

## Home Page Take Over Standard website banner – Animated

Banner Sizes	Width px	Height px	File Size kb
<sup>1,2</sup> Super Leaderboard <b>Top &amp; Bottom</b>	970	90	40
<sup>3</sup> Medium Rectangle or <b>Medium Rectangle with Video</b>	300	250	40
<sup>4</sup> Half Page	300	600	40
<sup>5</sup> Background Banner <small>(See Specifications on pages 3 &amp; 4)</small>	1600	1050	80

**Format:** (for <sup>1, 2, 3 & 4</sup>)

**Maximum Weight:**

40 kb

**File Type:**

Flash (.SWF)\* (unlimited rotations, loop banner ok)  
+ replacement image\* (.GIF or .JPG)  
Or just an **image** (.GIF or .JPG)

**URL:**

Please provide a web address (URL link) for us to place on our ad server.

If you would like to track this campaign in your own Web Analytics tool, please refer to the document: [How to track your online marketing campaigns.pdf](#)

**Additional Banner Details** (for <sup>1, 2, 3 & 5</sup>)

**Super Leaderboard:** There are 2 leaderboards Top & Bottom, you can use the same artwork for both positions if required.

**Medium Rectangle:** the Banner and be an animated banner or a video banner if required. If you require a Video Banner the maximum file size is 50kb .swf file and A GIF or JPG version of your Flash banner **MUST be provided** \*.

**Background Banner:** For specifications on the Background banner please see **pages 3 & 4**.

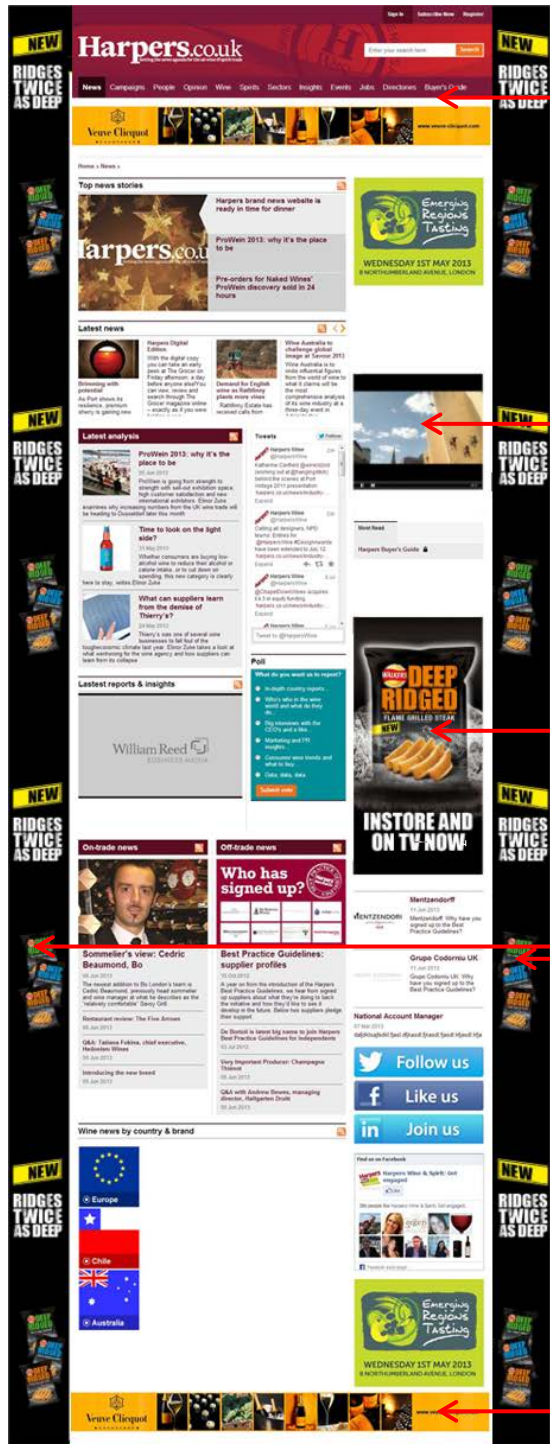
**Additional Details and Recommendations:**

\* For Flash (.swf) banners, the **Click Tag** is essential as it allows the best possible tracking for your banner. To see how to place a Click Tag script, please go to:  
[http://www.smartadserver.com/gestion/flash/flash\\_en.htm](http://www.smartadserver.com/gestion/flash/flash_en.htm)

For maximum browser compatibility, flash banners must use **Action Script 2.0** and should be exported as **flash player 10 maximum**.

\* A GIF or JPG version of your Flash banner **MUST be provided** in addition to the flash banner for systems without Flash software (for example, iPads). This will ensure maximum exposure of the campaign.

