

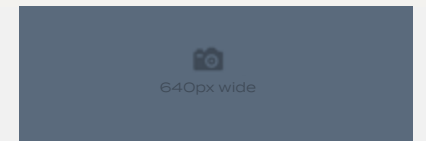
- THIS ISSUE -

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Integer sollicitudin elit sit amet diam dapibus, eu lacinia mi sagittis ante.



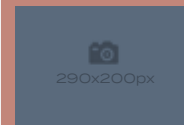
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sollicitudin elit sit amet diam dapibus, eu lacinia mi ullamcorper. In sed pharetra metus, vitae sagittis ante. Vivamus a sollicitudin velit. Maecenas maximus dui turpis, et feugiat leo elementum eu. Duis nunc erat, suscipit id risus eget, laoreet aliquet velit. Praesent suscipit erat a nibh trincidunt rutrum. Nunc id cursus risus. Phasellus varius tellus ac urna bibendum, condimentum maximus magna tempus. Morbi pulvinar aliquam aliquam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sollicitudin elit sit amet diam dapibus, eu lacinia mi ullamcorper, magna tempus. Morbi pulvinar aliquam aliquam.

PREMIUM LEADERBOARD

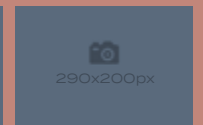


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante.
Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae consequat id, sollicitudin nec orci. Integer suscipit massa elit, in ornare turpis interdum et, Pellentesque eget malesuada magna. Etiam posuere sagittis congue. Proin efficitur sed velit eleifend trincidunt.

INDUSTRY NEWS



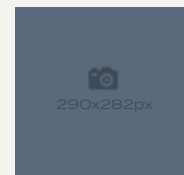
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae consequat id, sollicitudin nec orci.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae consequat id, sollicitudin nec orci.

STANDARD LEADERBOARD

FEATURED EXPERIENCES



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae.

MREC ADVERT

BANNER SPECIFICATIONS

WEBSITE & NEWSLETTER

Product	Location	Detail	Client to Supply	Artwork			Frequency	Availability
				Size	File Format	Required File Size		
Premium Leaderboard	Newsletter	First leaderboard banner in one selected LuxNews. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
Standard Leaderboard	Newsletter	Second leaderboard banner in one selected LuxNews. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	640x90px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
MREC Advert	Newsletter	First MREC banner (below both leaderboards) in one selected LuxNews. Linking to URL provided by client.	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	300x250px	JPEG, PNG	Max: 60kb	Monthly newsletter	1/1
Premium Leaderboard	Website	Banner will appear on the home page + 3 inner webpages	<ul style="list-style-type: none"> Final artwork (desktop & mobile) URL of landing page Preferred start and end date 	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF JPEG, PNG	Max: 500kb	3-month package	1/3 running at any given time
Standard Leaderboard	Website	Banner will appear on 3 inner webpages	<ul style="list-style-type: none"> Final artwork (desktop & mobile) URL of landing page Preferred start and end date 	Desktop: 728x90px Mobile: 320x50px	JPEG, PNG, GIF JPEG, PNG	Max: 500kb	3-month package	1/3 running at any given time

CONTENT SPECIFICATIONS

WEBSITE & NEWSLETTER

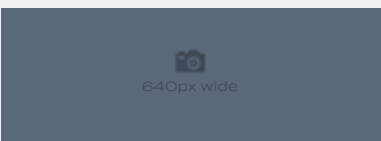
Product	Detail	Location	Client to Supply	Specifications	File Format	Frequency	Availability
1 Featured Product Highlight	Product featured as a 'Product Highlights' in one selected LuxNews, linking to Industry News Blog Post.	Newsletter	<ul style="list-style-type: none"> Final artwork URL of landing page Preferred newsletter edition 	50 characters (incl. spaces) 250 Characters (incl. spaces)	JPEG, PNG	Monthly newsletter	1/2 sponsored per newsletter
		Website	<ul style="list-style-type: none"> High Resolution Product Image (to per newsletter be used in newsletter & on website) Industry News Blog Post copy, recommended inclusions: <ul style="list-style-type: none"> Heading Product overview Technical product specifications Company bio Call to action URL for conclusion of post 	Min: 1mb – separate file Up to 300 words	JPEG, PNG Word document (PDFs not accepted)		
2 Sponsored Article <small>*Image or no image in newsletter</small>	Article featured as a sponsored content piece in one selected LuxNews, linking to Industry News Blog Post.	Newsletter	<ul style="list-style-type: none"> Article teaser heading Article teaser copy Preferred Newsletter edition 	50 characters (incl. spaces) 250 characters (incl. spaces)	Word document (PDFs not accepted)	Monthly newsletter	1/2 sponsored per newsletter
		Website	<ul style="list-style-type: none"> High resolution image to match per newsletter editorial (featured in newsletter if required) Article copy, recommended inclusions: <ul style="list-style-type: none"> Heading Author name for attribution if required URL for conclusion of post 	Min: 1mb, landscape orientation preferred – separate file Min: 500 words Max: 800 words	JPEG, PNG Word document (PDFs not accepted)		

- THIS ISSUE -

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
 Integer sollicitudin elit sit amet diam dapibus, eu lacinia mi
 In sed phareta metus, vitae sagittis ante



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer sollicitudin elit sit amet diam dapibus, eu lacinia mi ullamcorper.



