# Mailshot

The Grocer | Convenience store | British BAKER | FORECOURTtrader

WilliamReed.

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, White Paper, Application Note, etc…)

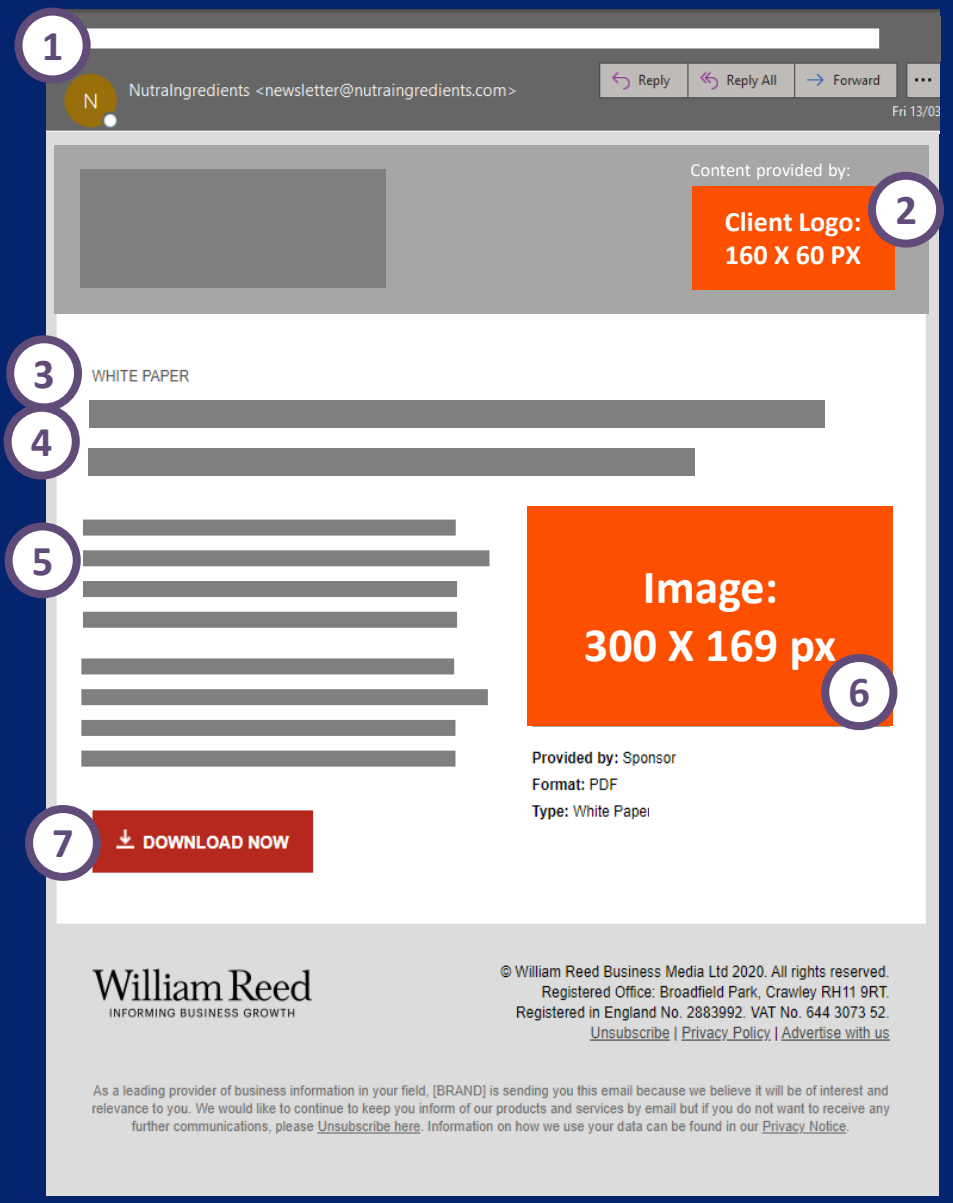
4 **Title**
Copy: 50 characters maximum

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: PDF**

- If you want to house a pdf document on our website, download the specifications for a 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