


Lead Generation Landing Page

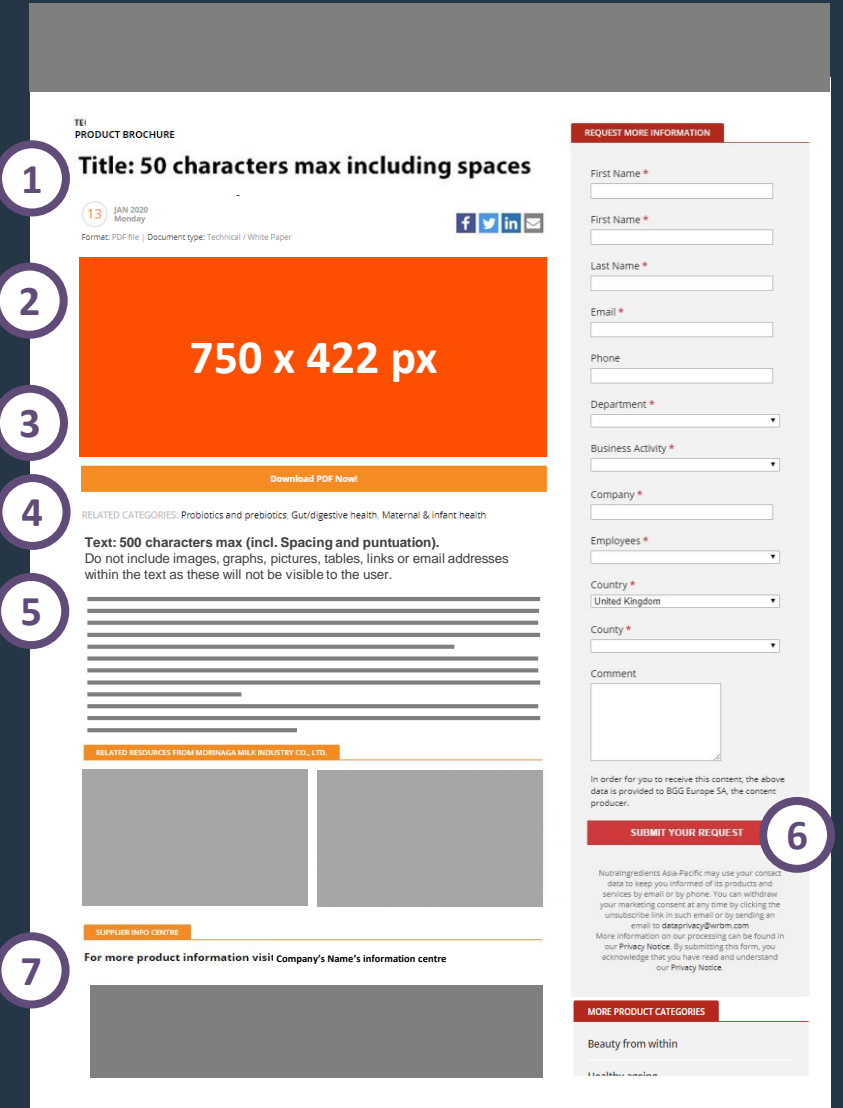
HARD LEAD /
DIRECT INQUIRY



- 1 **Title**
Copy: 50 characters maximum
Try to make this reflect what someone would type into a search engine – include relevant keywords
- 2 **Image**
Dimensions: 750 x 422 pixels (width x height)
File type: Static GIF or JPG - 1 MB max
- 3 **PDF file (if applicable)**
500 KB maximum - 2 pages minimum
See page 3 for more information
- 4 **Product Categories**
Select 1-3 product categories relating to the topic of your document (See page 4)
- 5 **Text**
Between 200 - 600 characters (maximum)
Benefit from SEO techniques by ensuring the content is original
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user
- 6 **Email address**
Please provide an email address
A notification will be sent to this address every time a lead is generated
- 7 **Supplier info Centre**
Make sure your [Company profile](#) is up to date
-  **Submission deadline**
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com

For an editable version, [click here](#)

Please note: leads will be collected on the basis of legitimate interest by default



The screenshot shows a web form for submitting a product brochure. The form is titled 'TEI PRODUCT BROCHURE' and includes a 'REQUEST MORE INFORMATION' section on the right. The form fields are as follows:

