

# Desktop & Mobile MPU VIDEO



**WilliamReed.**



### Desktop requirements

**Dimensions:** 300 x 250 pixels (width x height)

**File type:** HTML 5 (*more information on pages 3 and 4*)

**File size:** Maximum weight 2 MB



### Mobile requirements

**Dimensions:** 300 x 250 pixels (width x height)

**File type:** GIF, PNG, JPG - Animated GIFs are supported

**File size:** Maximum weight 1 MB



### 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

We need to receive a GIF or JPEG version for the mobile version to be able to record clicks.



# Video Requirements

## Duration

15 Seconds Max (6-8 second videos are considered best practice)

## File quality

- Recommend 24fps minimum, 18fps might be used for lower bandwidth (< 2mbps)
- Video that is included as part of a banner ad must provide a mute button
- All video ads must have 50% of pixels in view before the video starts to play
- Auto-play videos must automatically pause/stop when 50% or more of the advert is no longer visible to the user
- All video ads with 100% share of screen must provide a close button for the user to exit the ad experience at any time
- Video ads which do not have 100% share of screen must provide user controls to pause/stop the video play or a close button
- **DO NOT** mimic any on-site experience, pages, designs, graphics or logos without prior written approval

# HTML5 Creative Instructions

- **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](#)

# 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](#)