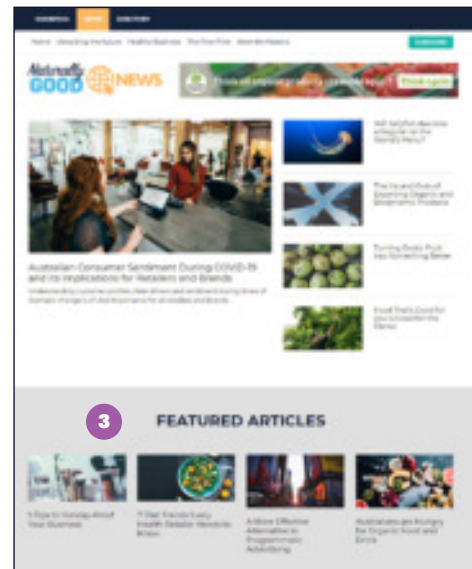
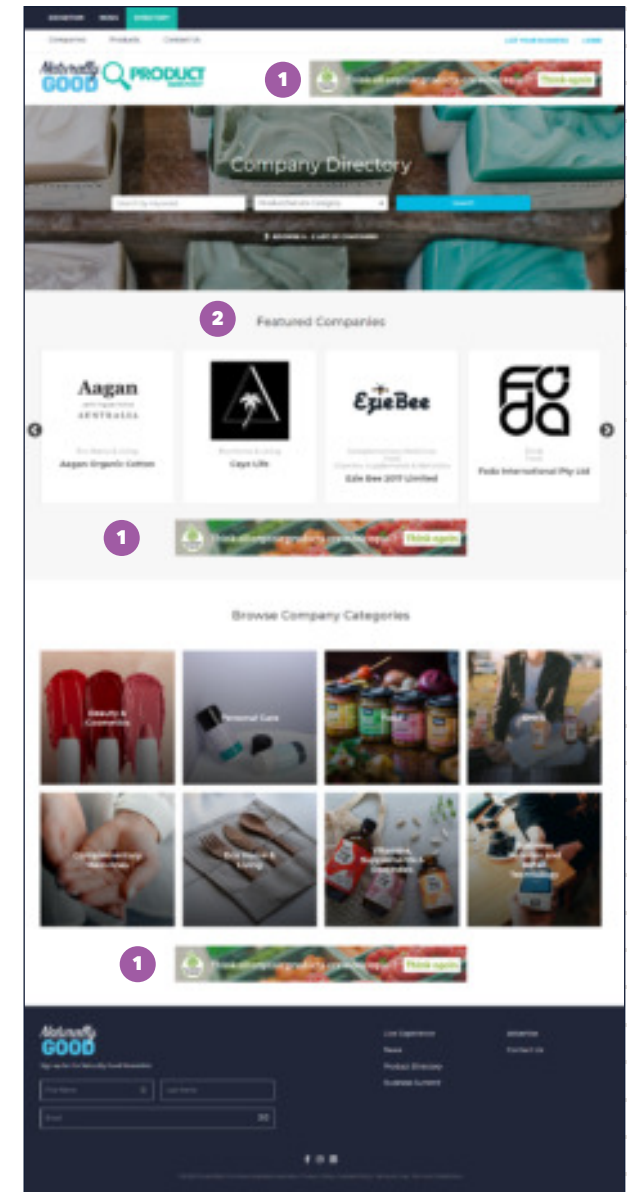


Website Specifications.

Product	Location	Detail	Client to Supply	Artwork		Frequency	Availability
				Size	File Format		
1 Digital Advertising Spot	Website	Banner will appear on Naturally Good website	<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 Max: 500kb	3-month package	1/3 running at any given time
2 Featured Company	Product Directory Website	Company listing will appear on the top of the Product Directory landing page.	N/A	N/A	N/A	3-month package	1/8 on rotation
3 Featured Article	News Website	Article will appear on the top of the News website.	N/A	N/A	N/A	1-month package	1/4



The Harvest eNews Specifications.

