

Brief Guidelines for Banner Adverts

Some of the things that we need to know:

Call to action & messaging

- What is the goal of the promo?
- Will you provide the copy for the banner?

Target audience

- Demographics, gender, age group, life stage, etc

Placement

- What site/s will the banner be featured in (include URL)

Campaign & Branding

- Is this banner part of a larger campaign? If yes please provide examples of other material so that we can follow the same look and feel in order to be consistent.
- Please provide images, font.
- What brand logos have to be included? (Please provide us with vector logos in EPS format)
- Please provide brand guidelines

Banner size

- Pixel size dimensions 000width x 000height
- Max file size for flash file
- Max file size for JPEG file
- File type: flash or JPEG
- Click tag for flash banner
- Timing limit (e.g. 3 seconds)
- Use the following table as a guide to fill in the items mentioned above for each banner that you require:

Ad banner name	Dimensions	GIF/JPEG	Std Flash	Rich Flash	Looping
Leaderboard for 'Blahblah' promo appearing in SMH website	728w x 90w pixels	25KB	40KB	100KB	Continuous

Launch date & timings

- What is the launch date of campaign?
- Are there any external parties that need to approve the banner? How many days should we allow for approvals?

