

A person with curly hair, wearing a blue ribbed sweater, is sitting at a wooden desk in a modern office. They are looking at a laptop screen. The background shows bookshelves filled with books and a desk lamp. A blue diagonal overlay covers the left side of the image.

Desktop & Mobile CONTEXTUAL TAKEOVER

WilliamReed.

WilliamReed.

Total of 4 banner placements

1

MPU

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

2

Half Page

Dimensions: 300 x 600 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

3

Desktop Text Advert

Title: 50 characters maximum, including spaces and punctuation

Text: 250 characters maximum, including spaces and punctuation

Please note: The call to action «... Click here » will be added automatically and can not be amended

4

Mobile Text Advert

Image: 102 x 68 pixels (width x height) – 20 KB max - .PNG/ .JPG (static image only)

Title: 45 characters maximum, including spaces and punctuation

Text: 60 characters maximum, including spaces and punctuation



File Type

Each banner must be under the maximum size of 1 MB



Animation

Banners can be animated, Only background banners cannot



Click URL

Please provide a web address (URL link) for the banners to click through to

Ensure the URL link is UTM tagged, more information [here](#)

You can provide a separate link for each of the banner placements



Submission deadline

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

Please send the finalised material to adops@wrbm.com



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](#)

HTML5 Creative Instructions

This page is only relevant if you wish to supply a HTML5 creative

- **VALIDATE** your HTML here <https://h5validator.appspot.com/dcm/asset>
- Name your html file index.html and send all assets in a single .ZIP
- Include and minify all scripts and styling in the document head
- **DO NOT** self-host images or scripts
- **DO NOT** include any subfolders such as “images” or “scripts” single directories only
- **DO NOT** mimic any on-site experience, pages, designs, graphics or logos without prior written approval
- Use the size meta tag to indicate the intended size for your creative and ensure your creative renders at the right dimensions: `<meta name="ad.size" content="width=[x],height=[y]">`
- HTML5 creatives can only have fixed dimensions (e.g., 300x250, 400x400, 728x90, etc.). Dynamic sizes such as "Fluid" are not supported
- [Further reading](#)