Homepage takeover with video MPU



The image shows a screenshot of the Harpers.co.uk homepage with several red arrows pointing to specific banner areas, each with a label:

- Super Leaderboard (Top):** Points to the top navigation bar and the main header area.
- Medium Rectangle with video:** Points to a video player in the 'Latest news' section.
- Half page:** Points to a large advertisement for 'Ridged' beer.
- Background Banner:** Points to a banner for 'Who has signed up?' in the 'On-trade news' section.
- Super Leaderboard (Bottom):** Points to the footer banner area.

Vertical banners on the left and right sides of the page are labeled 'NEW RIDGES TWICE AS DEEP'.

## Website background banner – non animated

### Format:

**Size:** (pixels width x height) **1600 x 1050** (a central section of **1000 x 1050** should be left blank – see page 2)

**Maximum Weight:** **80 KB**

**File Type:** Image (.GIF or .JPG)

**You can download the Photoshop® PSD TEMPLATE here:**

[Website Specifications - Creative template.psd](#)

**Visual examples are available on page 4.**

### URL:

Please provide a web address (URL link) for us to place on our ad server.

If you would like to track this campaign in your own Web Analytics tool, please refer to the document: [How to track your online marketing campaigns.pdf](#)

### Additional Details and Recommendations: (please refer to page 4)

- left and right sections at 132px X 675px each for 1280 x 768 screen resolutions
- left and right sections at 132px X 900px each for 1280 x 1024 screen resolutions
- left and right sections at 292px X 1050px each for 1600 x 1200 screen resolution

If you would like to view an example: [The Grocer Background Banner example](#)

In order to accommodate most users' screen resolutions, advertising messages and branding elements should be positioned close to the WRBM page borders (the orange sections in the diagram on page 2).

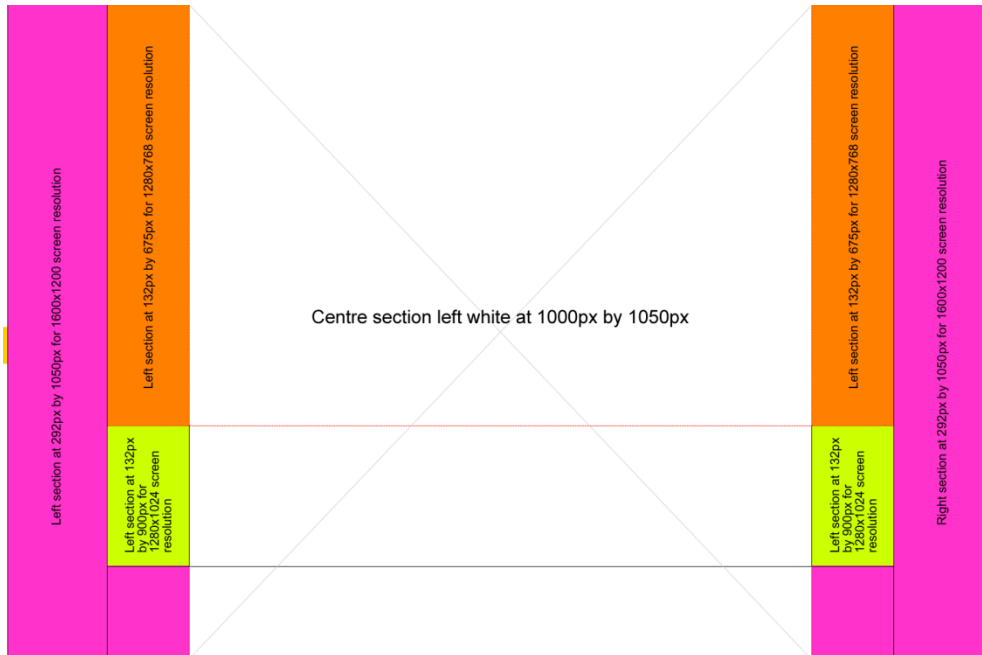
If text or designs fall outside of this designated section, they will not be visible to most users. Any fading to a background colour should be included within the image.

**If your file exceeds the maximum weight, we will send the file back for resizing.**

### Submission Lead Time:

A minimum of **5 business days** before the start of the campaign (William Reed Business Media reserves the right to refuse certain creative material)

Important information (logo, sentences, calls to action, etc.) must be placed into the orange section so they are visible on small screens.



Visual Example: pink and yellow sections are not visible on small screens!



Please send material for the attention of the Digital Production Department, William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT. Tel: 01293 610 237 (direct line) mailto: [multimedia@wrbm.com](mailto:multimedia@wrbm.com)