

paintandpanel.com.au

The latest in smash repairs is now online.

Paint & Panel launches
NEW website and newsletter.



ONLINE AD RATES 2009:

Page/Section	Ad size	Weekly	Monthly
Homepage	Leaderboard	350	1000
	Island	190	600
	Tile	95	350
Newspage	Leaderboard	450	1000
	Island	190	650
	Tile	110	390
Archives	Leaderboard	250	700
	Diary	Banner	200
Directory	Island	150	450
Other	Tile	50	225

SPECS (PIXELS):

Size	Width	Depth
Leaderboard	728	90
Banner	468	60
Island	300	250
Tile	150	150

FILE REQUIREMENTS:

- Max file size 39K
- Include click through URL
- Files can be flash (swf files), static GIFs or animated GIFs
- Flash files should be in flash 7 format.
- If supplying flash files a backup GIF must also be supplied
- The website will target browsers that work with the ad through our ad server- unsupported browsers will be served with alternate GIF File supplied
- Animation must not contain strobing effects
- Looping should be continuous
- The creative should not disable fields or functionality of the site.
- The creative should not disable browser back buttons or force any plug ins to be downloaded
- Material deadline 3 days prior
- Send files to online@paintandpanel.com.au

Inquiries: joannaz@yaffa.com.au or (02) 9213 8301

E-MAIL NEWSLETTER:

The Paint and Panel newsletter is sent weekly to a subscriber base of industry professionals who have opted in to receive breaking industry news headlines from Paint and Panel direct to their in boxes.

The newsletter offers an exciting advertising opportunity as it will hit a substantial database going directly to the client every week. A variety of advertising opportunities exist on the newsletter.

ADVERTISING RATES JUL-DEC 09:

Size	Week	Monthly
Banner	300	850
Tower	200	550
Tile	110	390
Text Link	40	160

SPECS:

Size	Width	Depth
Banner	468	60
Tower	150	450
Tile	150	150

FILE REQUIREMENTS:

- Static or animated GIF files only
- No rich media or flash creatives
- Maximum file size 39K
- Include click through URL
- Maximum 70 characters for text links
- Material deadline 3 days prior
- Send files to online@paintandpanel.com.au

Inquiries: joannaz@yaffa.com.au or (02) 9213 8301

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