Desktop

HOMEPAGE TAKEOVER

WilliamReed.

WilliamReed.

Total of 4 banner placements

① Background (for more details, see page 3)
Two banners required for Left and Right sides
Dimensions: 300 x 1050 pixels (width x height) for each banner
Please place your most important message in the section closest to the website content - see page 3 for more details
File type: GIF, PNG, JPG

② Billboard
Dimensions: 970 x 250 pixels (width x height)
File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

③ Medium Rectangle
Dimensions: 300 x 250 pixels (width x height)
File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

④ 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@wrbm.com

Page 2
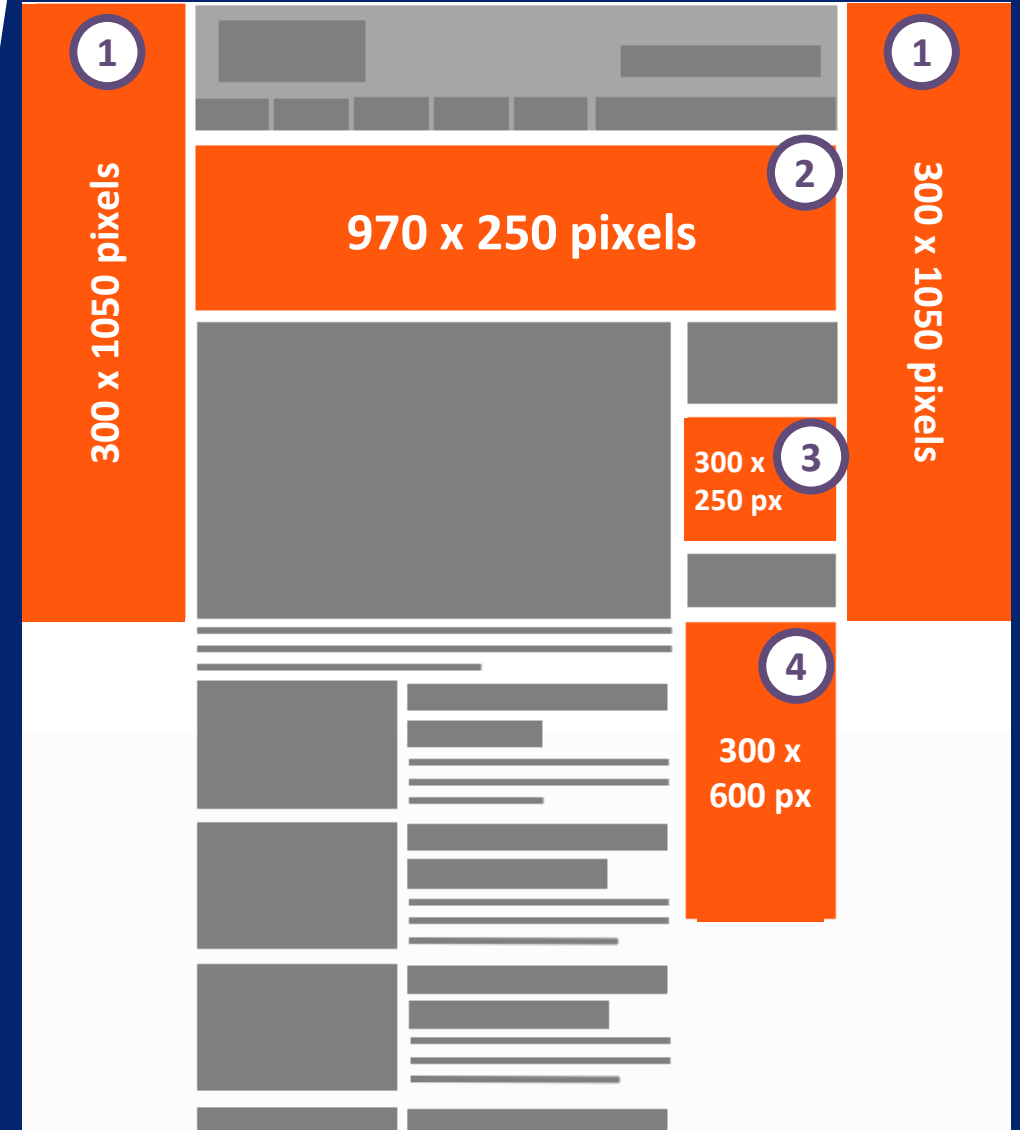
Important: Please place your most important message in the **orange** section of each banner (below) so it can be read by all users. Each banner should measure **300 x 1050** pixels (width x height) in total.

168 px

132 px

600 px

1050 px

Warning: Only people with a screen resolution of 1280 x 1024 or higher will see this creative

300 px

132 px

168 px

600 px

1050 px

Warning: Only people with a screen resolution of 1280 x 1024 or higher will see this creative

300 px

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