



#### **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**

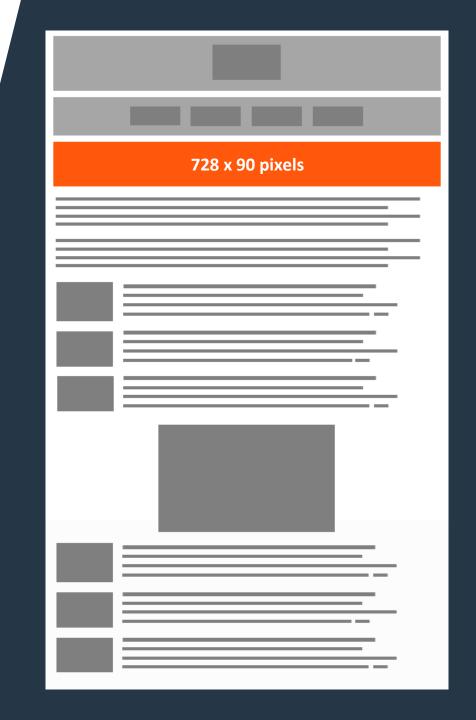
Please provide one web address (URL link) for the banner to click through to

Ensure the URL link is UTM tagged, more information <a href="here">here</a>



### **Submission deadline**

A minimum of 5 business days before the start of the campaign Please send the finalised material to <a href="mailto:adops@wrbm.com">adops@wrbm.com</a>



# **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**