Promotional Features
DESKTOP BANNERS

WilliamReed.

Two banners are required

① Desktop Wide Skyscraper
Dimensions: 160 x 600 pixels (width x height)

② Desktop Leaderboard
Dimensions: 728 x 90 pixels (width x height)

File type
GIF, PNG or JPG or HTML 5 / 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.

① 160 x 600 px

② 728 x 90 px
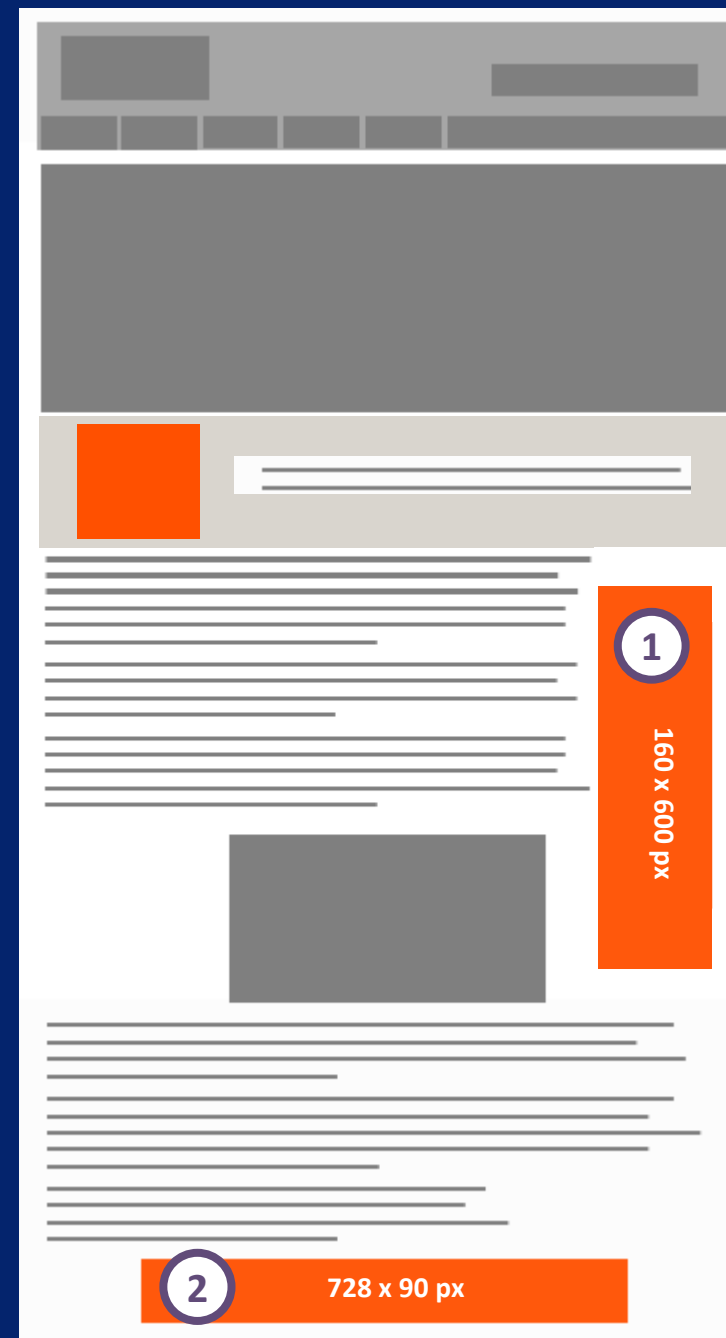
Best Practices

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**

HTML5 Creative Instructions

This page is only relevant if you wish to supply a HTML5 creative

We require that all HTML5 creative be supplied in a .zip format ready for uploading

Zip architecture
- Name the main HTML file index.html
- Save the index.html file in the root of the zip file
- Add all images into the root of the zip file
- Only one root directory is allowed

Packaging your HTML5 creative for submission
- You will need to supply the creative in an HTML5 format
- As our HTML adverts are served via an iframe, by nature it is independent from the site content and therefore cannot use any of the website scripts in a relative manner
- If you choose to use HTML for your adverts any reference to JavaScript libraries will need to be included in the source code and served as one file
- We recommend using the latest version of jQuery and including it as a minified version in the head of your document along with any CSS

Quality
- Your file must be AdManager compliant
- Please validate your html 5 file through this validator:
  https://h5validator.appspot.com/dcm/asset

Additional Details and Recommendations
- Cannot mimic any site experience, pages, designs, graphics, or logos without prior approval
- Recommend 50 KB backup image while 1 MB polite load is in process
- Recommend any video to be 16:9 aspect ratio and take up major unit on load
- Recommend highly interactive creative that can employ multiple videos and tabs
- If video is included, it should be a maximum of 2 minutes to abide by the load limits