

# Desktop & Mobile Leaderboard

## *50 Best Discovery*

## **Please provide 2 creatives:**

### **Desktop Leaderboard dimensions:**

- 970 x 90 pixels (width x height)

### **Mobile Leaderboard dimensions:**

- Mobile Leaderboard 320 x 50 pixels (width x height)

### **File size:**

- The maximum weight is 1 MB
- A lower file size enables a faster delivery of your advertisement on our websites

### **File type:**

- GIF, PNG, JPG or HTML 5 (Desktop version only)

### **Click URL:**

- Please provide one web address (URL link)

### **Submission deadline:**

- A minimum of 5 business days before the start of the campaign
- Please make sure you send these to [adops@wrbm.com](mailto:adops@wrbm.com)

## Best practices:

### Branding techniques:

- Showcase your brand and attract readers to your banner
- Place your logo in a predominant position
- Use eye-catching colours that compliments your brand
- Insert a relevant and enticing image

### Quality techniques:

- Entice the reader in and get them to explore more
- Make the content short and highly focused
- Try and keep the file size as low as possible (will lead to faster delivery of your advertisement on our websites)
- The landing page should flow nicely on and be relevant to the banner

### Click-through techniques:

- Make it easy for the user to click
- Include a clear call to action
- Make the offer appealing enough to click

### Tracking techniques:

- Important to track ROI on your website with your web analytics solution
- If you want to track banner URLs in your own web analytics tool or Google Analytics please refer to the document: [here](#)



## HTML5 Creative (Desktop version only)

- We require that all HTML5 creative be supplied in a .zip format ready for uploading

### Zip architecture

- Name the main HTML file index.html
- Save the index.html file in the root of the zip file
- Add all images into the root of the zip file
- Only one root directory is allowed

### Packaging your HTML5 creative for submission

- You will need to supply creative at **970 x 250** pixels in an HTML5 format
- As our HTML adverts are served via an iframe, by nature it is independent from the site content and therefore cannot use any of the website scripts in a relative manner
- If you choose to use HTML for your adverts any reference to JavaScript libraries will need to be included in the source code and served as one file
- We recommend using the latest version of jQuery and including it as a minified version in the head of your document along with any CSS

### Quality

- Your file must be DFP compliant.
- Please validate your html 5 file through the DFP validator:  
<https://h5validator.appspot.com/dcm/asset>

### Click Counting

- We support Google Analytics UTM (Unique Tracking Method) :  
<https://support.google.com/analytics/answer/1033867?hl=en>

### Additional Details and Recommendations

- Cannot mimic any site experience, pages, designs, graphics, or logos without prior approval
- Recommend 50 KB backup image while 1 MB polite load is in process
- Recommend any video to be 16:9 aspect ratio and take up major unit on load
- Recommend highly interactive creative that can employ multiple videos and tabs
- If video is included, recommend 2 minutes to abide by the load limits

