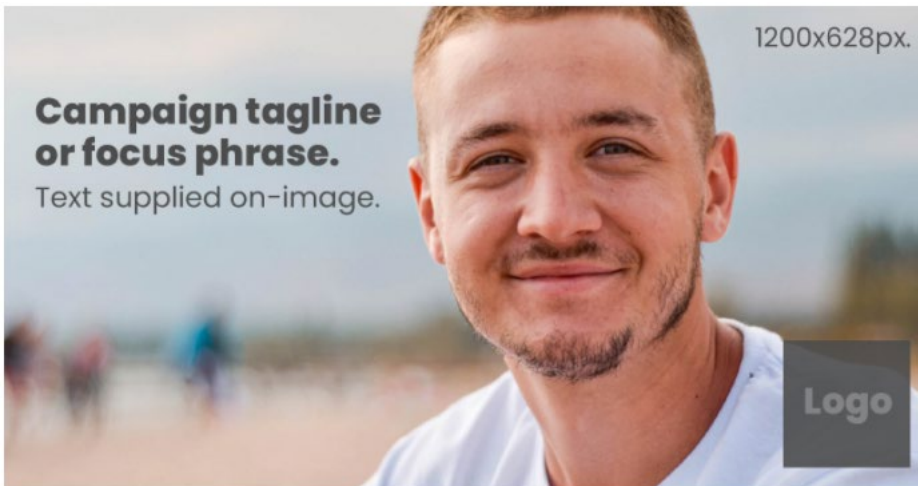




Website Advertising 2021

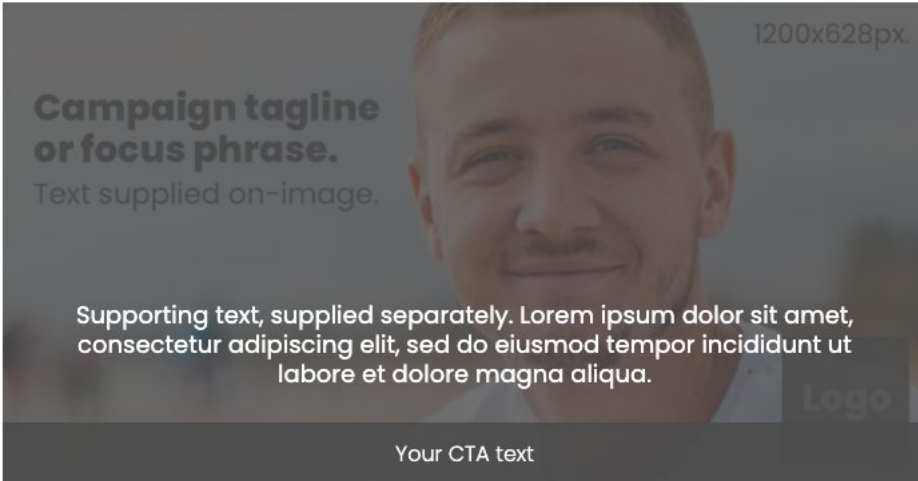
WEB-TILE SPECS

Interactive image with text overlay



PRIMARY STATE:

- Image appears as supplied.
- 1200x628px.
- <100kb .jpg or .webp formats preferred.
- No limit on text or branding placement, example image indicative only.



HOVER STATE:

- Custom semi-transparent background colour overlay.
- Optional supporting text overlay and colour. Limited copy suggested (20-60 words, 25 words shown in example).
- Custom CTA text and colour.
- Custom CTA background colour.
- Link tracking can be set up prior to publishing, upon request.

PLEASE NOTE:

- While image should be supplied at 1200x628px, advertising panel is screen-responsive and will scale to display close to 80% window width on desktop, and 100% width on mobile, with padding.
- Optional supporting text overlay can be up to 50 words, however short messaging is recommended to remain accessible when viewing on mobile.
- If no supporting text is requested for hover state, image will link to supplied URL on click.
- Advertising panel may be shared with up to 3 different placements on a 6 second carousel.

QUESTIONS:

Please contact GPRA if you have any questions regarding advertising supply or specifications.

Mylo Norman
DESIGN & DIGITAL MEDIA ADVISOR

(03) 9629 8878
mylo.norman@gpra.org.au