

Desktop BACKGROUND BANNER

The Grocer **Convenience store** *British* **BAKER** **FORECOURT** *trader*

WilliamReed.

WilliamReed.



Dimensions

1 banner is required

1904 x 1000 (width x height) in total

Place priority content within pixels 130 x 900 - **refer to see page 3**



File type

GIF, PNG, JPG

Static banners only



File size

The maximum weight is 1 MB

A lower file size enables a faster delivery of your advertisement on our websites



Click URL

If you're using Google Analytics, please add UTM tracking to the end of your URL to track the performance of your campaign

UTM codes help you track the performance of your links in your own Web Analytics Tool. If you do not supply a UTM code, we can only provide you with our standard reporting.

Click for more UTM information [here](#)



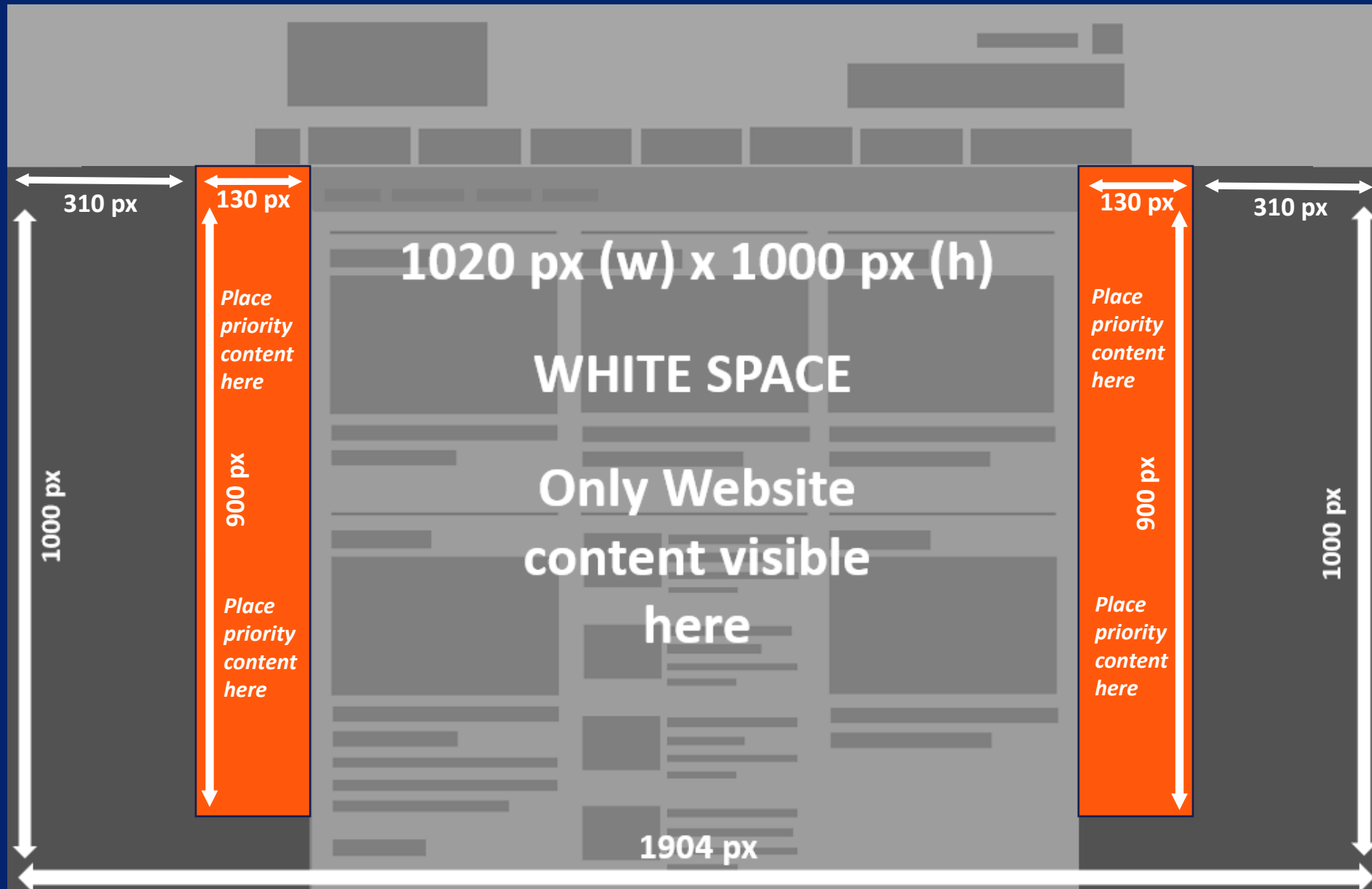
Submission deadline

A minimum of 5 business days before the start of the campaign

Please send the finalised material to adops@wrbm.com



Important: Please place your most important message in the **orange** section of the banner (below) so it can be read by all users. Your banner should measure **1904 x 1000** pixels (width x height) in total.



Best Practices

Branding techniques

- Place your logo in a predominant position
- Use eye-catching colours that compliment your brand
- Include a relevant and enticing image
- Ensure any text is in a font style and size that is easy to read

Quality techniques

- Keep the content concise and highly focused
- Try and keep the file size as low as possible (this will lead to faster delivery of your advertisement on our websites)
- The landing page should be relevant to the banner

Click-through techniques

- Include a clear call to action
- Make the offer appealing enough to click

Tracking techniques

- It is in your interest to track your Campaign performance 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](#)