- 1 Title:** 50 characters max including spaces
- 2 Image:** 750 x 422 px
- 3 PDF file (if applicable):** Download PDF Now!
- 4 Product Categories:** RELATED CATEGORIES: Probiotics and prebiotics, Gut/digestive health, Maternal & infant health
- 5 Text:** 500 characters max (incl. Spacing and punctuation). Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user.
- 6 Email address:** Please provide an email address
- 7 Supplier info Centre:** For more product information visit Company's Name's information centre

The form also includes a 'RELATED RESOURCES FROM MORINAGA MILK INDUSTRY CO., LTD.' section and a 'SUPPLIER INFO CENTRE' section. The right-hand side of the form contains a 'REQUEST MORE INFORMATION' section with the following fields:

- First Name *
- Last Name *
- Email *
- Phone
- Department *
- Business Activity *
- Company *
- Employees *
- Country *
- County *
- Comment

At the bottom right, there is a 'SUBMIT YOUR REQUEST' button and a privacy notice: 'In order for you to receive this content, the above data is provided to BGG Europe SA, the content producer. Nutritional Ingredients Asia-Pacific may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to dataprivacy@wrbm.com. More information on our processing can be found in our Privacy Notice. By submitting this form, you acknowledge that you have read and understand our Privacy Notice.'

Document Type

Indicate which type of document you are providing from the list on the right

This is your opportunity to showcase your area of expertise

The type of document you opt for is how your PDF will be labelled on our website(s)

If the product type that you require is not part of the current options, please contact the AdOps department for further product types at adops@wrbm.com

Please Note

William Reed reserves the right to refuse publication of a document if its content does not comply with the explanation for the label from this list

Event Programme

A commercial document aimed at introducing any type of industry gathering. This generally includes: date, location, event agenda, highlights, speakers presentation, exhibitors list, registration form, who should attend, etc.

Product Brochure

A document featuring a specific product or range of products for a given company. Used mainly for advertising purposes, it gives a general description of the product, and clearly states the company brand and name.

Product Catalogue

A document that lists a series of products for one company. It typically includes a large number of photos, with minimal detail for each product. The catalogue will clearly state the company brand and name. This document type caters to those who need to promote a large range of products (rather than just one product) in a visually attractive manner. It is also useful when promoting an extensive range of packaging types and designs.

Product Presentation

A document that gives a brief summary of a product for a given company. Like the product brochure, it is used mainly for advertising purposes - giving a general description of the product, and clearly stating the company brand and name. The difference from the Product Presentation, however, is the format. It will be similar to that of a PowerPoint rather than a word document.

Sponsored Link

A “sponsored link” is any external URL from William Reed Media publications.

| | |
|------------------------|---|
| BakeryandSnacks | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|----------------------|---|
| BeverageDaily | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|-----------------------|----------------------|
| BigHospitality | Alcohol |
| | Beverages |
| | Cleaning & Hygiene |
| | Design & Furnishings |
| | Equipment |
| | Food |
| | Hospitality Services |
| | Technology |

| | |
|---------------------------|--------------------------------------|
| BioPharma-Reporter | Analytical (technologies & services) |
| | Bio-Outsourcing |
| | Bioreactors |
| | Cell lines |
| | Disposable Manufacturing Tech |
| | Facilities |
| | Fill-Finish & Packaging |
| | Separation & Purification |

| | |
|------------------------|-----------------|
| CosmeticsDesign | Color Cosmetics |
| | Fragrance |
| | Hair Care |
| | Nutricosmetics |
| | Packaging |
| | Skin Care |

| | |
|--------------------------|-------------------------------------|
| ConfectioneryNews | Ingredients and additives |
| | Packaging equipment and materials |
| | Processing equipment & plant design |

| | |
|----------------------|---|
| DairyReporter | Filling & Packaging Equipment & Systems |
| | Ingredients |
| | Packaging & Packing Materials, Containers |
| | Processing Equipment & Systems, Automation, Control |

| | |
|----------------------|-------------------------|
| FeedNavigator | Analytical Equipment |
| | Enzymes |
| | Fats |
| | Functional Additives |
| | Grains |
| | Handling Equipment |
| | Probiotics/Prebiotics |
| | Processing Equipment |
| | Protein and Amino Acids |
| | Vitamins and Minerals |

| | |
|------------------------|--|
| FoodManufacture | Carbohydrates & Fibres (Sugar, Starches) |
| | Cereals & Bakery Preparations |
| | Chocolate & Confectionery Ingredients |
| | Cultures, Enzymes, Yeast |
| | Dairy-based Ingredients |
| | Emulsifiers, Stabilisers, Hydrocolloids |
| | Fats & Oils |
| | Flavours & Colours |
| | Food Safety & Labelling |
| | Fruit, Vegetable, Nut Ingredients |
| | Health And Nutritional Ingredients |
| | Meat, Fish & Savoury Ingredients |
| | Preservatives & Acidulants |
| | Proteins, Non-dairy |
| | Processing Equipment |
| | Packaging Equipment |
| | Packaging Materials |
| | Hygiene, Safety & Cleaning |
| | IT |
| | Environment |
| | Services |

