

Desktop & Mobile  
**CONTEXTUAL**  
**MEDIUM RECTANGLE**



**WilliamReed.**



### Dimensions

300 x 250 pixels (width x height)

You can use the same creative for both desktop and mobile or supply two different creatives



### Desktop file type

GIF, PNG, JPG or HTML 5 / JAVASCRIPT\*/ CSS 3

Animated GIFs and animated HTML5 are both supported

Maximum file weight: 1MB



### Mobile file type

GIF, PNG, JPG

Animated GIFs are supported

Maximum file weight: 1MB



### Click URL

Please provide one web address (URL link) for the banner to click through to

Ensure the URL link is UTM tagged, more 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](mailto:adops@wrbm.com)



### Important note

This is a contextual campaign, therefore ensure your banner is relevant to the topic you wish to advertise against

\* 3rd party tags can mean that the ad server cannot collect data on your behalf, instead you collect the data from your side. Please speak directly with your Sales Representative should you have any questions.



# 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](#)