

# In-Depth Client Mailshot

There are two options available to you. Please see page 2 for **Option 1** and page 3 from **Option 2**.

*WilliamReed.*

**WilliamReed.**

## Option 1

1

### Subject Line

**Required: 1 subject line**

Max. length: 50 characters (including spacing and punctuation)  
Do not use &, ?, !, numbers, or % at the start or end of the title

2

### Client Logo

**Required: 1 logo**

Dimensions: 100 x 100 pixels  
File type: JPG or PNG - 10KB maximum weight (static image only)

3

### Titles

**Required: 5 unique titles** (titles must all be different)

Max. length: 75 characters (including spacing and punctuation)

4

### Description Text

**Required: 4 unique description texts**

4 description texts of 50 words maximum each  
Do not include images, tables, links, or email addresses (*this content will not be visible to users*)

5

### Images

**Required: 5 unique images**

1 image of 270 x 270 pixels (width x height)  
3 images of 310 x 176 pixels (width x height)  
1 image of 96 x 96 pixels (width x height)  
File type: JPG or PNG – 20KB maximum weight (static image only)

6

### Click URL

**Required: 5 destination URLs**

Click for more UTM information [here](#)

7

### Call To Action

**Required: 1 CTA**

Choose from: “Download now” / “Watch now” / “Register now” / “Find out more” / “Learn more” / “Discover more” / “Read more”

8

### Contact Details

**Required:**

1 email address  
1 telephone number



### **Submission deadline**

A minimum of 5 business days before the start of the campaign  
Please send the finalised material to [adops@wrblm.com](mailto:adops@wrblm.com)

**RetailWeek**

**Client Logo**

**3 Title**

**Title goes here**

A dedicated team delivers the latest insights and trends in nutrition, ensuring you stay informed and ahead.

[Learn more](#)

**5**

**Title goes here**

A dedicated team delivers the latest insights and trends in nutrition, ensuring you stay informed and ahead in the industry, empowering your decisions.

[Learn more](#)

**6**

**Title goes here**

A dedicated team delivers the latest insights and trends in nutrition, ensuring you stay informed and ahead in the industry, empowering your decisions.

[Learn more](#)

**7**

**Title goes here**

A dedicated team delivers the latest insights and trends in nutrition, ensuring you stay informed and ahead in the industry, empowering your decisions.

[Learn more](#)

**8**


**Company Contact Details**

Email

Tel No.

## Option 2

- 1 Subject Line**  
**Required: 1 subject line**  
Max. length: 50 characters (including spacing and punctuation)  
Do not use &, ?, !, numbers, or % at the start or end of the title
  - 2 Client Logo**  
**Required: 1 logo**  
Dimensions: 100 x 100 pixels  
File type: JPG or PNG - 10KB maximum weight (static image only)
  - 3 Titles**  
**Required: 5 unique titles** (titles must all be different)  
Max. length: 75 characters (including spacing and punctuation)
  - 4 Description Text**  
**Required: 4 unique description texts**  
4 description texts of 50 words maximum each  
Do not include images, tables, links, or email addresses (*this content will not be visible to users*)
  - 5 Images**  
**Required: 5 unique images**  
1 image of 310 x 176 pixels (width x height)  
3 images of 270 x 270 pixels (width x height)  
1 image of 96 x 96 pixels (width x height)  
File type: JPG or PNG – 20KB maximum weight (static image only)
  - 6 Click URL**  
**Required: 5 destination URLs**  
Click for more UTM information [here](#)
  - 7 Call To Action**  
**Required: 1 CTA**  
Choose from: “Download now” / “Watch now” / “Register now” / “Find out more” / “Learn more” / “Discover more” / “Read more”
  - 8 Contact Details**  
**Required:**  
1 email address  
1 telephone number
- Submission deadline**  
A minimum of 5 business days before the start of the campaign  
Please send the finalised material to [adops@wrbbm.com](mailto:adops@wrbbm.com)



**2**

**3 Section title**

**4**

**5**

**6**

**7**

**8**

The image shows a wireframe of an email layout for RetailWeek. It features a header with the RetailWeek logo and a circular icon containing a clock. The main body consists of five content blocks, each with a placeholder image of a woman drinking from a white cup. The first block is a large section with a title, a paragraph of text, and a 'Learn more' link. The second block is a smaller version of the same. The third block is another smaller version. The fourth block is a smaller version of the first. The fifth block is a smaller version of the first. At the bottom, there is a circular profile picture and contact details for the company, including an email address and a telephone number. Numbered callouts (2-8) point to various elements: 2 points to the logo, 3 to the section title, 4 to the text and link in the first block, 5 to the image in the first block, 6 to the text and link in the second block, 7 to the image in the second block, and 8 to the contact details at the bottom.