Desktop & Mobile ARTICLE TAKEOVER

Retail & Manufacturing



William Reec

Total of 4 banner placements

Billboard

Dimensions: 970 x 250 pixels (width x height) File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT* / CSS 3



Medium Rectangle

Dimensions: 300 x 250 pixels (width x height) File type: GIF, PNG, JPG or HTML 5 / JAVASCRIPT* / CSS 3



Mobile Leaderboard

Dimensions: 320 x 50 pixels (width x height) File type: GIF, PNG, JPG



File Type Each banner must be under the maximum size of 1 MB



Animation All banners can be animated

Click URL

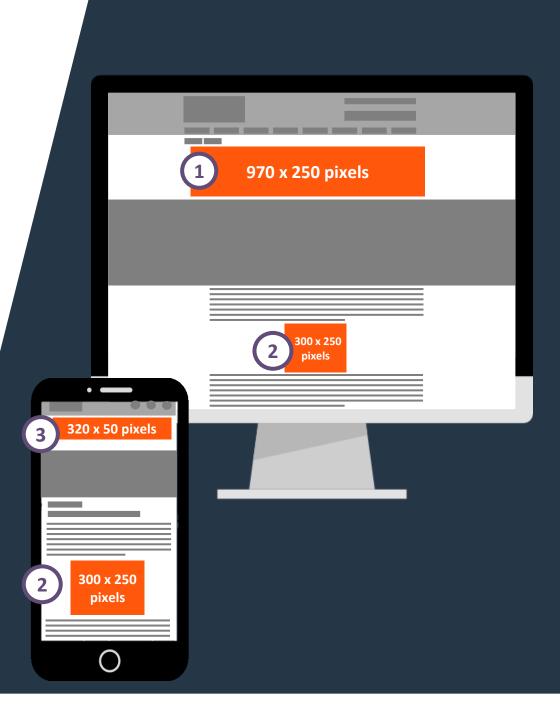


Please provide a web address (URL link) for the banners to click through to Ensure the URL link is UTM tagged, more information <u>here</u> You can provide a separate link for each of the banner placements

Submission deadline

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

* 3rd party tags can mean that the ad server cannot collect data on your behalf, instead you collect the data from your side. Please speak directly with your Sales Representative should you have any questions.



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 <u>here</u>

HTML5 Creative Instructions

This page is only relevant if you wish to supply a HTML5 creative

- VALIDATE your HTML here <u>https://h5validator.appspot.com/dcm/asset</u>
- 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