

The background features a wooden surface with a diagonal grain. On the left, several grey origami cranes are arranged in a cluster. On the right, a single white origami crane and a single red origami crane are positioned. The red crane is the most prominent, facing right. The white crane is positioned below it, also facing right. The grey cranes are scattered in the background, some facing left and some right.


Promotional Features


MOBILE BANNERS


Two banners are required:


1 Mobile Leaderboard
Dimensions: 320 x 50 pixels (width x height)

2 Mobile Medium Rectangle
Dimensions: 300 x 250 pixels (width x height)

 **File type**
GIF, PNG or JPG - 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



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](#)