

# Editor's Spotlight

## BRANDING TEMPLATE



**WilliamReed.**

## Elements

A

### Client Logo

Dimensions: 160 x 60 pixels

File type: JPG or PNG – static image only

URL: Please provide a web address (URL link) for the banners to click through to

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

B

### Banner

Dimensions: 648 x 167 pixels

File type: JPG or PNG – static image only

Please note: This banner will click through to the same destination URL as the call to action button (below)



### File size

The maximum weight for each file is 20 KB

C

### Title

Copy: 75 characters maximum (including spacing and punctuation)

D

### Body text

Copy: 500 characters maximum (including spacing and punctuation)

E

### Call to Action button

Copy: This can be any enticing call to action, such as “Click here” ; “Download now” ; “Get free samples”, etc.

URL: Please provide a web address (URL link) for the banners to click through to, see page 3 for 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](mailto:adops@wrbm.com)

If your materials are not received by the submission deadline, we will not be able to delay the sending of this newsletter



# Destination URL

## External Web Link

- If you are re-directing your advert to an external webpage, please provide the web address (URL link) and ensure it is UTM tagged – more information [here](#)

## 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](#)