Background Banner

WEBSITES SERVED BY DFP
Dimensions

- 2 banners required for Left and Right sides.
- 300 x 1050 pixels (width x height) for each banner – see page 3 for more size options.

File size

- Maximum weight: 1 MB.

File type

- GIF, PNG, JPG.
- Static content only.

Click URL

- Please provide one web address (URL link) for each banner.

Submission deadline

- A minimum of 5 business days before the start of the campaign.
- Please make sure you send these to adops@wrbm.com.
Please place your most important message in the yellow part of each banner so it can be read by all users. Each banner should measure **300 x 1050** pixels (width x height) in total.

**Warning:** only people with a screen resolution of 1280 x 1024 or higher will see this creative.
**Best practices:**

**Branding techniques**
- Showcase your brand and attract readers to your banner.
- Place your logo in a predominant position.
- Use eye-catching colours that compliments your brand.
- Insert a relevant and enticing image.

**Quality techniques**
- Entice the reader in and get them to explore more.
- Make the content short and highly focused.
- Try and keep the file size as low as possible (will lead to faster delivery of your advertisement on our websites).
- The landing page should flow nicely on and be relevant to the banner.

**Click-through techniques**
- Make it easy for the user to click.
- Include a clear call to action.
- Make the offer appealing enough to click.

**Tracking techniques**
- Important to track ROI on your website 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](#)