



Sponsored Content
TAKEOVER PACKAGE

British
BAKER

WilliamReed.

WilliamReed.

Total of 4 banner placements

1

Billboard

Dimensions: 970 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

2

Medium Rectangle

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

3

Half Page

Dimensions: 300 x 600 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

4

Billboard

Dimensions: 320 x 100 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3

5

Medium Rectangle

Dimensions: 300 x 250 pixels (width x height)

File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT / CSS 3



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

