

Standard website banner – Animated

Banner Size	Width px	Height px	File Size kb
Super Leaderboard	970	90	40
Medium Rectangle	300	250	40
Half Page	300	600	40

Expandable website banner – Animated

Banner Size	Width px	Height px	File Size kb
Super Leaderboard Folded	970	90	40
Super Leaderboard Expanded Size	970	200	40

Format:

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 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

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.

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.

Mobile website banner – Non animated

Banner Size	Width px	Height px	File Size kb
Leaderboard	728	90	40

Format:

Maximum Weight:

40 KB

File Type:

Still image (.GIF or .JPG)

URL:

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

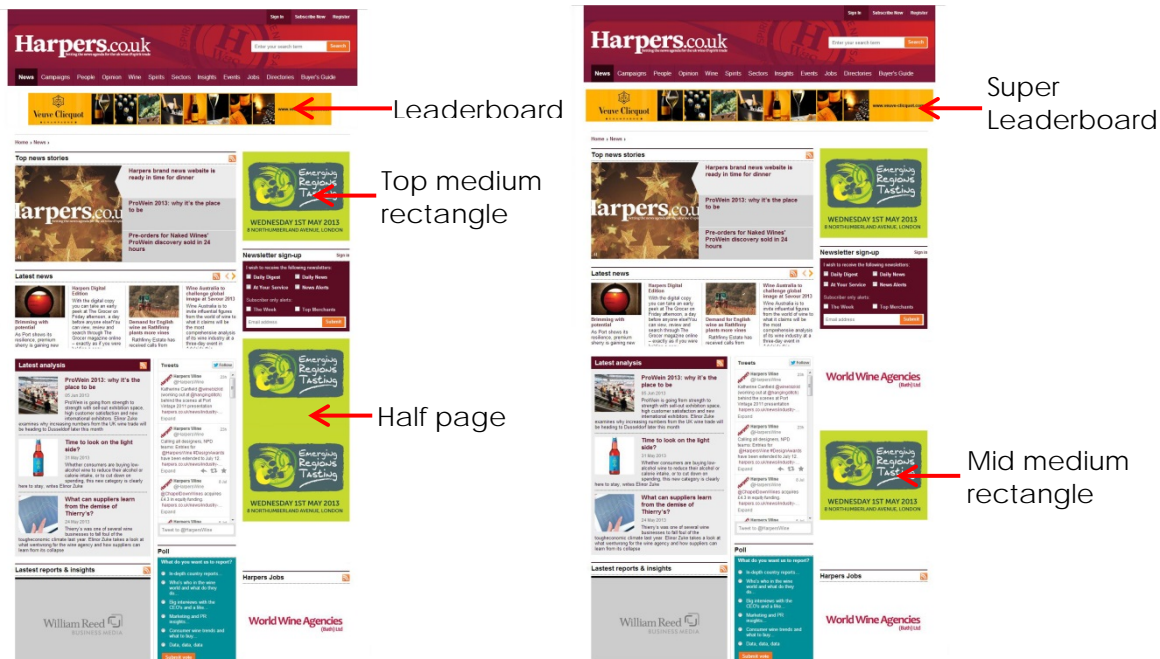
If you would like to track this campaign in your own Web Analytics tool, please refer to the document: [How to track your online marketing campaigns.pdf](#)

Additional Details and Recommendations: Please note that the landing page of your banner should be adapted for mobile devices (**no Flash artwork on the page**)

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.

Banner positions



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