728x90	1092x135	1456x180	<150kb	.jpeg .jpg .gif or HTML5	no
Billboard	970x250	1455x375	1940x500	<250kb	.jpeg .jpg .gif or HTML5	no
Half-page	300x600	450x900	600x1200	<250kb	.jpeg .jpg .gif or HTML5	yes
MREC	300x250	450x375	600x500	<150kb	.jpeg .jpg .gif or HTML5	yes
e-DM <small>(appears in newsletters only)</small>	600x120	n/a	n/a	<75kb	.jpeg .jpg .gif	yes

***Optional High Resolution Banners:**

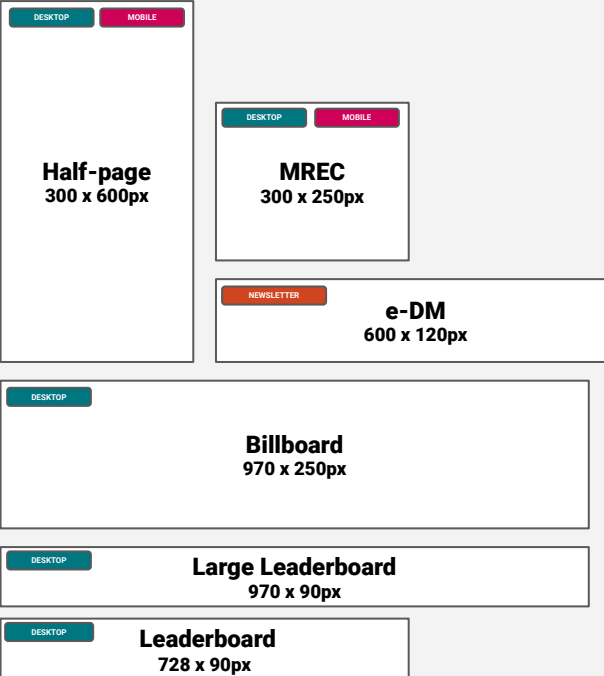
+60% of our site traffic use a Mac or iOS device which supports high resolution banners. Supplying these sizes allows us to serve your banners in the highest quality possible to devices such as Macs, iPhones and Android devices that support HiDPI or Retina displays. **Example:** A visitor uses a MacBook or iPhone we will serve a 1.5x or 2x creative of your banner which will render clearer and crisper.

****Animated Banner Requirements:**

Maximum frames: We recommend a max of 30 frames but up to 90 frames can be used if file size permits.
Max File Size: 250kb for any banner size. We recommend HTML5 for complex animations and to reduce file size,
No strobing affects or flashing of colours are permitted

Size references

(not to scale)



The visual references show the following banner sizes and labels:

- Half-page:** 300 x 600px (Desktop view)
- MREC:** 300 x 250px (Mobile view)
- e-DM:** 600 x 120px (Newsletter view)
- Billboard:** 970 x 250px (Desktop view)
- Large Leaderboard:** 970 x 90px (Desktop view)
- Leaderboard:** 728 x 90px (Desktop view)

Banner specifications: Homepage takeover

Our requirements are based on extensive testing of factors that impact page loads. Accordingly, the following guidelines have been created to provide ads that compliment fast loading pages.
 Lightweight Ad Guidance: by: IAB <https://iabaustralia.com.au/>

BANNER	REQUIRED WxH (pixels)	OPTIONAL 1.5x High Resolution WxH (pixels)*	OPTIONAL 2x High Resolution WxH (pixels)*	MAX FILE SIZE ACCEPTED	ACCEPTED FORMATS**	MOBILE COMPATIBLE
Large Leader	970x90	1455x135	1940x180	<150kb	.jpeg .jpg .gif or HTML5	no
OR Leader	728x90	1092x135	1456x180	<150kb	.jpeg .jpg .gif or HTML5	no
Skyscraper (Right and Left)	600x120	900x180	1200x240	<150kb	.jpeg .jpg .gif or HTML5	no
Billboard	970x250	1455x375	1940x500	<250kb	.jpeg .jpg .gif or HTML5	no
MREC	300x250	450x375	600x500	<150kb	.jpeg .jpg .gif or HTML5	yes

*Optional High Resolution Banners:

+60% of our site traffic use a Mac or iOS device which supports high resolution banners. Supplying these sizes allows us to serve your banners in the highest quality possible to devices such as Macs, iPhones and Android devices that support HiDPI or Retina displays. **Example:** A visitor uses a MacBook or iPhone we will serve a 1.5x or 2x creative of your banner which will render clearer and crisper.

