

# **Total of 4 banner placements**

**MPU** 

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

**Half Page** 

Dimensions: 300 x 600 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

**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

**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

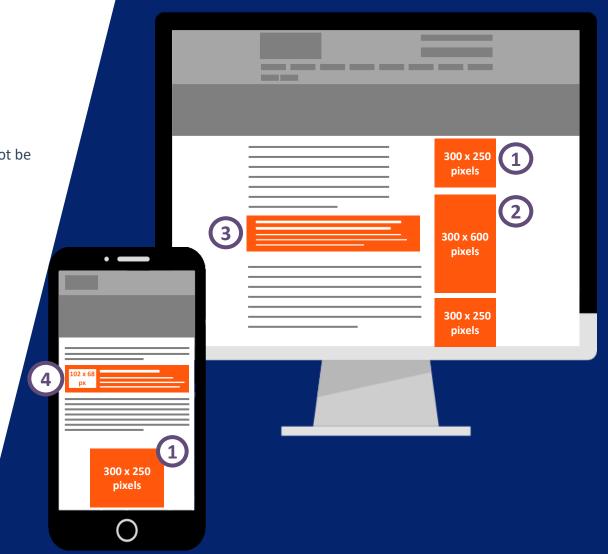
**Click URL** 

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 <a href="here">here</a>

# HTML5 Creative Instructions

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

- VALIDATE your HTML here <a href="https://h5validator.appspot.com/dcm/asset">https://h5validator.appspot.com/dcm/asset</a>
- 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