

Feature Takeover

(The Grocer Website)

Total of 6 placements

Same size creatives/adverts will automatically be served across different page positions to maximise impression performance

Super Leaderboard

- 970 x 90 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Mobile Leaderboard

- 320 x 50 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.
- Static image only.

Medium Rectangle 1

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Medium Rectangle 2

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Medium Rectangle 3

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Background Banner (see details page 3)

- 1904 x 1000 pixels (width x height)..
- 1 MB maximum.
- .GIF, .JPG.
- Static image only.

Destination URL's

- Please provide the web address (URL link).
- You can use a different link for each of the above 5 placements if you wish.

The screenshot shows the homepage of 'The Grocer' website. The layout includes a top navigation bar with the site logo, a search bar, and a user profile. Below the navigation is a main content area with a central article titled 'M&S giving away plastic toy collectables in Little Shop promotion'. The article is flanked by two large blue background banners on either side, labeled 'BACKGROUND BANNER SEE DETAILS PAGE 3'. Above the article is a 'SUPER LEADERBOARD 970x90px' ad placement. To the right of the article is a 'MEDIUM RECTANGLE 300x250px' ad placement. Below the article are social media sharing icons and a '2 Comments' indicator. At the bottom right, there are sections for 'MOST POPULAR' and 'MOST COMMENTED' articles, with a preview for 'Range preview: Tesco Christmas 2019'.

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

The Grocer

KIERAN SMITH ▾ 👤

Search e.g. "food to go" AND sandwich 🔍

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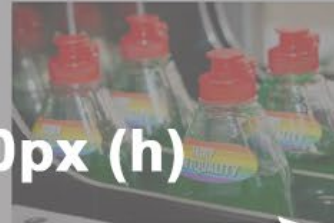
HOT TOPICS [Brexit](#) [Plastic](#) [Waste Not Want Not](#)

SUPER LEADERBOARD

LATEST

DIGITAL TRENDS

MARKETING



1024px (w) x 1000px (h)

White space

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 >>



City snapshot: Tulip's annual losses rise to £85m
12 July 2019 | By Alec Mattinson

Media Bites 12 July: Digital tax, Reckitt

MEDIUM RECTANGLE

Gove warns of 'significant' no-



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

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1904 px

Best practices:

Branding techniques

- Place your logo in a predominant position.
- Use eye-catching colours that compliments your brand.
- Insert a relevant and enticing image.

Quality techniques

- Make the content short and highly focused.
- Try and keep the file size as low as possible (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

- If you want to track banner URLs in your own web analytics tool or **Google Analytics** please refer to the document: [here](#).

Submission deadline

- A minimum of **5 business days** before the start of the campaign
Please make sure you send these to adops@wrbm.com.

