

Billboard

Website banner – Animated (Video is not supported at this stage)

Format:

Please use our .FLA template file to create your banner.

This can be downloaded here, or ask your campaign manager to send you one:

[V3 - Website - Website Billboard Template.flr](#)

→ It's essential that your designer works from the template file as it already includes all the necessary functionalities, so will save a lot of time during the creation process.

Size (pixels width x height): **970 X 250**

Maximum Weight: **60 KB**

File Type: Flash (**.SWF + .FLA***) (no 3rd party scripts)
+ **replacement image** in **970 X 90** format** (.GIF or .JPG)

* **Please also return the banner in .FLA format** in case there is a problem with the display. Please also provide all specific **FONT**S (.ttf, .otf, .ttc, etc.) used in the creation.

** **A backup 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), to ensure maximum exposure of the campaign. Please provide this in the smaller **970 x 90** format to allow for the fact that the close tag functionality will not be active. Any backup file provided in 970 x 250 format will not be used.



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:

http://documents.wrbm.com/specifications/specs/V3/Guidelines/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 view the guidelines: 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**.
- **If your file exceeds the maximum weight, we will send it back for resizing.**
- A **Close ad**  button will fully collapse the Billboard and leave a **Show ad**  button for the user to click if they wish to re-expand the ad. Both buttons are already integrated in the billboard template we provide (fla file attached), so please make sure you use this template, as this will ensure both buttons function correctly and are fully compatible with our ad systems.

Submission Deadline:

A minimum of **5 business days** before the start of the campaign.