



Newsletter

BOTTOM LEADERBOARD

**LOW BEV
2 NO**

William Reed
INFORMING BUSINESS GROWTH



Dimensions

728 x 90 pixels (width x height)



File type

GIF, PNG, JPG

Static image only, we do not accept animated creatives for newsletters



File size

The maximum weight is 20 KB



Click URL

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

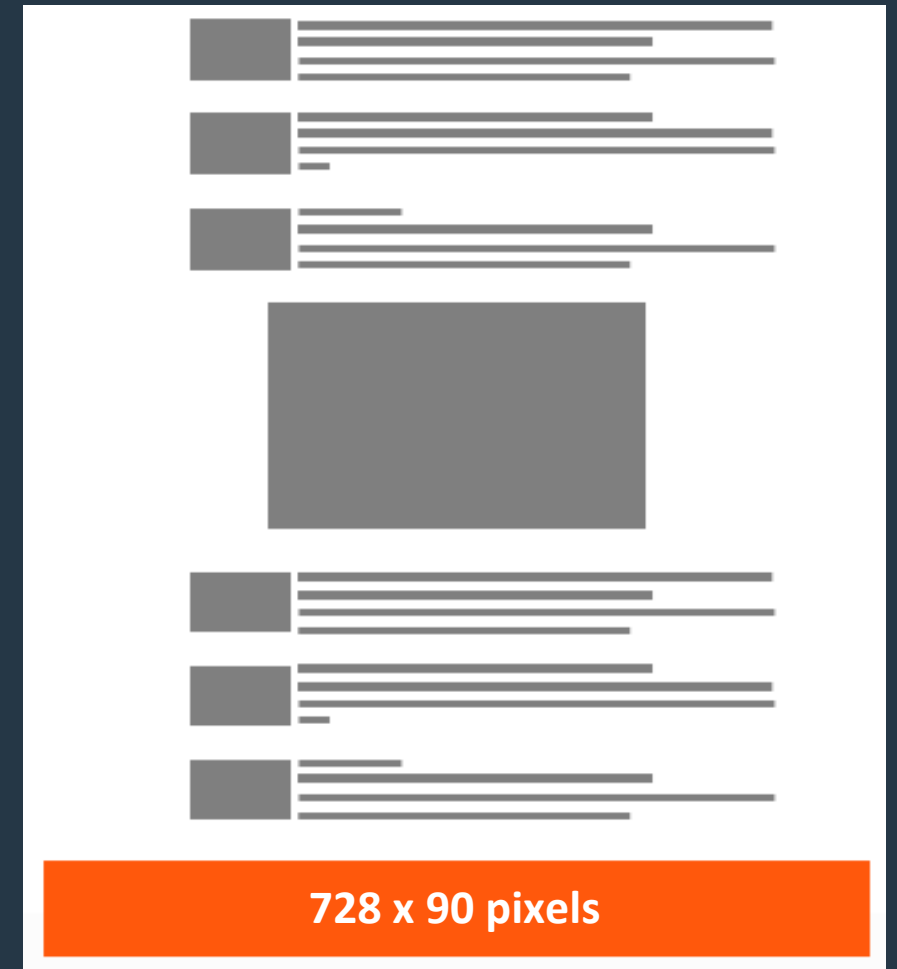
Ensure the URL link is UTM tagged, more information [here](#)



Submission deadline

A minimum of 5 business days before the start of the campaign

Please send the finalised material to adops@wrbm.com



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](#)