

# Homepage takeover Package

(FeedNavigator Website)

## Total of 4 placements

### Billboard

- 970 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG or HTML 5.
- Static banner only.

### Medium Rectangle

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG or HTML 5.
- Static banner only.

### Half Page

- 300 x 600 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG or HTML 5.
- Static banner only.

### Background Banner (two banners)

- Two banners required for left and right sides.
- Max is 300 x 1050 pixels for each banner.
- 1 MB maximum each.
- .GIF, .JPG, PNG.
- Static banners only.

### Destination URL's

- Please provide the web address (URL link).
- You can use a different link for each of the above 4 placements if you wish.

LEFT SIDE  
BACKGROUND  
300 x 1050 px

RIGHT SIDE  
BACKGROUND  
300 x 1050 px

The screenshot shows the Feed Navigator website interface. At the top, there is a navigation bar with 'Feed navigator.com' and a 'FREE NEWSLETTER' sign-up form. Below the navigation bar, there are several ad placements:

- Billboard:** A large blue banner at the top with the text 'BILLBOARD: 970 x 250 px' and a 'CLOSE' button.
- Medium Rectangle:** A blue banner on the right side with the text 'MEDIUM RECTANGLE 300 x 250 px'.
- Half Page:** A large blue banner at the bottom right with the text 'HALF PAGE 300 x 600 px'.
- Background Banners:** Two blue banners on the left and right sides, each with the text 'LEFT SIDE BACKGROUND 300 x 1050 px' and 'RIGHT SIDE BACKGROUND 300 x 1050 px' respectively.

The main content area features a large article titled 'Supersize me: feeding Britain's poultry mega farms' with a photo of a large poultry farm. Below this are several smaller articles with images and headlines:

- Feed, grain producers' sentiment tanks as trade uncertainty continues:** Sentiments on the health of the US agricultural economy dropped in July, likely reflecting expected losses in income for feed crop producers and export market uncertainty, says analyst.
- Chinese biotech firm develops insect egg concentrate for rapid newborn growth:** Bioforte Biotechnology has developed a nutritionally-dense protein from edible insect eggs that it claims improves newborn animal growth as well as overall feed intake and feed conversion rates.
- Novel probiotic strain may boost shrimp performance, inhibit some pathogens:** Supplementing shrimp feed with a novel probiotic strain may improve shrimp growth and weight gain along with inhibiting some pathogenic bacteria, say researchers.
- Choosing the right protein minimizes oxidative stress:** For the youngest piglets weaning is stressful. Not only because they are being separated from the sow but also because of the change in their diet. The transition from easily digestible milk to solid feed can be troublesome as it becomes much harder for...
- Eubiotics: Encouraging balanced microflora to manage post-wean diarrhoea without zinc oxide:** Piglets face a challenging four to five weeks after weaning. Over this period, piglets must cope with the loss of protective milk antibodies, new microbes

On the right side, there is a 'SPOTLIGHT' section with a headline 'Nestle lawsuit looks at GMO feed use, labeling' and a 'FOLLOW US' section with social media icons for Facebook, Twitter, LinkedIn, and Email. Below that is a 'MOST POPULAR NEWS' section with a list of headlines and numbers:

- 1 Nestle lawsuit looks at GMO feed use, labeling
- 2 Cattle, poultry in-feed drug suspected in horse deaths
- 3 German team develops 'safer and more sustainable way' of making L-methionine
- 4 Feed additive development looks to address bacterial virulence
- 5 Renewable hydrogen and not natural gas inputs preferred sustainable route to microbial protein: study

## Best practices for the Background banner:

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.

**168 px** **132 px**

**1050 px** **600 px**

**300 px**

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

**Feed navigator.com**

News & Analysis on the Global Animal Feed Industry

News Sectors Trends Big Brands Regions Products Events Search

TOP HEADLINES MONDAY 13TH AUGUST SPOTLIGHT

**USDA: Uncertainty, large crops drop prices for soybeans and corn**

Increased yield expectations for corn and soybeans combined with ongoing trade uncertainty look to keep feed grain prices low, says analyst.

**Chinese biotech firm develops insect egg concentrate for rapid newborn growth**

Supplemental taurine may boost fish growth support fishmeal replacement

FOLLOW US

MOST POPULAR NEWS

- Nestle lawsuit looks at GMO feed use, labeling
- Cattle, poultry in-feed drug suspected in horse deaths
- German team develops 'safer and more sustainable way' of making L-methionine
- Feed additive development looks to address bacterial virulence
- Renewable hydrogen and not natural gas inputs preferred sustainable route to microbial protein: study

PRODUCTS VIEW MORE

**132 px** **168 px**

**600 px** **1050 px**

**300 px**

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## 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

- Your file must be DFP compliant.
- Please validate your html 5 file through the DFP validator: <https://h5validator.appspot.com/dcm/asset>.
- 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](mailto:adops@wrbm.com).

