

Background Banner

THE GROCER WEBSITE

William Reed
INFORMING BUSINESS GROWTH

Dimensions

- 1 banner required.
- **1904 x 1000 pixels** (width x height) – see page 3 for more size options.

File size

- Maximum weight: 1 MB.

File type

- GIF, PNG, JPG.
- Static image 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.

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The Grocer

SIGN IN | SUBSCRIBE

Search e.g. "Food to go" AND sandwich

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HOT TOPICS | Brexit | Plastic | Sainsbury's-Asda Merger | Waste Not Want Not

BRITVIC

SOFT DRINKS REVIEW 2018

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SUPER LEADERBOARD

LATEST

News

City snapshot: Applegreen reports solid trading so far in 2019

BLOG

Comment & Opinion

US food fears: chlorinated chicken is the tip of the iceberg

JOANNA BLYTHMAN

Comment & Opinion

Plastic waste is hardwired into the supermarket system. Time for action

The Grocer

When a headline isn't enough... Claim your **30 day free trial**

CLAIM FREE TRIAL

NEWS >> REPORT

Important: Please place your most important message in the yellow parts so it can be read by all users.

The Grocer KIERAN SMITH

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HOT TOPICS Brexit Plastic Waste Not Want Not

280 px **160 px** **350 px** **160 px** **280 px**

1024px (w) x 1000px (h)

White space

1904 px

MEDIUM RECTANGLE

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

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City snapshot: Tulip's annual losses rise to £85m

ASMR: how brands are selling the sound of food.

Consumers love a brand with values... but beware opportunism

NEWS >>

Gove warns of 'significant' no-

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](#)

