



# Promotional Features Desktop & Mobile BANNERS

WilliamReed.

# 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](mailto: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](#)