Desktop
VIDEO PRESTITAL

WilliamReed.

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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. If you're using Google Analytics, please add
UTM tracking to the end of your URL to track the performance of your
campaign
*UTM codes help you track the performance of your links in your own Web
Analytics Tool. If you do not supply a UTM code, we can only provide you with our
standard reporting.*
Click for more UTM information **here**

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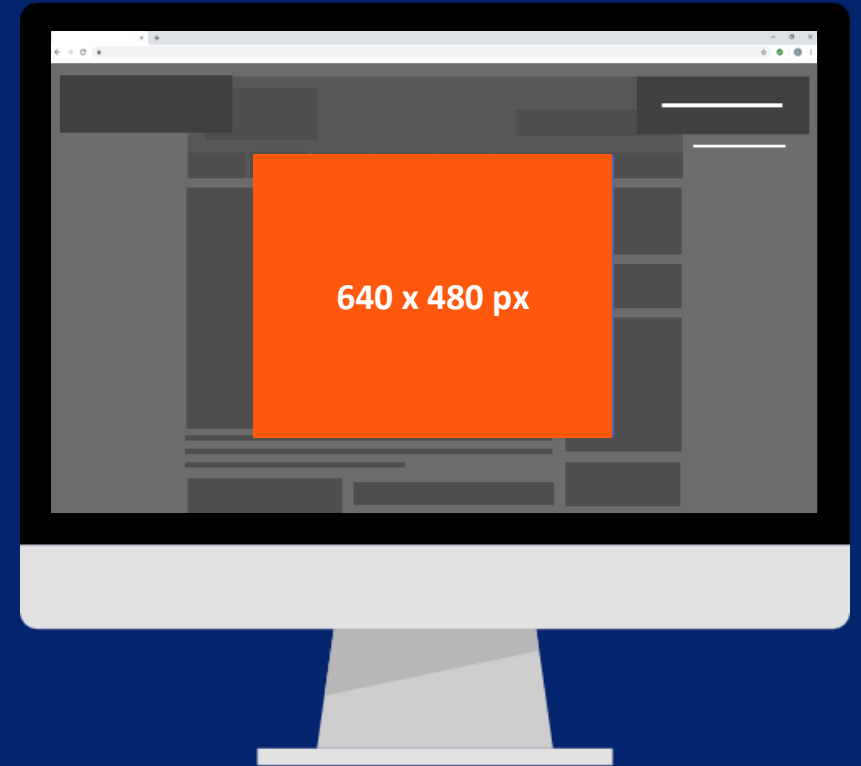A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

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

640 x 480 px

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:**
a) After the "**poster=**" command, insert the link to your **thumbnail image**
b) After the "**source=**" tag, insert the link to your **hosted video**
c) The **size** of the player **must be 620x460 px** (width x height)
d) The "**type=**" tag **must be:**
   type='**video/mp4codecs="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

```html
<!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**