



Guidelines

WiFi Banner Guidelines

Creative Agency Version

WiFi Specifications

Introduction.

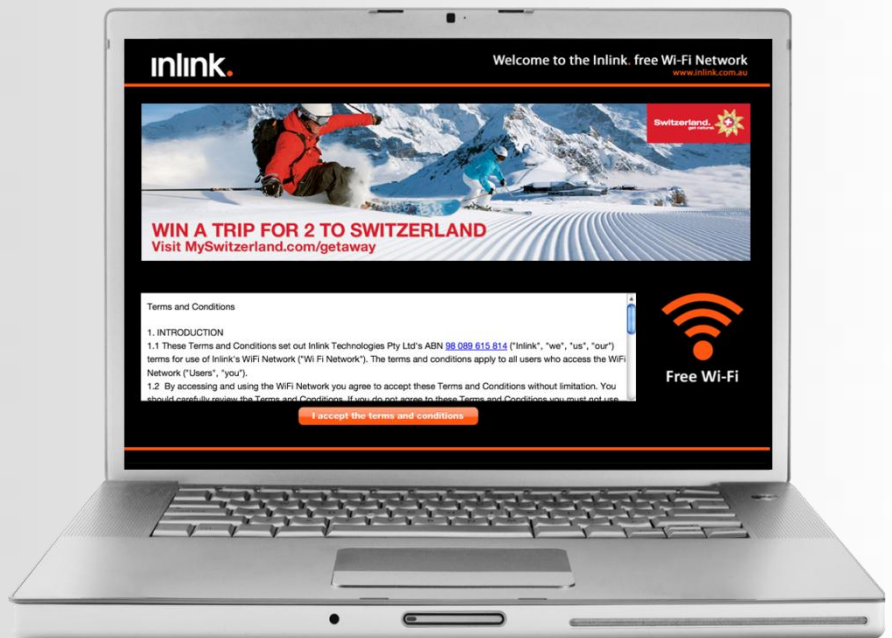
This document is a guide for designers and animators when producing banners for the Inlink Wifi network.

Deployment overview.

Banners will be displayed on mobile devices such as iPhones, Android or Windows based devices, Tablets, Laptops, and other devices which have WiFi capabilities.

There are two types of banners that need to be designed. Medium Rectangle for mobile devices and Masthead for laptops.

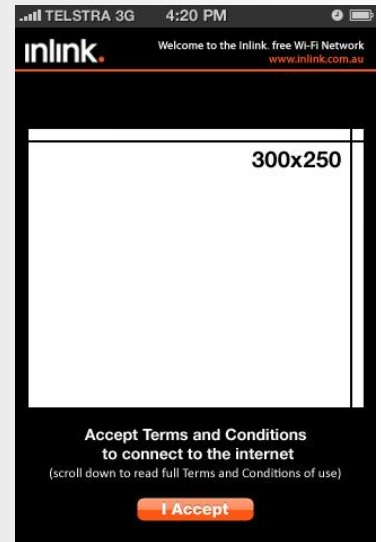
A link to the website you'd like users re-directed to from the WiFi Terms and Conditions page must also be provided.



WiFi Specifications

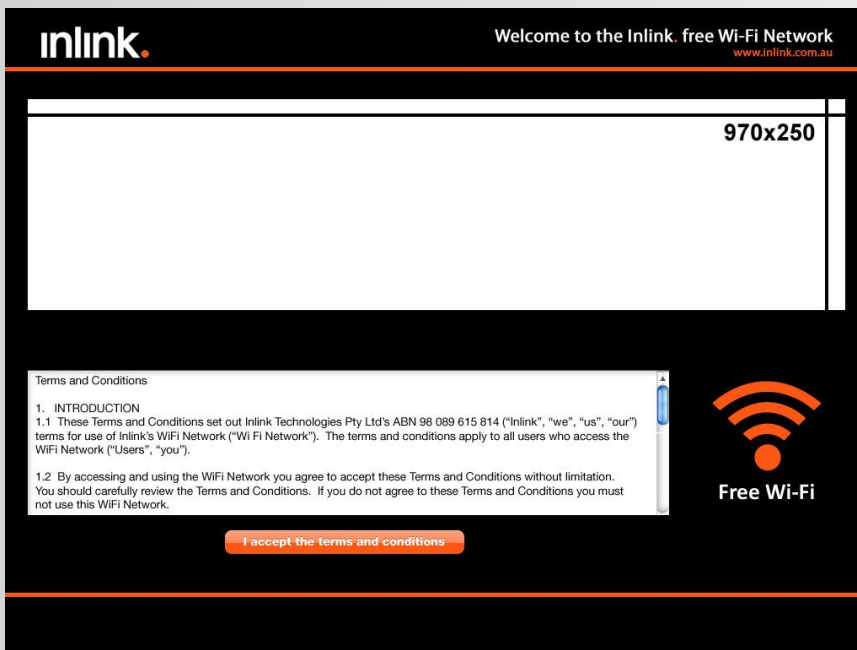
Medium Rectangle.

- Dimensions:** 300x250px (width x height)
- File size:** 90KB
- Animation:** No animation is allowed
- File submission:** .jpg



Masthead.

- Dimensions:** 970x250px (width x height)
- File size:** 100KB
- Animation:** No animation is allowed
- File submission:** .jpg



Other: users **do not** have the ability to click your banner. Banners should not include buttons saying "click for info" or "buy now".

Banner submission

Delivery to Inlink studio for approval.

All files must be submitted to Inlink 5 business days prior to contracted commencement date.

Media scheduling instructions.

Please supply media instructions (start and end dates) with each piece of material that is submitted to Inlink.

All files must be clearly labelled, as per the examples below.

- AdvertiserName_Ad1_mrec_APR5-10.jpg
- AdvertiserName_Ad1_masthead_APR5-10.jpg
- AdvertiserName_Ad2_mrec_APR10-15.jpg
- AdvertiserName_Ad2_masthead_APR10-15.jpg

Please deliver all material to our National Production and Traffic Manager, Claire Brookes at c.brookes@inlink.com.au. If you have any submission questions you can contact Claire Brookes on **03 8696 4210**.

Creative services.

Inlink Media's in house design studio can provide assistance to clients when producing WiFi banners. To discuss requirements or to obtain a production quote, please contact our Content Manager, Andrew Sambell on **02 9978 1211**.

Questions.

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