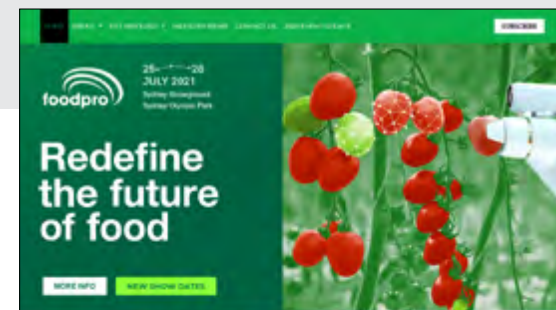


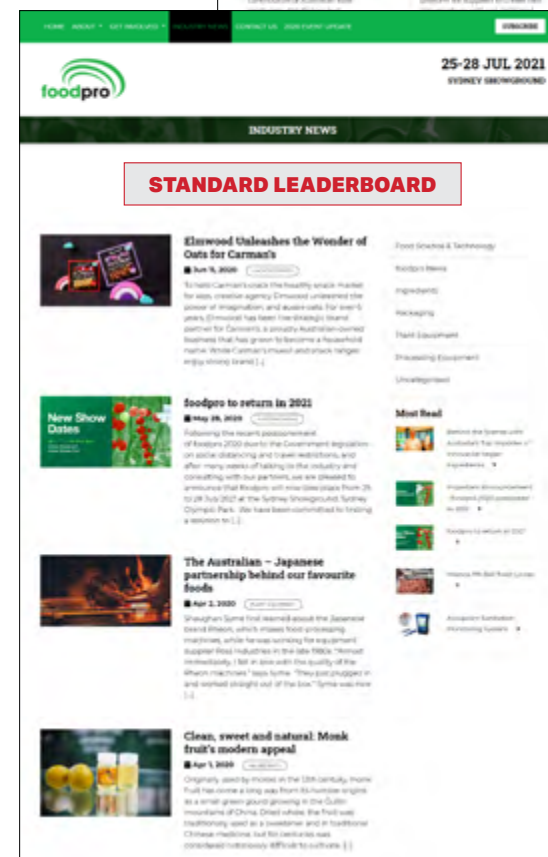
Banner Specifications.

WEBSITE

Product	Location	Detail	Client to Supply	Artwork			Frequency	Availability
				Size	File Format	Required File Size		
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	JPEG, PNG, GIF	Max: 500kb	3-month package	1/3 running at any given time
				Mobile: 320x50px	JPEG, PNG			
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	JPEG, PNG, GIF	Max: 500kb	3-month package	1/3 running at any given time
				Mobile: 320x50px	JPEG, PNG			



PREMIUM LEADERBOARD



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 foodpro 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

For clarification or more detailed enquiries please contact the marketing team.

Lakisha Di Valentino
+61 3 9261 4526
foodproexpo@divcom.net.au

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



* All content to be provided by client, subject to approval by Diversified Communications Australia.

