ADVERTISER GUIDE

# Advertising Sizes and Guidelines

Everything you need to prepare your ad or Business Profile for our lifestyle magazines, and how to send it to us.

The Australian Magazine Group (AMG) places your business in front of the people most likely to walk through your door: the locals who read our Adelaide, Brisbane, Melbourne, Perth, Sydney and Tasmania lifestyle magazines.

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AD FORMATS

- Billboard
- Leaderboard
- Half Page Banner
- Square
- Business Profile

**» UPLOAD YOUR AD**

Ready to go? Send us your ad or Business Profile here.

australianmagazinegroup.com.au/post-your-business-profile-on-australias-premiere-lifestyle-magazine/

AD SIZES

# Four display formats, one for every budget

Boxes are drawn to the same scale, so you can compare sizes at a glance.




SPECS

| | |
|---|---|
| Width | **970 px** |
| Height | **250 px** |
| Placement | **Top of page** |

## Billboard

Our largest ad. It runs full width at the top of your city's home page, every article and community pages, before the headline and the story.

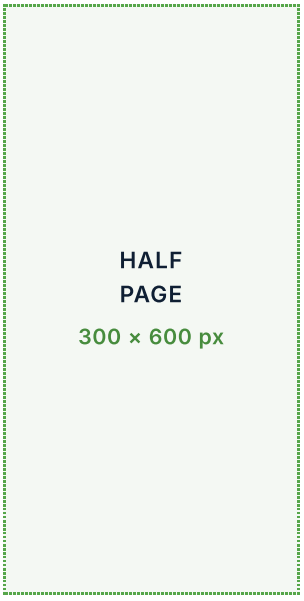



SPECS

| | |
|---|---|
| Width | **728 px** |
| Height | **90 px** |
| Placement | **Within content** |

## Leaderboard

A wide strip placed between stories on articles, topic, community and city pages, so your name keeps showing up as readers move through the magazine.




## Half Page Banner

A tall ad that runs beside the stories on city and community pages, articles and business profiles. Plenty of room to show more of what you offer.

HALF PAGE SPECS

| | |
|---|---|
| Width | **300 px** |
| Height | **600 px** |
| Placement | **Sidebar** |




SQUARE SPECS

| | |
|---|---|
| Width | **300 px** |
| Height | **250 px** |
| Placement | **In content** |

## Square

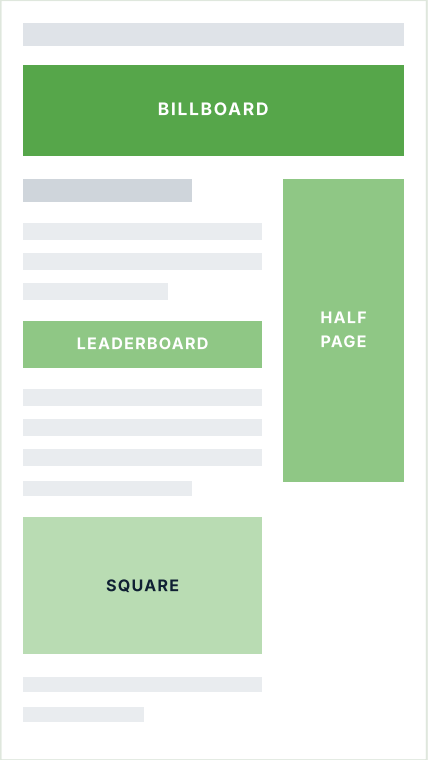
Our most affordable ad, placed within local stories, sidebars and non-competing business profiles.

PREPARING YOUR ARTWORK

# Getting your ad ready

| ITEM | REQUIREMENT |
|---|---|
| **Size** | Exactly the pixel size of your format (see page 2) |
| **File type** | JPG, PNG or GIF |
| **File size** | 150 KB or less per ad |
| **Colour** | RGB (screen colour), not CMYK |
| **Animation** | GIF animation up to 15 seconds; the last frame should carry your message |
| **Click-through link** | The web address readers go to when they click your ad |
| **Border** | Ads with a white or light background need a thin border so they stand apart from the page |

WHERE YOUR AD SITS




## Design tips that bring people in

DO

- Keep it to one clear message and one call to action
- Show your business name and logo clearly
- Use large, easy-to-read text, especially on the Leaderboard
- Tell readers where you are: your suburb or street
- Use your own photos of your shop, products or team

AVOID

- Long paragraphs of text
- Tiny fonts or low-contrast colours
- Blurry or stretched images
- Claims you can't back up
- Images or music you don't have the rights to use

BUSINESS PROFILES

# Your story, told as an editorial feature

A Business Profile introduces your business to your neighbours and visitors to the area, with your address, map, opening hours, phone, website and social links.

**A snappy title**
Your profile is shared as an editorial piece on social media, so lead with something worth clicking. For example: "Award-winning Hudson Meats have been operating in Surrey Hills since 2007."

**About 300 words**
Introduce your products and services, what you specialise in, and what customers can expect when they visit.

**Written in the third person**
Write as if someone else is describing your business, using "she", "he", "they" or "it" rather than "I" or "we".

**Your details**
Business name and type, street and city, owner's name, phone number and email.

HERO PHOTO




| | |
|---|---|
| Orientation | **Landscape** |
| Ideal size | **1900 × 1425 px** |
| Max file size | **3 MB** |

A landscape smartphone photo is fine. Photos with logos, promotions or text on them won't be published.

YOU DON'T NEED TO BE A WRITER

Sheree Hoddinett, our Business Writer & Editor, can write your profile for you. Tell her about your business and she'll shape it into a polished feature. You review it before it goes live.

✉ CONTACT SHEREE

SENDING US YOUR AD

# Three steps to go live

1 **Book your ad space**
Choose your format and how long you'd like to run it on our advertising rates page.

2 **Prepare your files**
Check your artwork against page 3, or your profile and photo against page 4.

3 **Upload them to us**
Use the button below. We check every ad before it goes live and will contact you if anything needs changing.

## » UPLOAD YOUR AD

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BOOK AD SPACE

See every format and price on our advertising rates page.

**View advertising rates »**

QUESTIONS?

Our team is happy to help with sizes, files or anything else.

**Contact us »**

AMG reviews all advertising to keep our magazines positive and trustworthy for readers, and may ask for changes or decline an ad that doesn't meet our advertising guidelines.