

## Giant Banner Custom

Website banner – Animated

### Format:

Size (pixels width x height): **336 X 600**

Maximum Weight: **40 KB**

File Type: **Flash (.SWF)\*** (unlimited rotations, loop banner ok)  
**+ replacement image\*\*** (.GIF or .JPG)

Or 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:

[http://documents.wrbm.com/specifications/specs/V3/2013\\_Guidelines/2013\\_How\\_to\\_track\\_your\\_online\\_marketing\\_campaigns.pdf](http://documents.wrbm.com/specifications/specs/V3/2013_Guidelines/2013_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](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 it back for resizing.**

### Submission Deadline:

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