

# Desktop VIDEO PRESTITAL



William Reed  
INFORMING BUSINESS GROWTH



### Dimensions

640 x 480 pixels (width x height)



### File type

HTML 5 (see page 4 and 5 for more instructions)

Your file must be AdManager compliant, please validate your HTML 5 file through this validator: <https://h5validator.appspot.com/dcm/asset>



### File size

The maximum weight is 1 MB

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



### Click URL

Please imbed one web address (URL link) in your HTML code for the banner to click through to

Ensure the URL link is UTM tagged, more information [here](#)



### Submission deadline

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

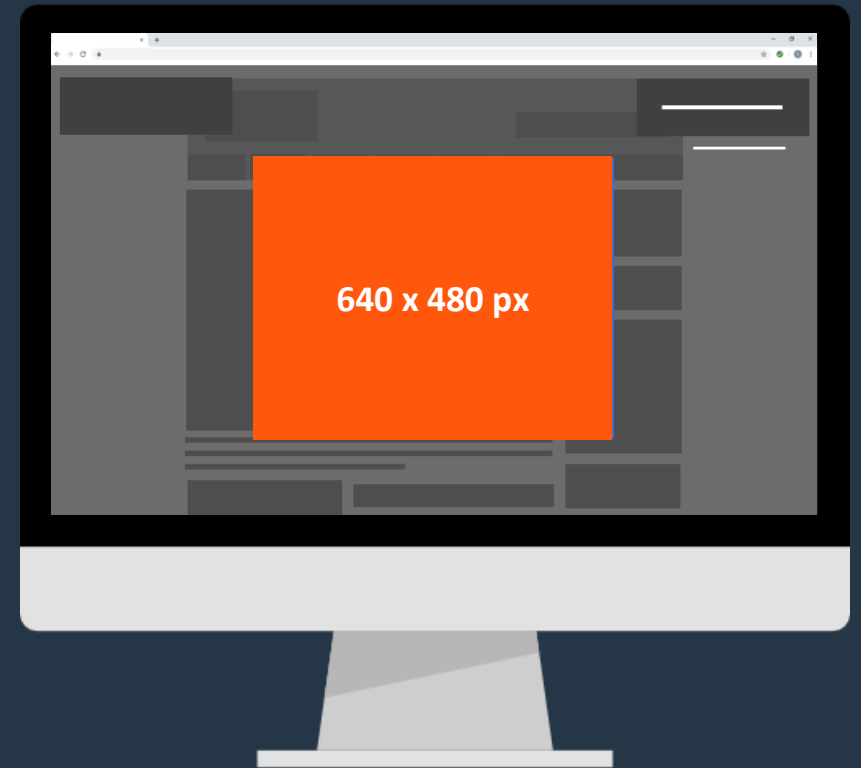
Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com)



### Important note

The Prestitial banner is subject to a frequency capping

The banner will show a maximum of once per day, twice a week, per unique user



# Video Requirements

## Duration

12 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](#)

# HTML 5 CODE INSTRUCTIONS

You can download a template [here](#)

- 1 Size:**  
Within the <head>, add this code to determine the size of the banner:  
`<meta name="ad.size" content="width=640,height=480">`
- 2 Optional – Call to Action:**  
If you want to add a **Call to Action (CTA) over the video**, you will need to add an **overlay** in the <head> section  
This will define the size, shape and colour of the button and text
- 3 Optional – Call to Action:**  
If you are adding a CTA over the video, you will need to add a script for the click tag  
Please replace “Your URL” with the URL you would like it to click through to  
Ensure your URL is UTM tagged – more information [here](#)
- 4 Embedding the Video:**
  - After the “poster=” command, insert the link to your **thumbnail image**
  - After the “source=” tag, insert the link to your **hosted video**
  - The **size** of the player **must be 620x460 px** (width x height)
  - The “type=” tag **must be:**  
`type='video/mp4; codecs="avc1.42E01E, mp4a.40.2"'`
- 5 Optional – Call to Action:**  
If you are adding a CTA over the video, you will need to add this **script for the CTA to appear**  
Please replace “Your CALL to ACTION” with the text you want your CTA to say

1

2

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```
<!doctype html>
<html>
<head>
<meta charset="utf-8">
<meta name="ad.size" content="width=640,height=480">
<title>YOUR DOCUMENT NAME</title>
<!-- Overlay Style Start -->
<style>
.overlay {
    width: 600px;
    height: 400px;
    position: fixed;
    top: 0;
    bottom: 0;
    left: 0;
    right: 0;
    display: flex;
    align-items: center;
    justify-content: center;
    flex-direction: column;
    color: #fff;
}
.overlay .cta {
font-family: -apple-system, BlinkMacSystemFont,
"Segoe UI", "Roboto", "Oxygen",
"Ubuntu", "Cantarell", "Fira Sans",
"Droid Sans", "Helvetica Neue", sans-serif;
color: grey;
text-decoration:none;
background-color: rgb(211,211,211,0.5);
padding: 10px;
position: relative;
left: 240px;
top: 170px;
}
</style>
<!-- Overlay Style End -->
<style>
    #clickArea{display:block; cursor: pointer;}
</style>
</head>
<body>
<!-- Video Start -->
    <script type="text/javascript"> var clickTag = "YOUR URL";
</script>
<video controls autoplay muted style="width:620px;height:460px;" poster="file:///G|/YOUR THUMBNAIL IMAGE">
    <source src="file:///G|/THE LINK OF YOUR HOSTED VIDEO" type='video/mp4; codecs="avc1.42E01E, mp4a.40.2"' />
</video>
<!-- Video End -->
<!-- Click to Action Start -->
<div class="overlay">
    <a id="click-area1">
    <span class="cta">YOUR CALL TO ACTION</span></a>
</div>
    <script type="text/javascript">
        var clickArea1 = document.getElementById("click-area1");
        clickArea1.onclick = function(){
            window.open(clickTag, "blank")
        }
    </script>
<!-- Click to Action End -->
</body>
</html>
```

# 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](#)