

Sponsored Article

PACKAGE 2

**FOOD**  
manufacture



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INFORMING BUSINESS GROWTH

## Total of 8 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 Rectangle

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

4

### Half Page

Dimensions: 300 x 600 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5

5

### Text Advert

Title: 50 characters maximum, including spaces and punctuation

Text: 250 characters maximum, including spaces and punctuation

**Please note:** The call to action «... **Click here** » will be added automatically and can not be amended

6

7

### Mobile Leaderboard

Dimensions: 320 x 50 pixels (width x height)

File type: GIF, PNG, JPG

7

8

### Mobile Text Advert

Image: 102 x 68 pixels (width x height) – 20 KB max - .PNG/ .JPG (static image only)

Title: 45 characters maximum, including spaces and punctuation

Text: 60 characters maximum, including spaces and punctuation



### 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](#)

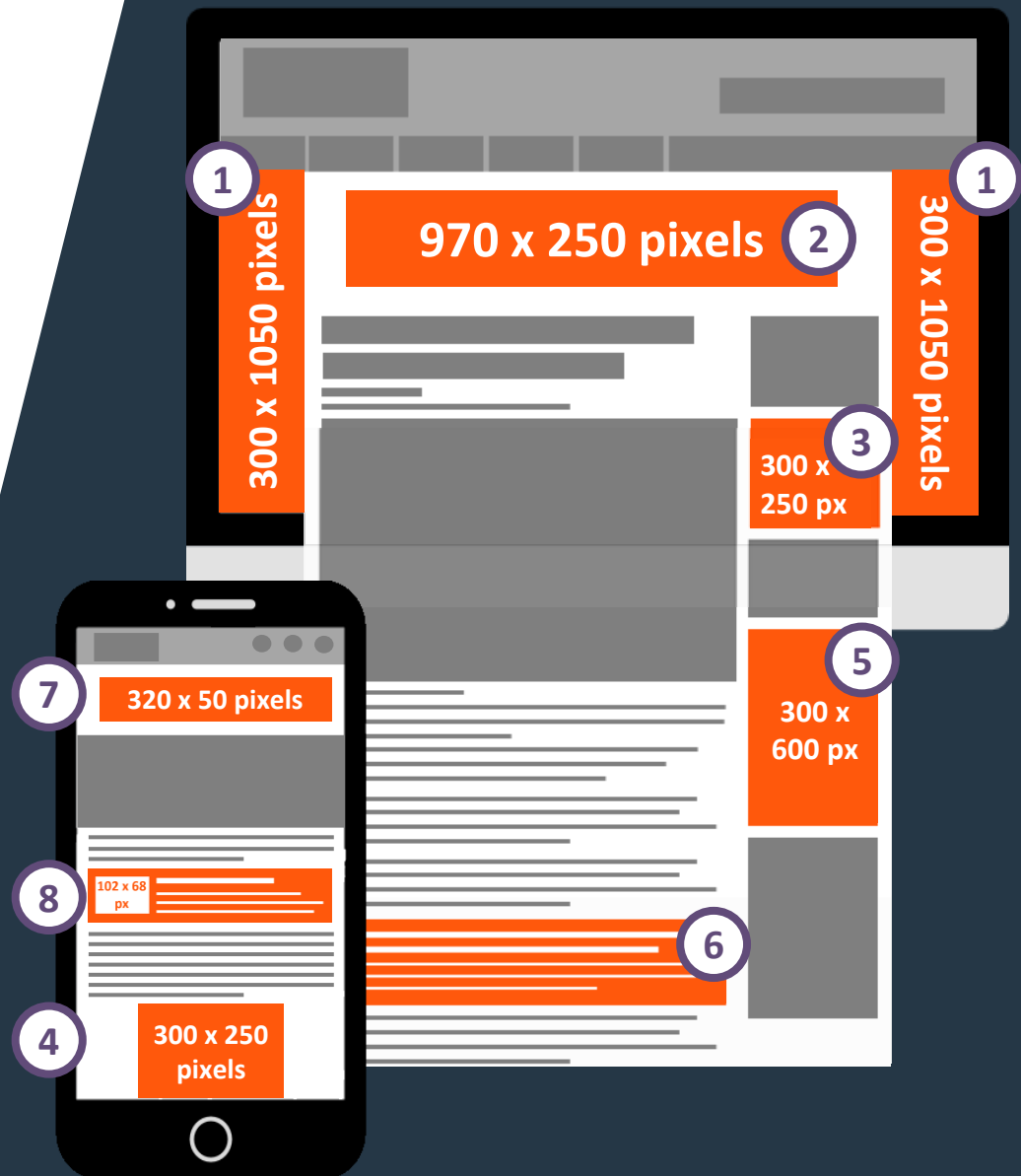
You can provide a separate link for each of the banner placements



### Submission deadline

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

Please send the finalised material to [adops@wrmb.com](mailto:adops@wrmb.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](#)