



# Promotional Features

## MOBILE BANNERS

**WilliamReed.**

# 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](mailto: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](#)