

# Banner advertisements - material requirements

Please email your artwork and related destination URL's for publication to [traffic@connectiononline.com.au](mailto:traffic@connectiononline.com.au) before the material deadline.

► For each advertisement, we require the following:

- Destination URL
  - Specify the URL that the user will be sent to on clicking on the advertisement.
  - Specify the Ad ID and the destination as follows:  
*Advertisement ID CHOL100: <http://www.example.com/example.html>*
- Advertisement artwork
  - Acceptable formats are .gif, .jpg and .swf
  - Include the Advertisement ID in the filename; eg. *CHOL100.gif*
  - Filenames must not include spaces or special characters
  - File size of ads should be no greater than 100kb.
  - Remember that the smaller your file size, the better it will render in the users' browsers.
  - All .swf files must only use ActionScript 2.0, must be masked to the dimensions of the advertisement, must not include any audio and must have a frame rate of at least 24fps
  - URL's embedded in .swf files will be ignored
  - .jpg files must be in RGB format (not CMYK)
  - .gif and .swf must not use transparency
  - .gif animations and .swf cannot be included in newsletters

# Terms and conditions

- The publisher accepts material for publication on the terms and conditions set out herein.
- The advertiser assumes responsibility for the quality of any advertising material that does not comply with the material specifications.
- The advertiser assumes responsibility for delivery of material to Connection Online by the material deadline.
- The material deadline is five working days before the publication date.
- If the material is received after the material deadline by [traffic@connectiononline.com.au](mailto:traffic@connectiononline.com.au), the duration of the campaign will not be extended as an allowance for the late delivery. The advertiser will still be fully liable for the full monthly rate irrespective of the actual duration of the campaign.
- The publisher will make every endeavour to ensure the insertion of an advertisement in accordance with the advertiser's instructions, but no liability will be accepted for any loss occasioned by omission or misplacement.
- The publisher reserves the right to treat any condition or placement instructions by the advertiser as a request only.
- The advertiser acknowledges that the publisher will not be held liable for any loss suffered by the advertiser as a result of the publisher's failure to place an advertisement (or any part of an advertisement) or from any error in any advertising material published.
- Banner advertisement and company profile bookings are invoiced in full in advance unless otherwise negotiated. Monthly automatic payments by credit card may be negotiated as part of the advertising contract.
- Payment of invoices is strictly within 7 days of invoice unless monthly in advance automatic payments by credit card are agreed upon. Credit card payments will be charged monthly based on the date of the publication.
- Any bookings moved or cancelled after receipt of signed booking form or confirmation email will be charged at the full rate at the discretion of Connection Online.
- The publisher reserves the right to cancel or suspend booking confirmation at any time.
- The advertiser will be able to request changes to Home Page and Specified Target Group banner advertisements, both destination URLs and creative as follows, unless otherwise negotiated and agreed by Connection Online:
  - Less than 6 month booking - no changes allowed
  - 6 month booking - 1 change allowed
  - 12 month booking - 3 changes allowed
- Newsletter banner advertisers are able to provide a different URL and creative for each newsletter. Destination URLs and and creatives must be received by 5 working days in advance, otherwise the previous advertisement assets will be run.
- Newsletter banner advertisers must use all advertisements purchased in a pack within 12 months of the purchase date.
- Newsletter banner advertisers must schedule all advertisements purchased in a pack the time of purchase.
- All banner advertisement slots are available on a first come first served basis.



connectedhome.com.au  
ONLINE MEDIA KIT

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