



# Guidelines

# Content Sponsorship

Client & Creative Agency Version

### Introduction.

This document is a guide for designers when needing to supply Inlink with content sponsorship artwork.

There are two content sponsorship options available with Inlink.

### Category Sponsorship.

Category sponsorship requires only a logo to be submitted.

The logo will be displayed across various screen sizes, from large format 60" lobby screens to 15" elevator screens.

### Logo specifications.

The logo will be placed on top of a black/dark grey gradient (see Optus example right) so it is advised that the logo have a transparent background, and that the logo be inverted if the colours will blend in with the category banner.

All logos need to be supplied in either Adobe Illustrator or Adobe Photoshop format (.eps, .ai, .psd), or as a .png with a transparent background.

All submitted logos need to fit within 340px w x 211px h.



# Creative Production

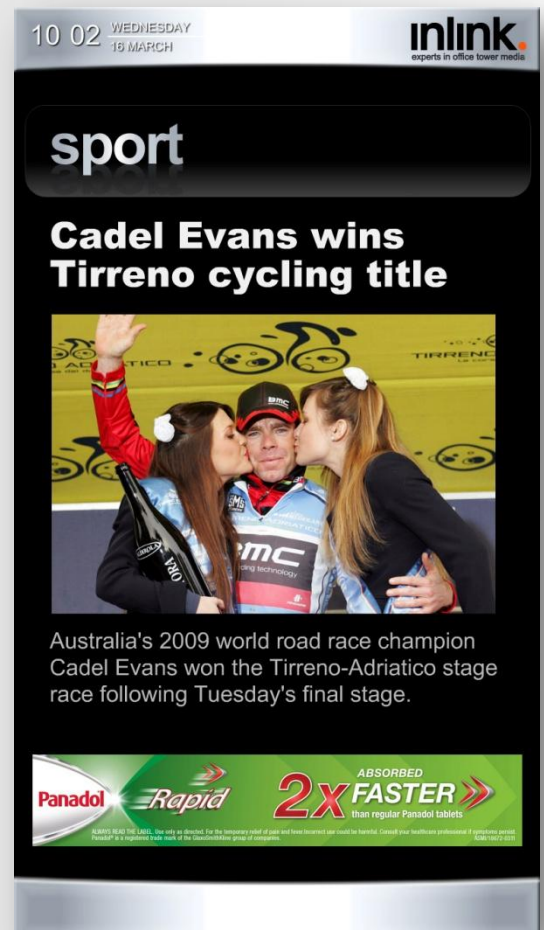
### Banner Sponsorship.

If your sponsorship agreement includes a banner, please follow the below specs.

### Banner specifications.

Two static banners need to be submitted to fit both our portrait and landscape digital screens. These will run below every news article of the category your client is sponsoring. (as seen in the below screenshot)

1. The banners must measure:
  - 1600 pixels wide x 300 pixels high
  - 1600 pixels wide x 226 pixels high
2. A maximum of 10 banners are allowed to be supplied (different banners to be used each day)
3. All banners need to be supplied as either a .jpeg, .png image
4. Each banner needs to be a static image



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## **Delivery to Inlink.**

Depending on the campaign, you may only need to submit a logo, or you may need to submit a logo and banner.

Please submit the artwork to Inlink **5 business days** prior to contracted commencement date.

All file(s) to be emailed to our Production and Traffic Manager, Claire Brookes: [production@inlink.com.au](mailto:production@inlink.com.au).

## **Questions.**

If you have any content or technical questions, please direct them to our Content Manager, Andrew Sambell on **02 9978 1211**.