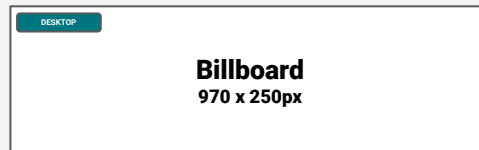
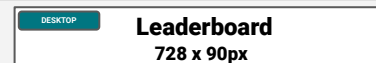
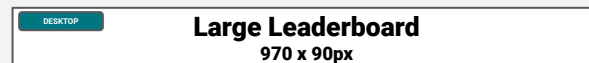
**Animated Banner Requirements:

Maximum frames: We recommend a max of 30 frames but up to 90 frames can be used if file size permits.

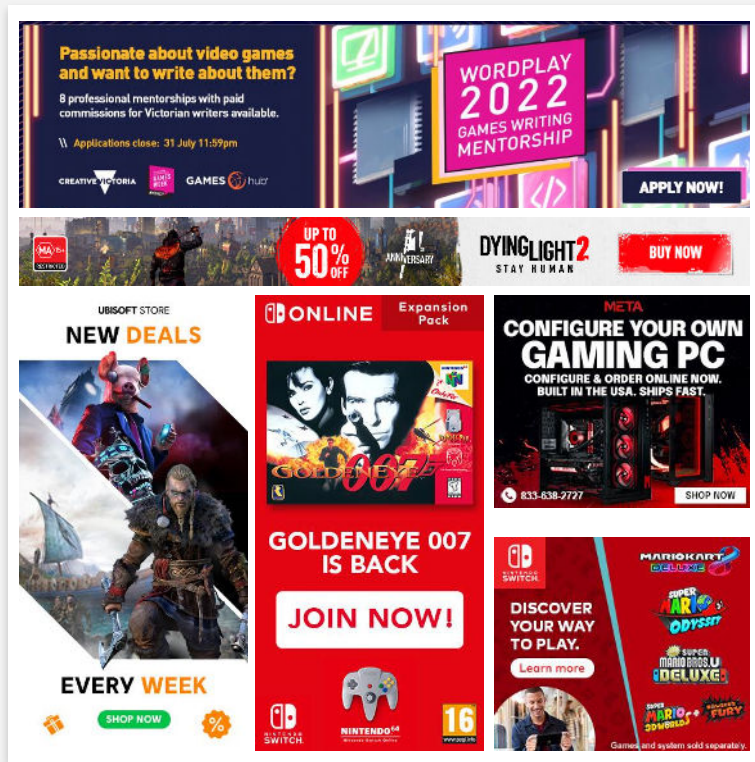
Max File Size: 250kb for any banner size. We recommend HTML5 for complex animations and to reduce file size,

No strobing affects or flashing of colours are permitted

Size references (not to scale)



Banner Checklist (Before Upload)



Please complete this checklist before uploading your banner:

- ▶ Required WxH is supplied.
(Optional banner sizes can only be used if the Required Size is supplied)
- ▶ All ROS banners are less than 250kb.
- ▶ All e-DM banners are less than 75kb
- ▶ You have at least one mobile compatible banner, either an MREC or Half-page banner.
- ▶ Animated GIF/HTML5 banners only: **No strobing effects**. For accessibility reasons these can not be accepted.
- ▶ HTML5 only: a clicktag must be included in your zip banner file.

ROS Banners
Sizes

[UPLOAD BANNERS](#) ↑