

Mobile MPU

THE
WORLD'S
50
BEST



WilliamReed.

**Dimensions**

300 x 250 pixels (width x height)

**File type**

GIF, PNG, JPG

Animated GIFs are supported

**File size**

The maximum weight is 1 MB

A lower file size enables a faster delivery of your advertisement on our websites

**Click URL**

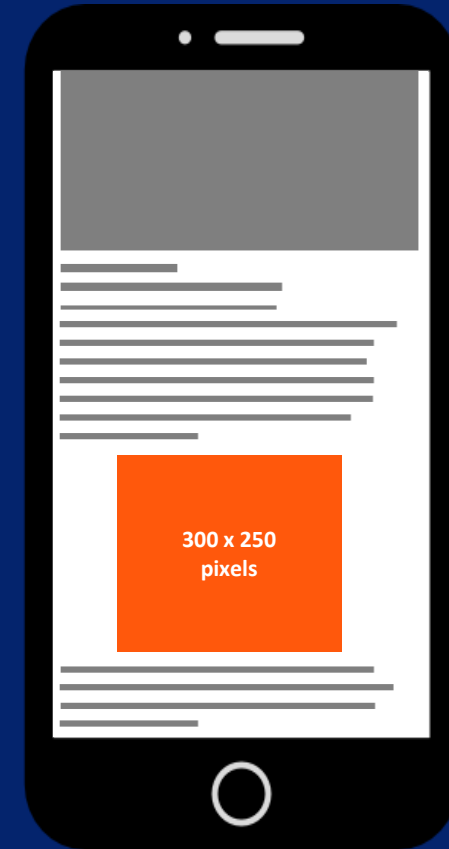
If you're using Google Analytics, please add UTM tracking to the end of your URL to track the performance of your campaign

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



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](#)