

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: 160 x 60 pixels
File type: JPG or PNG - 10KB maximum weight (static image only)

3 Product Type
Indicate which type of document you are providing (for instance, Technical Paper, Application Note, etc...)

4 Title
Copy: 50 characters maximum

5 Description Text
Copy: 500 characters maximum
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user

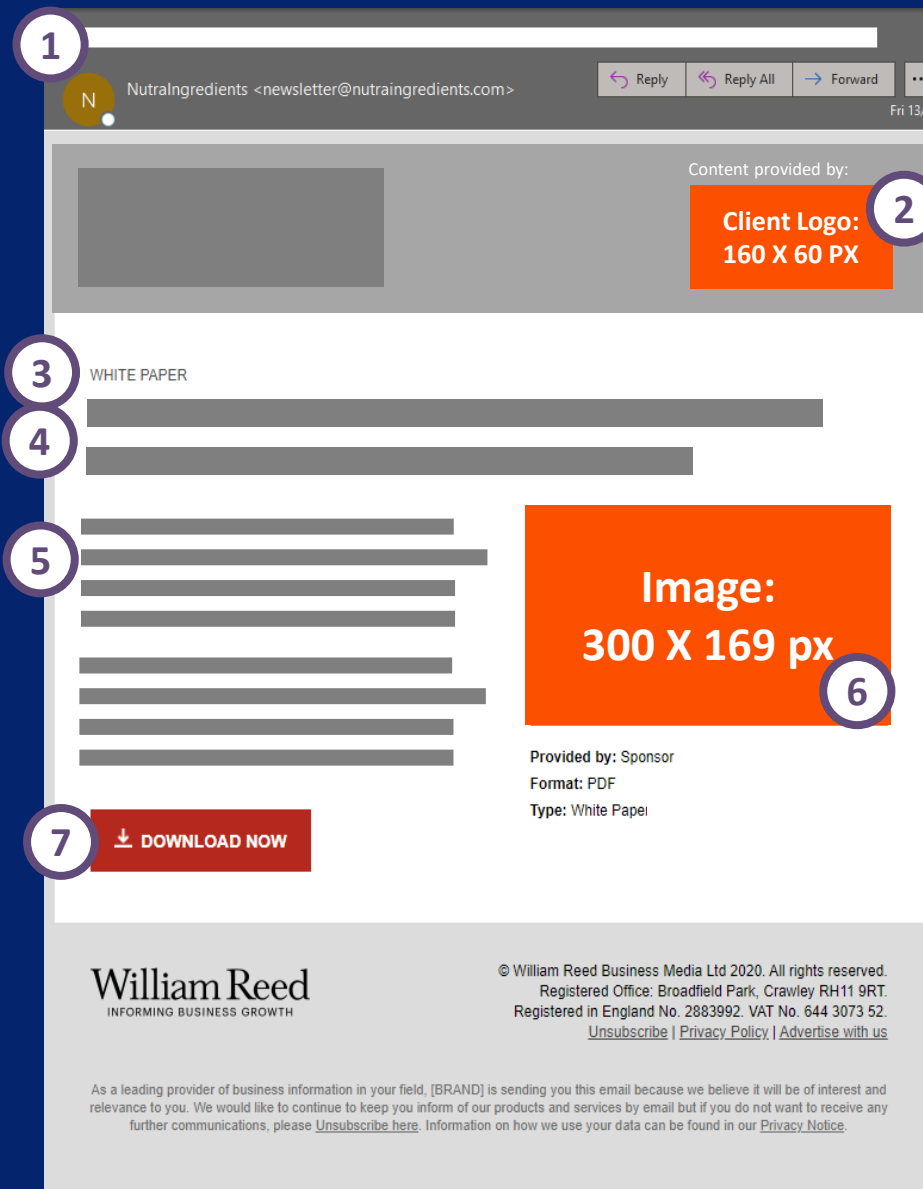
6 Image
Dimensions: 300 x 169 pixels (width x height)
File type: GIF / JPG - 20KB maximum file size (static image only)

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



Submission deadline

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



For client created content see below:

Destination URL

The destination URL for the Mailshot **MUST** link to a high quality content PDF/Video/Webinar/Promotional Features that is hosted on our website.

We will reject any other type of redirection.

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](#)

Others

Should you like to redirect your Mailshot to your Promotional feature, Promotional Video, Competition or Webinar that we are hosting for you, please provide us with the final URL