

**Desktop & Mobile
CONTEXTUAL TEXT AD**



WilliamReed.



Copy

Text: 150 characters maximum (includes spacing and punctuation)

Title: No title is required – it is pre-set to read:

“TOPIC RELATED SPONSORED LINK“



Click URL

Please provide one web address (URL link) for the banner to click through to

Check page 3 for destination URL options

Ensure the URL link is UTM tagged, more information [here](#)



Submission deadline

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

Please send the finalised material to adops@wrbm.com



Important note

This is a contextual campaign, therefore ensure your text ad is relevant to the topic you wish to advertise against



Destination URL

External Web Link

- If you are re-directing your adverts to an external webpage, please provide the web address (URL link) and ensure it is UTM tagged – more information [here](#)
- You can provide a different link for Desktop and Mobile if you wish

Lead generation page: Smart Lead

- If you want to house a pdf document on our website, download the specifications for a lead generation page [here](#)
 - ✓ Technical Paper
 - ✓ Clinical Study
 - ✓ Data Sheet
 - ✓ Case Study
 - ✓ Application Note
 - ✓ Research Study

Lead generation page: Hard Lead

- If you want to house a document on our website from the list below, download the specifications for a hard lead generation page [here](#)
 - ✓ Product Brochure
 - ✓ Product Catalogue
 - ✓ Product Presentation
 - ✓ Event programme

Lead generation page: Video

- If you want to host a video on our website, download the specifications for a video lead generation page [here](#)

Phone Number

- Provide a valid phone number with the area code for us to place on our ad server
- Use a hyphenated international dialling format:

*The plus sign (+), country code, area code and number and separate each segment of the number with a hyphen (-) for easier reading, **for example: +1-303-499-7111***

YouTube Video

- Provide the web address (URL link) to access the YouTube video for us to place on our ad server

Apple App

- Provide the direct link to your Apple app for us to place on our ad server
- You can use the iTunes link maker to do this [here](#)