# Homepage takeover Package

(FeedNavigator Website)



# SPECIFICATIONS

# **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**

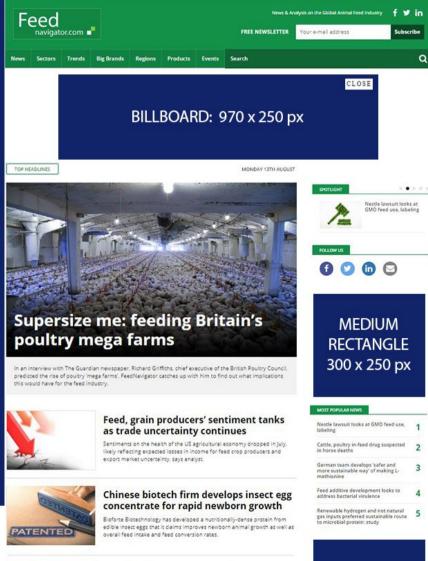
- > 300 x 600 pixels (width x height).
- > 1 MB maximum.
- > . GIF, PNG, JPG or HTML 5.
- Static banner only.

# **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.



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 bacterie, say researchers.

PROMOTIONAL FEATURES

LEFT SIDE

**BACKGROUND** 

300 x 1050 px



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# 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...



DATENT DOOUGED BY ANDADIO

# 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,

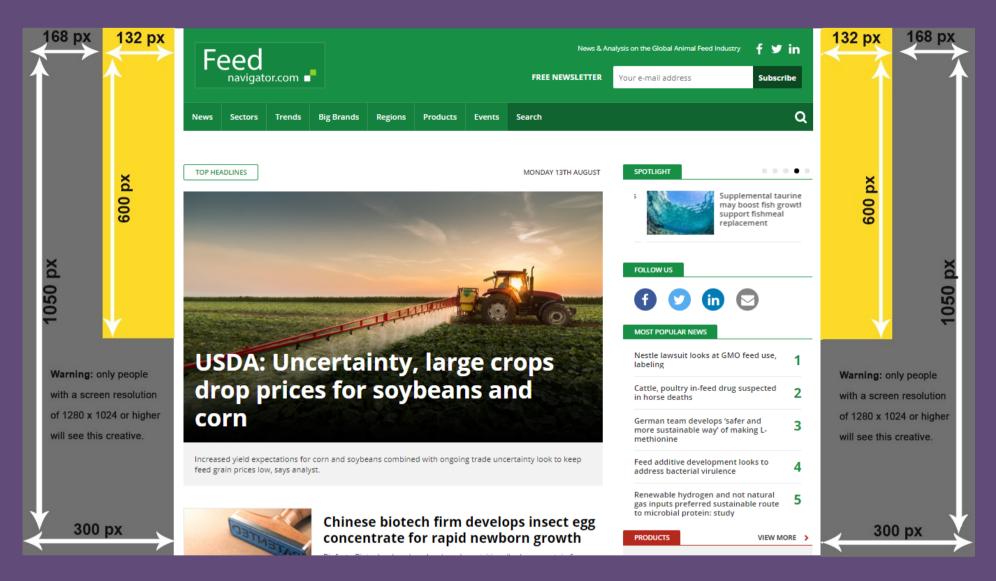
HALF PAGE 300 x 600 px **RIGHT SIDE** 

**BACKGROUND** 

300 x 1050 px

# **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  $300 \times 1050$  pixels (width x height) in total.



# **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: <u>here.</u>

# Submission deadline

- > A minimum of **5 business days** before the start of the campaign.
- ➤ Please make sure you send these to <a href="mailto:adops@wrbm.com">adops@wrbm.com</a>.

