

# Desktop CONTEXTUAL TEXT AD

*WilliamReed.*

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### Copy

Text: 150 characters maximum (includes spacing and punctuation)

Title: No title is required – it is pre-set to read:

“TOPIC RELATED SPONSORED LINK“



### Click URL

If you're using Google Analytics, please add UTM tracking to the end of your URL to track the performance of your campaign

*UTM codes help you track the performance of your links in your own Web Analytics Tool. If you do not supply a UTM code, we can only provide you with our standard reporting.*

Click for more UTM 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)



### Important note

This is a contextual campaign, therefore ensure your text ad is relevant to the topic you wish to advertise against



# Destination URL

## External Web Link

- If you are re-directing your adverts 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](#)