

WEBSITE ADVERT Specifications

Step 1 - Fill in Booking Form

Contact LetsGoKids to obtain a Booking Form: email sales@letsgekids.com.au OR phone +613 9717 4440.
 Sign and fax the Booking Form to +613 9717 44401.

Step 2 - Receive Booking Number

When LetsGoKids have received your completed Booking Form, you will be sent a Booking Number, which should be used in all correspondence. DO NOT SEND FILES UNTIL YOU HAVE RECEIVED YOUR BOOKING NUMBER.

Step 3 - Create Electronic Ad

Contact your Graphic Designer, Ad Agency or Web Developer to create Web Advert. See below for Mechanical Specifications.

Step 4 - Send Electronic Ad

Send via email to graphics@letsgekids.com.au with correct file naming protocol (see below).

Mechanical Specifications

Advert Sizes + Details



Large Banner Ad

Size: 160 pixels W
600 pixels H

Acceptable file formats:

- animated Gif
- JPG
- Flash

Size Limitation: 30k

NOTE: files over 30k will not be accepted.



Small Banner Ad

Size: 160 pixels W
130 pixels H

Acceptable file formats:

- animated Gif
- JPG
- Flash

Size Limitation: 10k

NOTE: files over 10k will not be accepted.



Link

Text only.
 Your Business name and URL.
 Choose category:

- Visit
- Shop
- Play
- Eat
- Watch
- Stay
- Travel Info
- Transport

File naming protocol

Please name files as: "businessnameTYPE_bookingNumber.extention" (Note: MUST use up to 3 character extension)

Example: popyspizzawEBLRG_WEB07PP1.gif

TYPE of ad:

- WEBLRG = Large Banner Ad
- WEBSML = Small Banner Ad

Queries

For queries please see website for phone numbers or email: graphics@letsgekids.com.au

What if I can't supply an electronic ad?

If you do not have an electronic ad, the LetsGoKids graphic designers can design your web ad. Contact us for a quote, by emailing sales@letsgekids.com.au or phone LetsGoKids on +613 9717 4440.

Note: Design and creation of a web ad is not included in the booking price. Additional design costs apply at current rates.

...kids tell your parents where to go!