Searchsmart Project Number ADA-TGS – 1015

Contest Instructions

We need Google WebDesigner Banner Adverts for Google AdWords Display Network.
We will need one set of banners created in the sizes as follows:
728 pixels x 90 Pixels, 300 pixels x 250 Pixels, 300 pixels x 600 Pixels, 160 pixels x 600 Pixels.
The total run time for each advert will be 15 - 20 seconds.
The total zipped file size for each banner must be less than 150kb

Please provide design proofs for the ***300x600 Skyscrapers only*** at this point so that we may evaluate all contest entries equally without asking you to do too much work. All other banner sizes will need to be created by the contest winner.

Other than the images attached or linked to, all other images will need to be provided by you. Please see the website http://www.transglobalshipping.com.au/ for inspiration and for an idea of the type of images to be used.

Please refer to the attached documents for further information, including the text to be used. The adverts MUST be HTML5 animation files created with Google WebDesigner ready to added to Google AdWords (published in zip file from the GWD software) - We specifically need it in GWD because AdWords only supports HTML5 files created with GWD - see https://support.google.com/adwordspolicy/answer/176108#html5_ads_table for clarification

Please do not submit a contest entry if you are not able to carry out the animation using the GWD software.

Please note that we will also require a copy of the GWD production files as well as the GWD published files.

Project Brief – Transglobal Shipping banner ads

☒Banner (728 Pixels wide x 90 Pixels tall)   ☒Rectangle (300 Pixels wide x 250 Pixels tall)

☒Narrow Skyscraper (160 Pixels wide x 600 Pixels tall)   ☒Wide Skyscraper (300 Pixels Wide x 600 Pixels tall)

Four slides with animation

Animation duration: 20 seconds

Transglobal Shipping's logo to be used on every slide

Please see the attached "images-for-freelancers.zip" zip file

We have provided samples of stock images that can be used, or you can use your own. If choosing other images, we are happy to pay for them when the project is awarded

View the website enter client's website address for colour scheme, other images, etc

See following pages for slide details

Trans

Slide #1

Text to be used:
Moving overseas?
We can help

Button text
Get your fast free quote now

Images:
Please use any of the images in the attached "images-for-freelancers.zip" zip file, or your own images".

Slide #2

Text to be used:
Great rates form the experts in moving your home overseas

Button text
Get your fast free quote now

Images:
Please use any of the images in the attached "images-for-freelancers.zip" zip file, or your own images".

Slide #3

Text to be used:
Don't leave your move to chance
Trust Perth's international moving specialists

 Button text
Get your fast free quote now

Images:
Please use any of the images in the attached "images-for-freelancers.zip" zip file, or your own images".

Slide #4

Text to be used:
Door to door, stress-free moving
anywhere in the world

 Button text
Get your fast free quote now

Images:
Please use any of the images in the attached "images-for-freelancers.zip" zip file, or your own images".