

Echonetdaily advertisement technical specifications

Send all advertisement files and instructions to:

Email: **adcopy@echo.net.au**

Phone **02 6684 1777**

General information

The Echo cannot accept responsibility for the quality of reproduction or for errors in supplied material.

We recommend that you have your ads designed by a web design professional, or that you provide *The Echo* with clear instructions for us to create your ad for you.

If you want to supply your own ad we recommend that you supply a high-quality (high resolution) file and have *The Echo* produce the web optimised version for the website.

PLEASE NOTE: Web advertising is very different to print advertising.

Key differences to print are:

- Files should be RGB (not CMYK)
- Dimensions are in *pixels*.
 - Pixel dimensions do not correspond with millimetres, or other measures of length, pixels are the individual squares of colour that make up an image.
 - The resolution of an image does not matter as long as the pixel dimensions are correct.

Destination hyperlinks

All online display advertising must have a *single* destination URL.

Best practice is for online advertising to direct traffic to your website – to either the homepage or to a top level page that is not likely to change in the near future. If there is a particular call to action used in the ad, the destination page should have the information needed to take action clearly available.

If you don't have a website we can link to any page you like such as a Facebook page, or we can create an advertising web page for you as part of *Echonetdaily*. An advertising web page created on *Echonetdaily* is quite flexible. It can consist of a combination of text, links, images and embedded video (hosted on YouTube or Vimeo). Content can either be full width or be broken into 2 columns (main column 640 pixels wide, secondary column on right 300 pixels wide) – see page 6 for more info.

Online advertising with animation

***The Echo* will not accept flashy, annoying animated ads that would put off our readers.**

Animated files as GIF or HTML can all be accepted. *The Echo* can produce animated GIFs for ads that it creates and also convert supplied image files to animated GIFs. Due to the specialised and time consuming nature of animation work, HTML may be supplied as ready to upload files, but *The Echo* will not be able to adjust them or produce such ads. Flash SWF has been phased out by our delivery platform and can no longer be accepted.

Using multiple frames of an animated ad can allow for extra content to fit in to the limited available space, however it is important to remember that effective online ads keep their message really simple. When spreading the message across multiple frames it is wise to keep contact information and branding consistent throughout the frames and to keep the changing bits of an ad to a minimum.

Effective online advertising

Effective online ads keep their message really simple. Less copy, consistent branding and a clear call-to-action are key attributes of effective ads that achieve conversions. Advertisers should distill the message they are trying to get across down to its simplest form. Focus on what the benefit is, what the point of difference or the special offer is, and offer a direct instruction to the reader as to what action they should take. Flashy animated ads that are visually irritating will turn people off and should be avoided.

Achieving conversions

Generally speaking, there are two measures of success that would be the goal for the advertiser: click-throughs and conversions. If driving traffic to your website with click-throughs is the aim, an effective ad is one that creates an impulse for the reader to act, and is sympathetic to the landing page so that it is a smooth experience for the customer from impulse to click-through and arriving at the destination website.

Some ads will have very few click-throughs but are still successful in that customers saw the ad and acted on it (conversions). If an advertiser is not relying on customers to actually go to their website to achieve a conversion (for example: a customer decides to go to the shop after seeing the ad), then the focus of the ad should be on developing trust and an emotional link to the product and brand recognition. Such ads can make good use of traditional advertising techniques such as emotive design aesthetics and colour schemes that trigger appropriate emotional responses and impulse the reader to take action and achieve a successful conversion.

Whatever the the purpose of the advertisement, the key to successful online advertising is to keep the message simple and clear. Detailed information if required should be easily found on the destination page, but not get in the way of the core message of the ad itself.

Echonetdaily enjoys a large amount of traffic and will deliver thousands of ad impressions to a mostly local and engaged readership. Turning these ad impressions into conversions will be largely dependent on ads using a design appropriate for the online medium. So we encourage advertisers to consider the principles outlined above when deciding on the look and content of their ads.

High density versions of ads on high resolution screens

Please supply ads as high resolution 2x density versions if possible.

High density (higher resolution) versions of ads should be created to show on very high resolution screens, however the design of an ad needs to be based on the standard resolution size of an ad which will be seen on most devices. *The Echo* is currently uploading all ads in standard resolution, and wherever possible also uploading 1.5x density and 2x density versions.

If an advertiser is supplying their own ad, they should have it designed with consideration of how it will appear in standard resolution. The high density version will allow for more detail to be seen on some devices, however this is not a good reason to make the text smaller or include more words in the ad. Keep in mind that in online display advertising, a simple message is key to success.

The Echo will create high density versions of the ads that it creates. The proof of an ad that is emailed to our customers will be the standard resolution version.

