

Desktop SPONSORED ARTICLE

THE inspiration for pub success since 1794
**MORNING
ADVERTISER**



William Reed
INFORMING BUSINESS GROWTH

Total of 4 banner placements

1

Background (for more details, see page 3)

Two banners required for Left and Right sides
Dimensions: 300 x 1050 pixels (width x height) for each banner
File type: GIF, PNG, JPG

2

Billboard

Dimensions: 970 x 250 pixels (width x height)
File type: GIF, PNG, JPG or HTML 5

3

Medium Rectangles

Dimensions: 300 x 250 pixels (width x height)
File type: GIF, PNG, JPG or HTML 5

4

Please note: If only one medium rectangle creative is supplied it will be duplicated in both Medium Rectangle positions

Medium Rectangle creatives will be rotated across both available Medium Rectangle positions to ensure optimal delivery of viewable impressions
Medium Rectangle creatives **cannot** be targeted at specific Medium Rectangle positions on the page



File Type

Each banner must be under the maximum size of 1 MB



Animation

Banners can be animated, Only background banners cannot



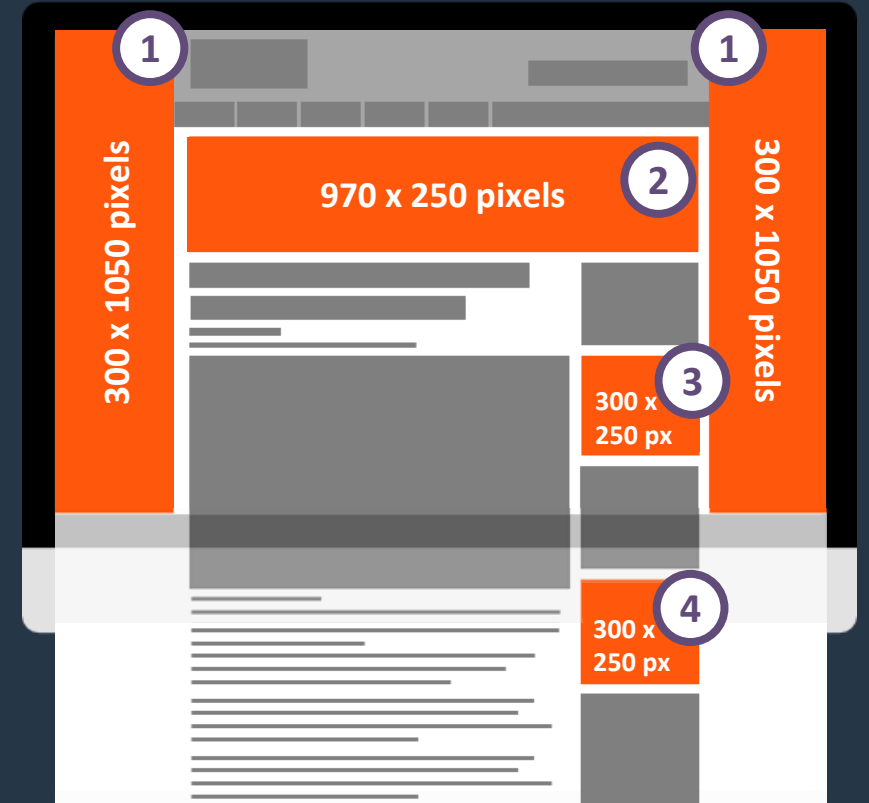
Click URL

Please provide a web address (URL link) for the banners to click through to
Ensure the URL link is UTM tagged, more information [here](#)
You can provide a separate link for each of the banner placements



Submission deadline

A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com



Important: Please place your most important message in the **orange** section of each banner (below) so it can be read by all users. Each banner should measure **300 x 1050** pixels (width x height) in total.



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](#)