

Digital Feature TAKEOVER PACKAGE

restaurant

WilliamReed.

WilliamReed.

Total of 4 banner placements

1

Super Leaderboard

Dimensions: 970 x 90 pixels (width x height)

OR

2

Billboard

Dimensions: 970 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

3

Background (for more details, see page 4)

1 banner is required

1880 x 1050 (width x height) in total

Place priority content within pixels 150 x 600

File type: GIF, PNG, JPG

4

MPU

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

5

Half Page

Dimensions: 300 x 600 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3



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@wrmbm.com



E-Blast Promotion

1

Logo

Dimensions: 120 x 60 pixels (width x height)
File type: GIF, PNG or JPG – static banners only

2

Image

Dimensions: 600 x 300 pixels (width x height)
File type: GIF, PNG or JPG – static banners only

3

Title

Copy: 50 characters maximum including spaces and punctuation

4

Text

Copy: 600 characters maximum including spaces and punctuation
Do not include images, graphs, pictures, tables, links, email addresses within the text as they will not be visible to the user

5

Call to Action Button

Copy: Please provide the call to action you want to display



File Type

Each banner must be under the maximum size of 1 MB



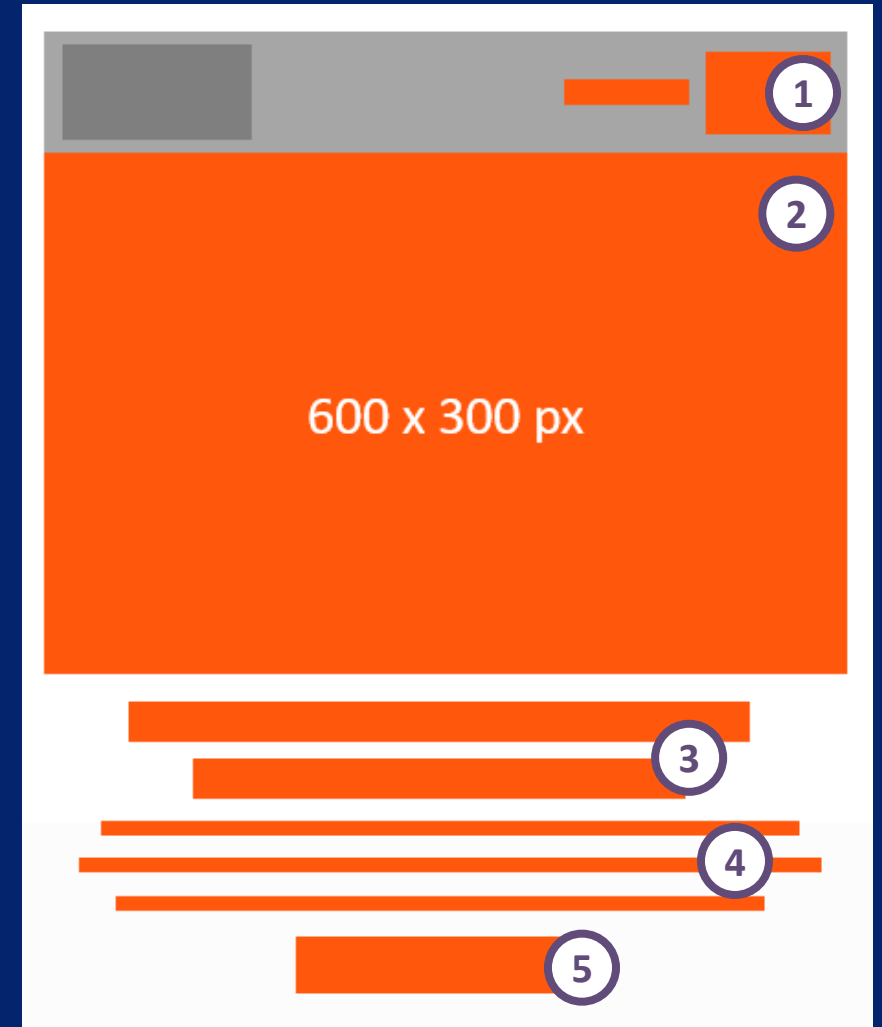
Animation

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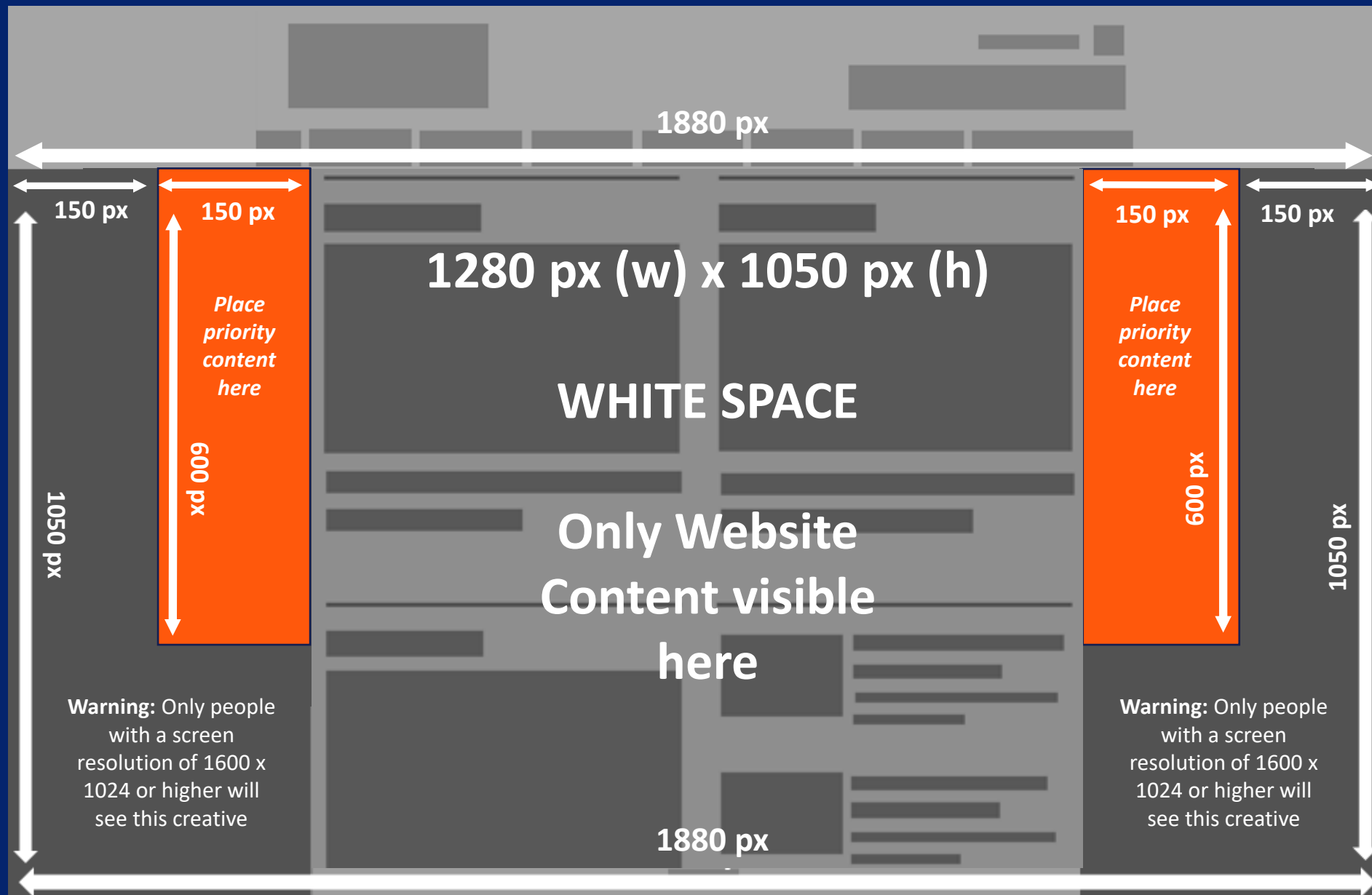


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Important: Please place your most important message in the **orange** section of the banner (below) so it can be read by all users. Your banner should measure **1880 x 1050** pixels (width x height) in total.



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](#)