HomePage TakeOver
Sponsorship
(The Grocer Website)
Total of 6 placements

**Super Leaderboard**
- 970 x 90 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG or HTML 5.
- Static banner only.

**Mobile Leaderboard**
- 320 x 50 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG.
- Static banner only.

**Medium Rectangle 1, 2 and 3**
- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, PNG, JPG or HTML 5.
- Static banner only.

**Background Banner (see details page 3)**
- 1904 x 1000 pixels (width x height).
- 1 MB maximum.
- .GIF, JPG, PNG.
- Static banner only.

**Destination URL's**
- Please provide the web address (URL link).
- You can use a different link for each of the above 6 placements if you wish.

**Please note:**
- If a background banner creative is not supplied a blank white creative will be served in its place.
- If only one medium rectangle creative is supplied it will be duplicated in all 3 available medium rectangle positions.
- Medium rectangle creatives will be rotated across all 3 available medium rectangle positions to ensure optimal delivery of viewable impressions. Individual medium rectangle creatives “cannot” be targeted at specific medium rectangle positions on the page.
Background banner details: Please place your most important message in the yellow parts so it can be read by all users.

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