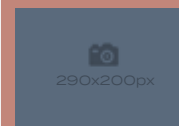
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar.

2b

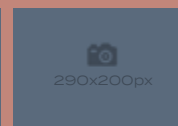
YOUR IMAGE HERE

SPONSOR CONTENT
 SPONSORED CONTENT - WITH IMAGE
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae.

INDUSTRY NEWS



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SPONSOR CONTENT SPONSORED ARTICLE - NO IMAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae. [READ MORE](#)

2a

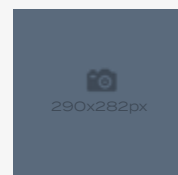
FEATURED EXPERIENCES

1

YOUR IMAGE HERE

FEATURED PRODUCT HIGHLIGHT
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae consequat id, sollicitudin nec orci.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus in consequat ante. Maecenas pulvinar eget lectus a faucibus. Nullam purus ligula, vestibulum vitae consequat id, sollicitudin nec orci.



SOLUS EDM SPECIFICATIONS

Solus eDMs are to be provided in final HTML file, if you cannot provide this, please speak to your client manager to discuss further options.

Client to Supply	Specifications	Recommendations
Subject line	45 characters (incl. spaces)	1/2 sponsored per newsletter
Final HTML file	To be supplied 10 working days prior to agreed send date. Final supplied file will be top & tailed with Security branded header & footer See detailed EDM specifications	Include your own tracking links in the final file Place call to action in text, not images
Preferred send date & time		
Email address for testing and approval of final EDM		

HTML SPECIFICATIONS

- **Supply:** one standalone HTML file (e.g. index.html)
- Material must be supplied in HTML code format, which has been specifically designed for email (i.e. not a webpage)
 - Diversified Communications does not edit supplied HTML. Your file must be provided as complete; tested and final
- **Hosted images:** For the creative to display properly, all associated images need to be hosted on a public facing server at your end, and their full source location referenced in the HTML code (e.g.)
- **Supplied images:** Alternatively, images can be supplied for upload and local hosting alongside the HTML.
 - Supply all supporting images in .zip archive (e.g. images.zip), maintaining correct image paths and filenames as referred to in the HTML file
 - Make sure your image paths and filenames don't contain the + character
 - The ZIP file containing your images should follow the same path structure as your HTML references.
For example, if your HTML references images/picture.jpg, make sure your ZIP file contains the "images" folder, and "picture.jpg" within that
- JavaScript and Flash are not accepted as these technologies are generally not supported by email clients

Additional requirements:

- Max design **width of 600 pixels** is recommended
- Max design **length of 800 pixels** is recommended
- A list of **email addresses for testing** and approval purposes can be provided

For more detailed guidelines on creating the EDM please visit www.divcom.net.au/html-guidelines

YOUR
BRANDING
HERE

Your Content Here

Ut eium, sant incilisquis min ex ernam rescii imiliti de cullabo rporepedita quaerit laborporit intis ex esequo tem re volorent, ut latur? Qui beaquae ped guidebis in ea volupta que sant.

IMAGE

IMAGE

Your Product Launch Here

Od explibus ea di accuptatur solupta simillectem int quis sa non pe poremodi si coribus repratenis.

Your Product Launch Here

Od explibus ea di accuptatur solupta simillectem int quis sa non pe poremodi si coribus repratenis.

IMAGE

IMAGE

Your Product Launch Here

Od explibus ea di accuptatur solupta simillectem int quis sa non pe poremodi si coribus repratenis.

Your Product Launch Here

Od explibus ea di accuptatur solupta simillectem int quis sa non pe poremodi si coribus repratenis.

[advertise](#) | [unsubscribe](#) | [forward](#) | [contact us](#)

This email was sent to SCATON@DIVCOM.NET.AU. You have received this email because you've subscribed to our newsletter, registered for or attended a DesignBUILD event.

Your privacy is important to us. If you have any concerns about the receipt of this email please contact Diversified Communications Australia, Level 5, 636 St Kilda Road, Melbourne, VIC 3004, Australia.

[Unsubscribe](#) | [Privacy Policy](#)



VIRTUAL DESTINATIONS

VIDEO SPECIFICATIONS

- Provide video file in mp4 format
- Footage should be no longer than 5 minutes in length
- Provide a brief description to explain your company/video content (50-120 words).



LUXPERIENCE ADVERTISING TIMELINES.

LUXNEWS NEWSLETTER EDITORIAL CALENDAR

Issue/Item	Material Deadline	In Market (week commencing, market day may vary)
July	Friday 10 July	13 July
August	Friday 7 August	10 August
September	Friday 4 September	7 September
October	Friday 2 October	5 October
November	Friday 30 October	2 November
December	Friday 4 December	7 December
Website Banners	5 business days prior to preferred live date	
Solus eDM	10 business days prior to preferred send date	

For sales queries please contact the Luxperience event manager:

Lynn Ormiston

+61 2 9275 9211

lormiston@divcom.net.au

Please supply all final artwork files to luxperience@divcom.net.au with a clear subject line.

diversified
COMMUNICATIONS ■ AUSTRALIA

LUXPERIENCE
YOUR WORLD TRANSFORMED

LUXNEWS