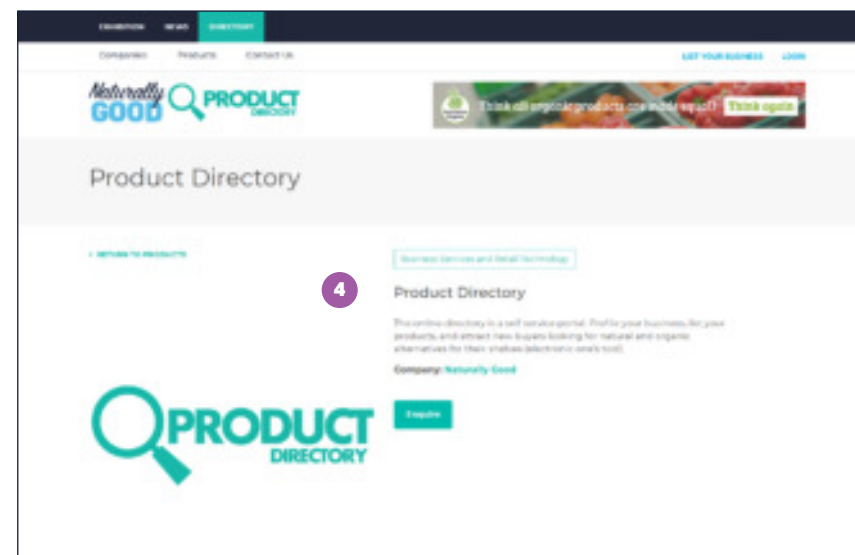
Product	Detail	Location	Client to Supply	Specifications	File Format	Frequency	Availability
1 eDM Advertising Spot	Advertising spot in one selected The Harvest newsletter, linking to URL provided by client.	Newsletter	<ul style="list-style-type: none"> Final artwork URL of landing page 	600x90px	JPEG, PNG Max: 60kb	Monthly newsletter	1/2 per newsletter
		Newsletter	N/A	N/A	N/A		
2 Bespoke Company Spotlight & Sponsored Article Spot	Article featured as a sponsored content piece in one selected The Harvest newsletter, linking to article hosted on Naturally Good News.	Website	<ul style="list-style-type: none"> High Resolution Image to match editorial (landscape and lifestyle images preferred) For Sponsored Article Spot only: article copy, recommended inclusions: <ul style="list-style-type: none"> Heading Author name for attribution if required URL links if any 	Min: 1mb – separate file Min: 500 words, Max: 800 words	JPEG, PNG Word document (PDFs not accepted)	Monthly newsletter	1/2 per newsletter
		Newsletter	<ul style="list-style-type: none"> High Resolution Image (landscape and lifestyle images preferred) 	Min: 1mb	JPEG, PNG	Monthly newsletter	1/6 per newsletter



Product Directory Specifications.

The Product Directory is a self-service portal for clients to log in, and make updates as frequently as they wish. Below is a summary of the details required.

Product	Location	Detail	Client to Supply	Artwork	
				Size	File Format
1 Company Logo	Individual Profile Page	Place your company logo on your profile.	Company Logo	600x600px	JPEG, PNG
2 Banner	Individual Profile Page	Add branding or a special message to your page with a banner.	Banner Artwork	736x414px	JPEG, PNG
3 Company Profile	Individual Profile Page	Describe your company to attract visitors to browse through your products.	Copy	Recommended: 200-400 words	N/A
More Information	Individual Profile Page	Use this space to highlight any seasonal specials, new product launches or general company updates.	Copy	Recommended: 200-400 words	N/A
4 Product	Product Directory Website	Highlight each product with an image & description to drive interest.	Product Image	600x600px	JPEG, PNG
			Written Description	Recommended: 200 words	



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)	Make it short, sharp and enticing
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



Naturally Good Advertising Timelines.

THE HARVEST NEWSLETTER EDITORIAL CALENDAR

Issue/Item	Material Deadline	In Market (week commencing, market day may vary)
August 2021	13 Aug	23 Aug
October 2021	8 Oct	18 Oct
December 2021	10 Dec	20 Dec
February 2022	11 Feb	21 Feb
April 2022	8 Apr	18 Apr
Website Banners	5 business days prior to preferred live date	
Solus eDM	10 business days prior to preferred send date	

For clarification or more detailed enquiries
please contact the Naturally Good marketing team.

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