| | |
|----------------------|--|
| FoodNavigator | Carbohydrates & Fibres (Sugar, Starches) |
| | Cereals & Bakery Preparations |
| | Chocolate & Confectionery Ingredients |
| | Cultures, Enzymes, Yeast |
| | Dairy-based Ingredients |
| | Emulsifiers, Stabilisers, Hydrocolloids |
| | Fats & Oils |
| | Flavours & Colours |
| | Food Labelling |
| | Food Safety |
| | Fruit, Vegetable, Nut Ingredients |
| | Health & Nutritional Ingredients |
| | Preservatives & Acidulants |
| | Proteins |
| Sweeteners | |

| | |
|----------------------------|----------------------------|
| FoodNavigator Asia | Bakery |
| | Beverages |
| | Confectionery |
| | Convenience Foods & Snacks |
| | Dairy |
| | Desserts |
| | Functional Foods & Drinks |
| | Meat |
| | Seafood |
| | Soups & Sauces |
| Traditional & Staple Foods | |

| | |
|--------------------------|----------------------------------|
| MorningAdvertiser | Ale & Stout |
| | Bar & Catering Equipment |
| | Cellar, Dispense & Bar Equipment |
| | Cider |
| | Design and Refurbishment |
| | Entertainment |
| | Food |
| | Lager |
| | Legal |
| | Marketing |
| | Outdoor |
| | Professional services |
| | RTDs |
| | Security |
| | Smoking & Alternatives |
| | Soft Drinks |
| | Spirits |
| | Technology |
| | Training |
| | Wine |
| Work Wear | |

| | |
|--------------------------|---------------------------------|
| NutraIngredients | Antioxidants, carotenoids |
| | Botanicals & Herbals |
| | Dairy-based ingredients |
| | Dosage forms |
| | Fibres and carbohydrates |
| | Minerals |
| | Nutricosmetics |
| | Omega-3s & Nutritional Oils |
| | Polyphenols |
| | Probiotics & Prebiotics |
| | Proteins, Peptides, Amino Acids |
| | Vitamins & premixes |
| | Allergies & intolerances |
| | Blood sugar management |
| | Bone & joint health |
| | Cancer risk reduction |
| | Cardiovascular health |
| | Cognitive and mental function |
| | Energy |
| | Eye health |
| | Gut/digestive health |
| | Healthy ageing |
| | Immune support |
| | Inflammation |
| Maternal & infant health | |
| Men's Health | |
| Oral/Gum health | |
| Respiratory health | |
| Skin health | |
| Sports nutrition | |
| Weight management | |
| Women's health | |

| | |
|---|---|
| OutSourcing-Pharma | Analytical testing, QC |
| | Bulk ingredients |
| | Contract Manufacturing |
| | Contract sales & marketing |
| | Data management |
| | Drug delivery, formulation |
| | Fill & finish, packaging |
| | Medical devices |
| | Phase I-II |
| | Phase III-IV |
| | Preclinical |
| | Regulatory affairs |
| | Supply chain, logistics |
| | Validation services |
| | APIs (active pharmaceutical ingredients) |
| | Delivery formulations |
| | Delivery technologies |
| | Excipients, raw materials and intermediates |
| | Packaging machinery & supplies |
| | Processing equipment |
| QA/QC | |
| Regulations | |
| Tabletting, coating & ancillary equipment | |

Product Categories

Select 1-3 product categories relating to the topic of your document

[FOR THE EDITABLE VERSION CLICK HERE](#)

Best Practices

Title

Your page title is shown on search engine results pages, browser tabs and when shared across social media platforms. The title is taken into consideration by search engines when determining your page ranking.

Consider the following best practices:

- Ensure the title informs the user of what is on the page in a clear and concise manner
- Choose a main keyword that is relevant to your page
- Include your keyword at the beginning of your title
- Avoid repeating, listing or using different variations of your keyword

Description

Your description should inform the user of what they are receiving in return for their data. This also gives your content more viewability in organic search rankings.

Consider the following best practices:

- Include your keyword in the text
- Keep it short, sweet, and to the point
- Make your copy as relevant as possible