ARMS ADVERTISING GUIDELINES

Please use the below guidelines when creating content for advertisements that will be shared with our ARMS membership database.

UP IN ARMS NEWSLETTER:

GRAPHIC PLUS 300 WORDS REQUIREMENTS

- Minimum of 1 - Maximum of 3 graphics (JPG or PNG)
- 300 word count (Size 14 Font)
- Your companies brand colour codes
- Any links that you would like to include
- A Word document or PDF with the positioning of all the content.
** Each graphic must not exceed 600px x 1000 px

GRAPHIC PLUS 200 WORDS REQUIREMENTS

- Minimum of 1 - Maximum of 2 graphics (JPG or PNG)
- 200 word count (Size 14 Font)
- Your companies brand colour codes
- Any links that you would like to include
- A Word document or PDF with the positioning of all the content.
** Each graphic must not exceed 600px x 1000 px

GRAPHIC PLUS 100 WORDS REQUIREMENTS

- 1 graphic 500px X 500px (JPG or PNG)
- 100 word count
- Your companies brand colour codes
- Any links that you would like to include
- A Word document or PDF with the positioning of all the content.

ARMS
Australasian Research Management Society

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PLATFORMS ACROSS ARMS:

SOCIAL MEDIA POST REQUIREMENTS

- 1 PNG, JPG or video that you would like to have uploaded to our Facebook, LinkedIn, and Twitter
- Text to be posted with the PNG, JPG or Video (no more than 280 characters, as that is twitters limit)
- Links to your companies Facebook, Twitter and LinkedIn (If you have them all)

DIRECT COMPANY EMAIL REQUIREMENTS

- Minimum of 2 - Maximum of 5 graphics (JPG or PNG)
- 500 word count (Size 14 Font)
- Your companies brand colour codes
- A clear, high resolution, JPG or PNG copy of your logo
- Any links that you would like to include
- A Word document or PDF with the positioning of all the content.
** Each graphic must not exceed 600px x 1000 px

ARMS WRAP UP FEATURE REQUIREMENTS

- 1 graphic 500px X 500px (JPG or PNG)
- 150 word count (Size 14 Font)
- Your companies brand colour codes
- Any links that you would like to include
- A Word document or PDF with the positioning of all the content.

JOB OPPORTUNITIES ADVERTISMENT REQUIREMENTS

- The link to where your Job Advertisement is posted
- A contact for enquiries from members about the position
- Closing date for the advertisement

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