

## Banner Specifications.

Product	Location	Detail	Client to Supply	Artwork			Frequency	Availability
				Size	File Format	Required File Size		
<b>Premium Leaderboard</b>	Email	First leaderboard banner in one selected CONVERGENCE. Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred send period</li> </ul>	600x90px	JPEG, PNG	Max: 60kb	Contact team to discuss preferred send date	1/1
<b>Standard Leaderboard</b>	Email	Second leaderboard banner in one selected CONVERGENCE. Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred send period</li> </ul>	600x90px	JPEG, PNG	Max: 60kb	Contact team to discuss preferred send date	1/1
<b>MREC Advert</b>	Email	First MREC banner (below both leaderboards) in one selected CONVERGENCE. Linking to URL provided by client.	<ul style="list-style-type: none"> <li>Final artwork</li> <li>URL of landing page</li> <li>Preferred send period</li> </ul>	300x250px	JPEG, PNG	Max: 60kb	Contact team to discuss preferred send date	1/1
<b>Premium Leaderboard</b>	Website	Banner will appear on the home page + 3 inner webpages	<ul style="list-style-type: none"> <li>Final artwork (desktop &amp; mobile)</li> <li>URL of landing page</li> <li>Preferred start and end date</li> </ul>	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF JPEG, PNG	Max: 500kb	3-month package	1/3 running at any given time
<b>Standard Leaderboard</b>	Website	Banner will appear on 3 inner webpages	<ul style="list-style-type: none"> <li>Final artwork (desktop &amp; mobile)</li> <li>URL of landing page</li> <li>Preferred start and end date</li> </ul>	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF JPEG, PNG	Max: 500kb	3-month package	1/3 running at any given time



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[Read more](#)

**SPONSOR CONTENT**

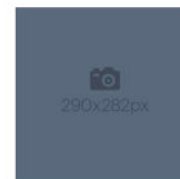
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440x170

## PREMIUM LEADERBOARD

### Product Showcase



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## STANDARD LEADERBOARD

### Hot Topic



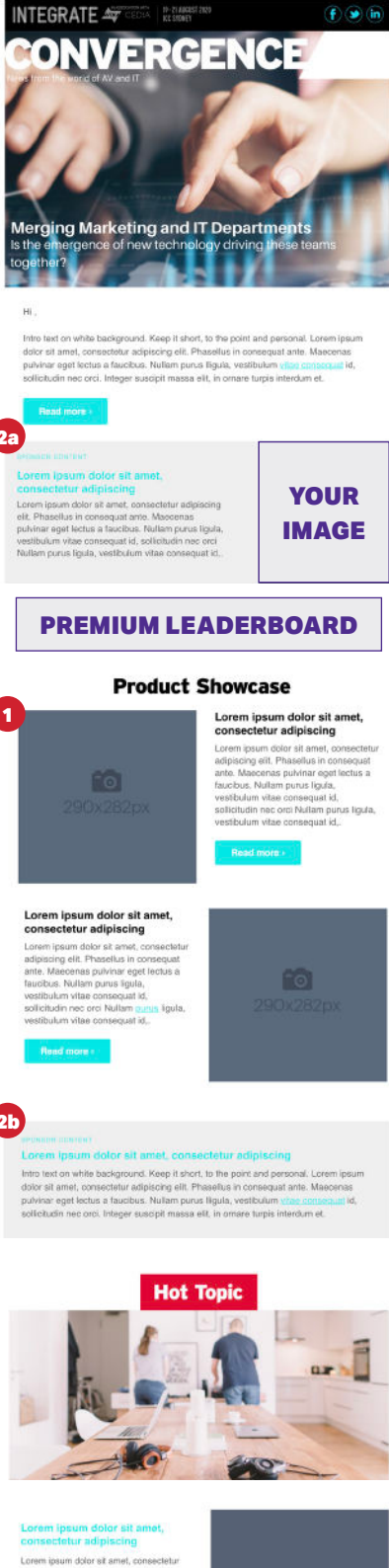
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**MREC ADVERT**

Content Specifications.

Product	Detail	Location	Client to Supply	Specifications	File Format	Frequency	Availability
1 Featured Product Highlight	Product featured as a 'Product Highlights' in one selected CONVERGENCE, linking to Industry News Blog Post.	Email	<ul style="list-style-type: none"><li>Feature Heading</li><li>Feature Body Copy</li><li>Preferred send period</li></ul>	50 characters (incl. spaces)  250 Characters (incl. spaces)	Word document (PDFs not accepted)	Contact team to discuss preferred send date	1/2 sponsored per email
		Website	<ul style="list-style-type: none"><li>High Resolution Product Image (to be used in Convergence &amp; on website)</li><li>Industry News Blog Post copy, recommended inclusions:<ul style="list-style-type: none"><li>Heading</li><li>Product overview</li><li>Technical product specifications</li><li>Company bio</li><li>Call to action</li></ul></li><li>URL for conclusion of post</li></ul>	Min: 1mb – separate file  Up to 300 words	JPEG, PNG  Word document (PDFs not accepted)		
2 Sponsored Article <small>*Image or no image in newsletter</small>	Article featured as a sponsored content piece in one selected CONVERGENCE, linking to Industry News Blog Post.	Email	<ul style="list-style-type: none"><li>Article teaser heading</li><li>Article teaser copy</li><li>Preferred send period</li></ul>	50 characters (incl. spaces)  250 characters (incl. spaces)	Word document (PDFs not accepted)	Contact team to discuss preferred send date	1/2 sponsored per email
		Website	<ul style="list-style-type: none"><li>High resolution image to match editorial (featured in Convergence if required)</li><li>Article copy, recommended inclusions:<ul style="list-style-type: none"><li>Heading</li><li>Author name for attribution if required</li></ul></li><li>URL for conclusion of post</li></ul>	Min: 1mb, landscape orientation preferred – separate file  Min: 500 words Max: 800 words	JPEG, PNG  Word document (PDFs not accepted)		



# 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 Security 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		

- **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](http://www.divcom.net.au/html-guidelines)

INTEGRATE

24-26 AUGUST 2021  
MELBOURNE CONVENTION  
EXHIBITION CENTRE

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diversified

COMMUNICATIONS AUSTRALIA

# Integrate Advertising Timelines.

Item	Material Deadline
Convergence	5 business days prior to preferred send date
Website Banners	5 business days prior to preferred live date
Solus eDM	10 business days prior to preferred send date

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

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msabbatucci@divcom.net.au

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