Desktop & Mobile

LEADERBOARD

Desktop Leaderboard
728 x 90 pixels (width x height)
GIF, PNG, JPG or HTML 5 / JAVASCRIPT* / CSS 3
Animated GIFs and animated HTML5 are both supported

Mobile Leaderboard
320 x 100 pixels (width x height)
GIF, PNG, JPG
Animated GIFs are supported

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

Click URL
If you're using Google Analytics, please add UTM tracking to the end of your URL to track the performance of your campaign
UTM codes help you track the performance in your own Web Analytics Tool. If you don't supply a UTM code, we only provide you with our standard reporting.
Click for more UTM 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

* 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.

canopy
Insights for winemakers around the world

728 x 90 pixels

320 x 100 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