External URL
Mailshot

WilliamReed.

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1 **Subject Line**
50 characters maximum
Do not use the following elements: &, ?, !, numbers, percentage marks at the beginning or the end of the title

2 **Client Logo**
Dimensions: 103 x 58 pixels
File type: JPG or PNG - 10KB maximum weight (static image only)
Ensure the URL link is UTM tagged, more information here

3 **Banner**
Dimensions: 648 x 167 pixels (width x height)
File type: JPG or PNG static image only
Please supply only **ONE** URL for all your material to click through to.

4 **Title**
Copy: 75 characters maximum (including spacing and punctuation)

5 **Description Text**
Copy: 500 characters maximum (including spacing and punctuation)

6 **Call To Action**
Choose from: "Download now" / "Watch now" / "Register now" / "Find out more"/ "Learn more" / "Discover more" / "Read more"

*NB: The **destination URL** for the Mailshot **MUST link to high quality content***

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

1

NutraIngredients <newsletter@nutraingredients.com>
↩ Reply   ↩ Reply All   → Forward   ...
Fri 13/03

Provided by:
2 Client Logo: 103 x 58 px

Advertisement
Clicking on any links will direct you to the advertiser's website:

3 Image: 648 x 167 px

4

5

6 Find out more

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