Echonetdaily ads standard resolution sizes and the 2x density equivalent size:

Leaderboard:	Standard: 728 x 90 pixels	2x density: 1456 x 180 pixels
Medium Rectangle:	Standard: 300 x 250 pixels	2x density: 600 x 500 pixels
Small Rectangle:	Standard: 300 x 100 pixels	2x density 600 x 200 pixels



Supplied ads designed by a web design professional

Ads need to be designed with consideration of how they will appear in standard resolution. The high density version will allow for more detail to be seen on some devices, however this is not a good reason to make the text or design elements very small.

It is best to supply all frames of each ad as individual high quality images at the high resolution size.

A PDF created to the correct proportions with pages for each frame of the ad is also an acceptable method.

Ready to publish ads can be supplied as web optimised JPG, PNG, GIF or HTML, however we recommend supplying the individual frames as separate files as well.

Most ad positions on *Echo.netdaily* will be served using Google DFP (DoubleClick for Publishers) and ads will need to conform with their standards. Google DFP guidelines for web optimised standard resolution files for 728x90 leaderboards and 300x250 medium rectangles is that they should be no bigger than 40KB.

Flash SWF has been phased out by our delivery platform and can no longer be accepted.

Supplied ads NOT made by a web design professional

Ads need to be designed with consideration of how they will appear in standard resolution. The high density version will allow for more detail to be seen on some devices, however this is not a good reason to make the text or design elements very small.

If you are not an experienced web designer and want to supply your own ad we recommend that you supply a high-quality file and have *The Echo* produce the web optimised version for uploading to the website.

It is best to supply all frames of each ad as individual high quality images at the high resolution size.

A PDF created to the correct proportions with pages for each frame of the ad is also an acceptable method.

Ads made in Photoshop

If changes may be needed to the file the original layered PSD should be supplied – please note that you may need to supply fonts as well if changes to text are required.

Please do not save Photoshop files as a PDF.

Please do not save documents as CMYK.

Ads made in InDesign or Illustrator

Preferred format is a high-quality PDF, with the correct pixel size, no crop marks, no bleed, and no other printer's marks.

The Echo currently uses Adobe Creative Cloud including InDesign and Illustrator. Files compatible with this software may be supplied but all linked graphics will also need to be supplied. You may also need to supply any fonts used.

Ads made in QuarkXPress, CorelDraw, Publisher

Preferred format is a high-quality PDF, with the correct pixel size, no crop marks, no bleed, and no other printer's marks.

The Echo does not use QuarkXPress, CorelDraw or Publisher and cannot open and edit these documents, please supply your ad as a finished PDF.



Instructions for ads to be made by *The Echo*:

Layout instructions

Instructions for advertisement layout need to be clear and easily understood.

Any requirements to keep a desired style must be made clear before we make up an ad.

Proofs are sent for you to check for mistakes, not as an example in order for you to redesign the ad.

For specific colours, please supply an example.

Our font selection is limited so if you want a specific font you may need to supply it.

Photos

Please name photos in a logical way to avoid any confusion.

Please provide any images included in a supplied Word doc as separate files as well.

Images to be scanned

Please don't draw on, cut out, blue tack, staple, sticky tape or otherwise distort any images that need to be scanned.

Text

Please supply large amounts of text in a suitable attached file, not in the body of an email.

If possible email an editable digital text file rather than handwritten copy, a printout or a fax.

Please don't supply text all in CAPITAL LETTERS or With Incorrect Capitalisation.

Please make sure any handwritten copy is legible.

Please make sure all details in copy are correct.

The Echo will make changes as needed to correct spelling, grammar and continuity.

Display advertising sizes

- ✓ Do supply the ad exported at the high res 2x density size
- ✗ Don't design the ad so text is too small at the low res size

The screenshot shows the Echo.net.au website with a navigation bar and several advertising spots. The main content area lists three ad sizes: Leaderboard, Medium Rectangle, and Small Rectangle. Each size is accompanied by its standard and high-resolution (2x density) dimensions and a brief description of its placement. A search bar is visible in the top right corner of the website interface.

Leaderboard
Standard resolution: 728 x 90 pixels High res 2x density: 1456 x 180 pixels

Medium Rectangle
Standard resolution: 300 x 250 pixels
High res 2x density: 600 x 500 pixels

Small Rectangle
Standard resolution: 300 x 100 pixels
High res 2x density: 600 x 200 pixels

