

# Category Newsletters

# The Grocer



**William Reed.**

1

### Leaderboard

Dimensions: 728 x 90 pixels (width x height)

File type: GIF, PNG, JPG - static image only

2

### Top Text Advert

Image dimensions: 75 x 75 pixels (width x height)

Image file type: GIF, PNG, JPG - static image only

Title: 50 characters maximum (including spacing and punctuation)

Text: 100 characters minimum, 250 characters maximum (including spacing and punctuation)

Please note that a call to action «... **Click here** » will be added automatically and can not be amended

3

### Medium Rectangle

Dimensions: 300 x 250 (width x height)

File type: GIF, PNG, JPG - static image only



### File size

The maximum weight for each file is 20 KB



### Click URL

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

Check page 3 for destination URL options

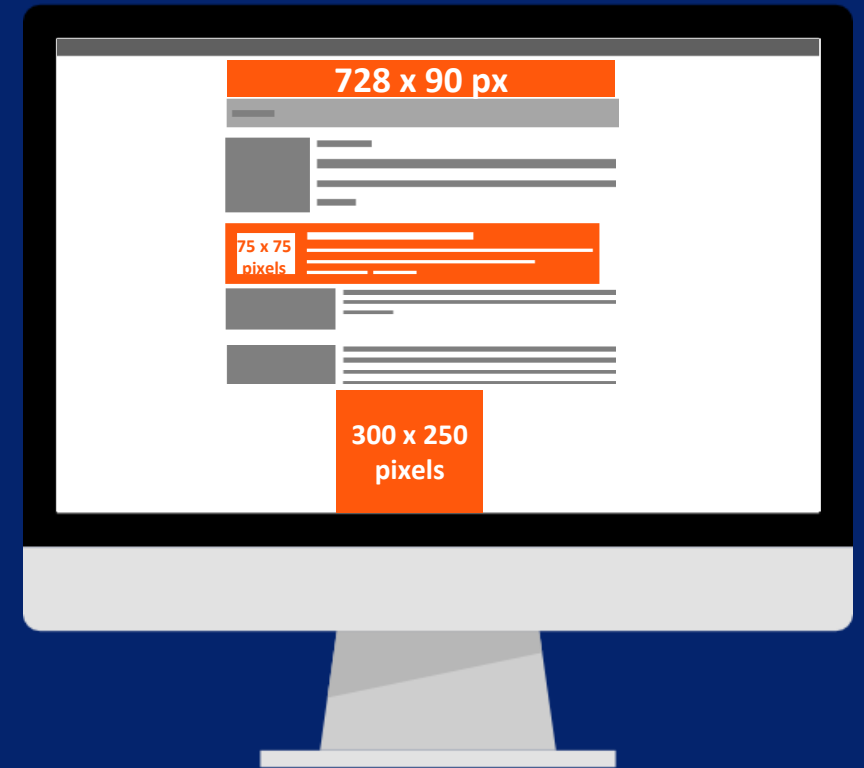
Ensure the URL link is UTM tagged, more information [here](#)



### 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)



# Top Text Destination URL

## External Web Link

- If you are re-directing your advert to an external webpage, please provide the web address (URL link) and ensure it is UTM tagged – more information [here](#)

## Lead generation page: PDF

- If you want to house a pdf document on our website, download the specifications for a lead generation page [here](#)

## Lead generation page: Competition Giveaways

- A page for your competition/giveaway including a link to the competition/giveaway terms and conditions, download the specifications [here](#)

# 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](#)