Artichoke

Newsletter Advertising Material Specifications

Newsletter ad unit	Dimensions (pixels)	Material Summary
01 Horizontal advertorial feature	N/A	Headline: up to 50 characters Copy: 145–165 characters Image: 630 W x 474 H pixels @ 72 ppi, clean image Clickthrough URL: Promoted product's web address
02 Leaderboard	650 W x 168 H	@ 72 or 150 ppi. JPG, PNG, static or animated GIF

Horizontal advertorial feature requirements

Copy Copy will be edited to our 'house style' and the graphic presentation of the newsletter and text maybe cut to length if it exceeds the word limit.

Images Minimum 630 W x 474 H pixels @ 72 ppi. Image must be clean, i.e., does not include logo, text or watermarks.

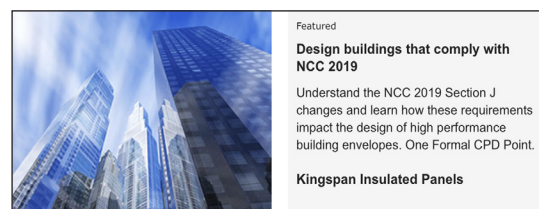**Animations** No animation.

Leaderboard requirements

Images Minimum 650 W x 168 H pixels @ 72 or 150 ppi. JPG, PNG and static or animated GIF.

Animations If using animated GIF, please ensure your offer and call to action are in the first frame, as Microsoft Outlook will not play the animation beyond this point. Other email clients will play your animation as normal.

Size Maximum file size 400 KB.

Delivery instructions

Send method An email including an upload link and delivery instructions will be sent to you closer to the deadline.

Terms and conditions

Advertising and material supply is subject to Architecture Media's advertising terms and conditions. For more information: architecturemedia.com/media-kit.

01
Horizontal advertorial feature

02
Leaderboard

Production and material enquiries

Telephone: +61 3 8699 1000
Email: digitalproduction@archmedia.com.au

Advertising booking enquiries

Telephone: +61 3 8699 1000
Email: advertising@archmedia.com.au

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