Small Rectangle
Standard: 300 x 250 pixels
High res: 600 x 500 pixels

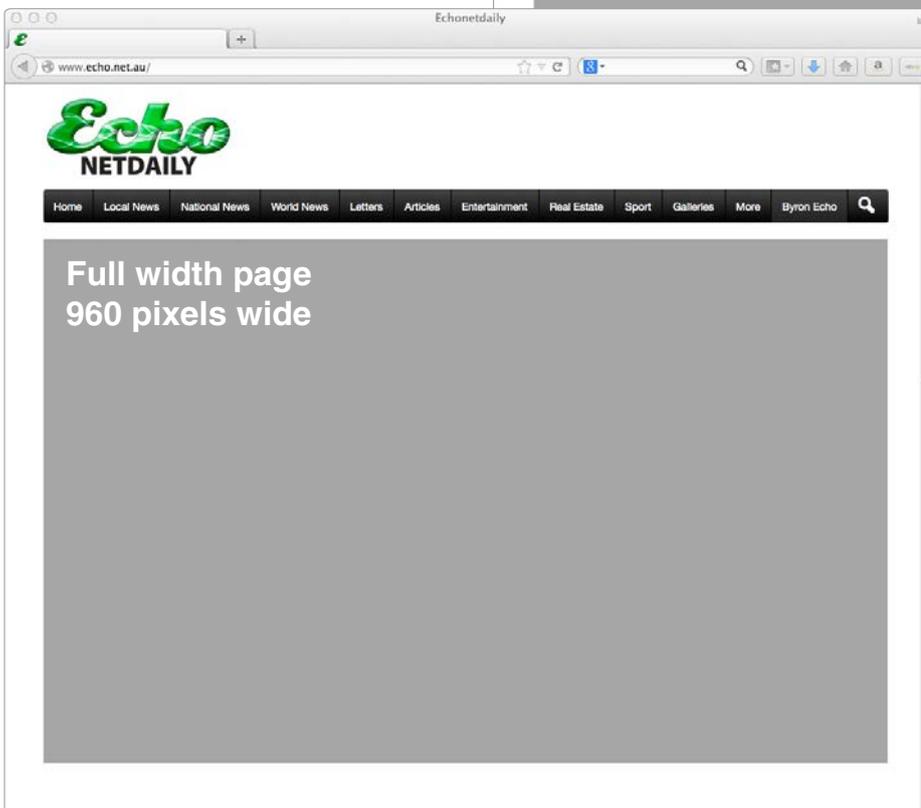
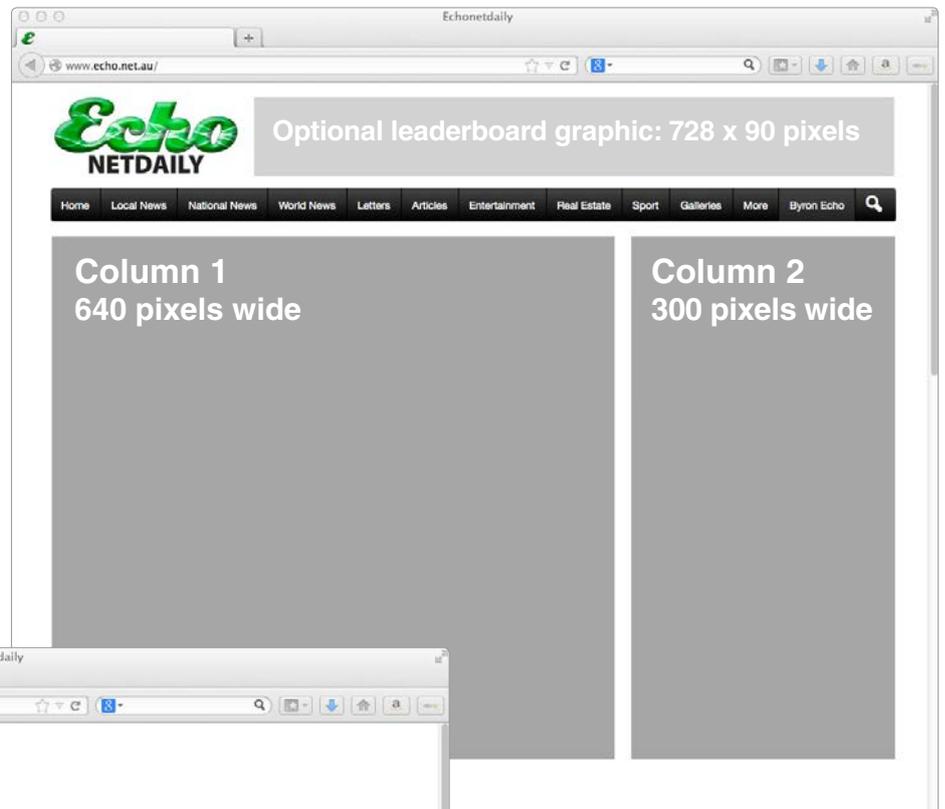
- All dimensions are in PIXELS
- Supply ads at the high resolution 2x density size
- Ensure ads are designed so that they will be clear when reduced to the smaller standard resolution size.
- Sizes are listed by width, height.

Echonetdaily ad pages

Advertising Pages

An advertising web page created on *Echonetdaily* is quite flexible. It can consist of a combination of images, text, links and embedded video (hosted on YouTube or Vimeo). Content can either be broken into 2 columns (main column 640 pixels wide, secondary column on right 300 pixels wide).

On mobiles the secondary column will be stacked below the main column and the full width of the page will be 320 pixels.



If wanted, the ad page can make use of the full width of the website of 960 pixels.