



Advertising on Parenthub

Parenthub provides reliable health information to the full spectrum of Australian parents, from those trying to become parents to those parenting teenagers and beyond.

Advertisers have the opportunity to work in conjunction with the Parenthub team to deliver their advertising in a contextually relevant environment to qualified customers.

Popular topics include getting pregnant, pregnancy and birth, parenting newborns through to teenagers, nutrition from breastfeeding and formula through to kids recipes.

Carousel advertising

Carousel placements are prominent above the fold positions.

The carousel product is placed on the Parenthub homepage and contains six rotating key topics with the sponsored placement appearing in the second position.

Specifications

- Dimensions: 612 x 260 pixels
- Format: .JPG or .GIF
- Maximum file size: 50kb
- Resolution: 72 dpi

JPG or GIF?

As a general rule, GIF is best for illustrations and images with large areas of 'flat' colour, whereas JPG is best for photos and images with graduated (changing) colours. Please choose the format most suited to your carousel.

Rotating carousels

Rotating GIFs should have no more than 4 slides, and a run time of no more than 8 seconds. 2 seconds per slide is usually sufficient.

File size

The maximum file size for a carousel is 50 kb. If Adobe Photoshop is used to create the carousel, use the "save for web & devices" option to reduce the file size.

Example homepage carousel



Carousel
612 x 260 pixels

URL link

Please also supply the URL the carousel is to link to.

