

Sponsored Content

(The Grocer – Desktop and Mobile)

Total of 5 placements – all static banners

DESKTOP:

Super Leaderboard

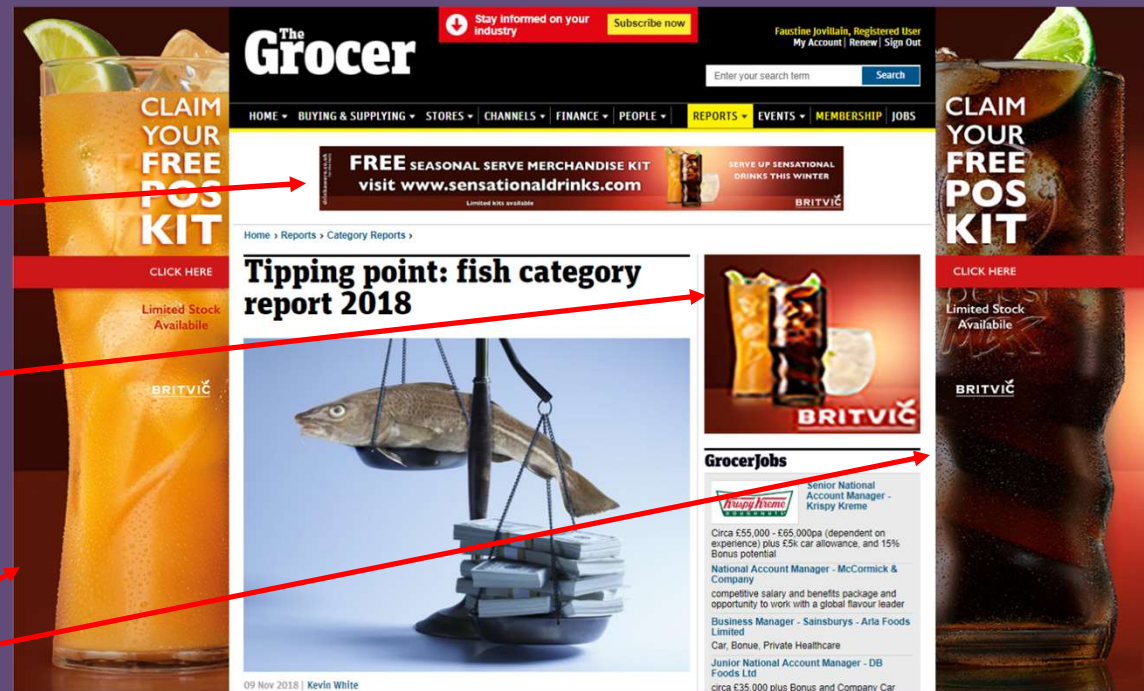
- 970 x 90 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Medium Rectangle 1

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Background Banner (two banners required)

- 2 banners required for left and right sides.
- Max is 300 x 1050 pixels for each banner.
- 1 MB maximum each.
- .GIF, .JPG.



MOBILE:

Mobile Leaderboard

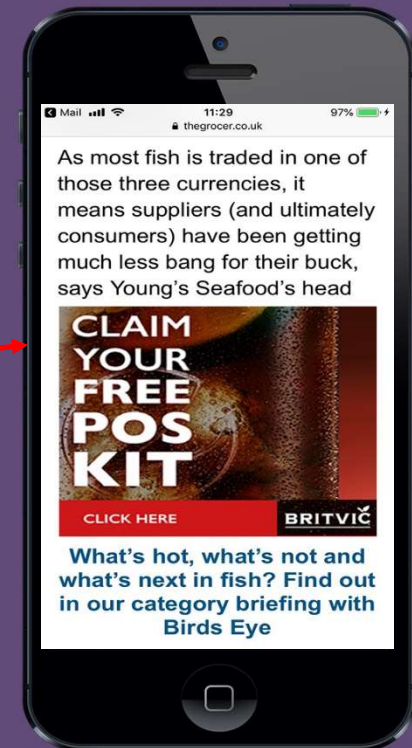
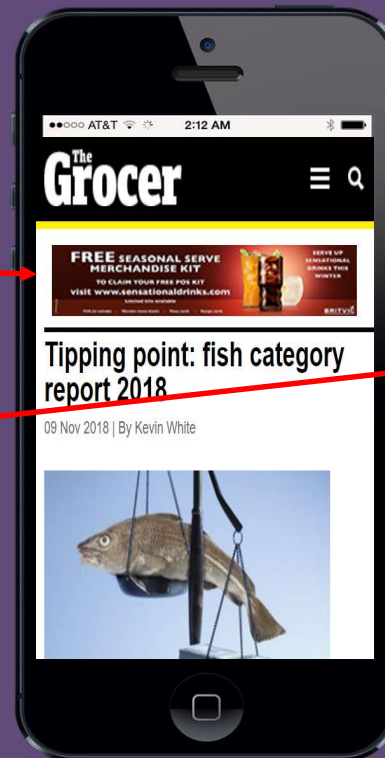
- 320 x 50 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Mobile Medium Rectangle

- 300 x 250 pixels (width x height).
- 1 MB maximum.
- .GIF, .JPG.

Destination URL's

- Please provide the web address (URL link).
- You can use a different link for each of the above 5 placements if you wish.



Best practices:

Branding techniques

- Place your logo in a predominant position.
- Use eye-catching colours that compliments your brand.
- Insert a relevant and enticing image.

Quality techniques

- Make the content short and highly focused.
- Try and keep the file size as low as possible (faster delivery of your advertisement on our websites).
- The landing page should flow nicely on and be relevant to the banner.

Click-through techniques

- Make it easy for the user to click.
- Include a clear call to action.
- Make the offer appealing enough to click.

Tracking techniques

- If you want to track banner URLs in your own web analytics tool or **Google Analytics** please refer to the document: [here](#).

Submission deadline

- A minimum of **5 business days** before the start of the campaign
Please make sure you send these to adops@wrbm.com.

