

Banners

Banners are rectangular ad formats that are placed in the top part of the page. This is one of the most common ad units available.

Rectangles

Rectangles (Showcases or Islands) usually sit central to page content; some sites are offering extra large formats giving you more impact on the page.

Skyscrapers

Vertical rectangle ads usually placed on the right hand side of the page; often the best format for pages that are scrolled down, e.g. news stories, article pages.

Tiles

Tiles are usually placed within the page; this means advertisers deliver their message while users scroll through the pages while viewing certain content; they are small in dimension and file size.

	Week	Month
Leaderboard Banner 760pixels(w) × 120pixels(h)	\$300	\$1,000
Rectangle 300pixels(w) × 250pixels(h)	\$300	\$1,000
Skyscraper 120pixels(w) × 600pixels(h)	\$200	\$700
Tile 90pixels(w) × 90pixels(h)		\$500

All ad formats are based on The Internet Bureau specifications

Online Examples



Banner

Tile

Rectangle

Skyscraper

File specs – jpeg, gif, swf (Flash) files or code. Maximum size 80KB

Material Deadline – Email ads and/or text links to: admanager@admedia.co.nz at least 3 working days prior to going live

Material – Please email material to Kelly Lucas – admanager@admedia.co.nz clearly stating the ad is for Fastline and the date it is to be published.