

Partner Features Desktop & Mobile BANNERS

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Four banners are required

Desktop:

- 1 Desktop Wide Skyscraper**
Dimensions: 160 x 600 pixels (width x height)
- 2 Desktop Leaderboard**
Dimensions: 728 x 90 pixels (width x height)

Mobile:

- 3 Mobile Leaderboard**
Dimensions: 320 x 100 pixels (width x height)
- 4 Mobile MPU**
Dimensions: 300 x 250 pixels (width x height)
- File type**
GIF, PNG, JPG or JAVASCRIPT* / CSS 3
Animated GIFs are supported
- File size**
The maximum weight for each file is 1 MB
- Click URL**
Please provide one web address (URL link) for the banner to click through to
You can use a different link for each of the above two placements
Ensure the URL link is UTM tagged, more information [here](#)
- Submission deadline**
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

** 3rd party tags can mean that the ad server cannot collect data on your behalf, instead you collect the data from your side. Please speak directly with your Sales Representative should you have any questions.*



Best Practices

Branding techniques

- Place your logo in a predominant position
- Use eye-catching colours that compliment your brand
- Include a relevant and enticing image
- Ensure any text is in a font style and size that is easy to read

Quality techniques

- Keep the content concise and highly focused
- Try and keep the file size as low as possible (this will lead to faster delivery of your advertisement on our websites)
- The landing page should be relevant to the banner

Click-through techniques

- Include a clear call to action
- Make the offer appealing enough to click

Tracking techniques

- It is in your interest to track your Campaign performance 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](#)