Desktop Half Page & Mobile MPU

FORECOURTtrader

WilliamReed.

Desktop Half Page
300 x 600 pixels (width x height)
GIF, PNG, JPG or HTML 5 / JAVASCRIPT* / CSS 3
Animated GIFs and animated HTML 5 are both supported

Mobile MPU
300 x 250 pixels (width x height)
GIF, PNG, JPG
Animated GIFs are supported

File size
The maximum weight is 1 MB
A lower file size enables a faster delivery of your advertisement on our websites

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

Please note
If materials are supplied late, we cannot guarantee the impressions goal

* 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.

300 x 600 pixels

300 x 250 pixels

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