

**Desktop
MEDIUM RECTANGLE
VIDEO**



WilliamReed.

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Dimensions

300 x 250 pixels (width x height)



File type

HTML 5 (*more information on pages 3 and 4*)



File size

The maximum weight is 2 MB

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 of your links in your own Web Analytics Tool. If you do not supply a UTM code, we can 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



Video Requirements

Duration

15 Seconds Max (6-8 second videos are considered best practice)

File quality

- Recommend 24fps minimum, 18fps might be used for lower bandwidth (< 2mbps)
- Video that is included as part of a banner ad must provide a mute button
- All video ads must have 50% of pixels in view before the video starts to play
- Auto-play videos must automatically pause/stop when 50% or more of the advert is no longer visible to the user
- All video ads with 100% share of screen must provide a close button for the user to exit the ad experience at any time
- Video ads which do not have 100% share of screen must provide user controls to pause/stop the video play or a close button
- **DO NOT** mimic any on-site experience, pages, designs, graphics or logos without prior written approval

HTML5 Creative Instructions

- **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](#)

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](#)