

Lead Generation Landing Page

HARD LEAD /
DIRECT INQUIRY



WilliamReed.

- 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):** 500 KB maximum - 2 pages minimum
- 4 Product Categories:** Select 1-3 product categories relating to the topic of your document
- 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. 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.

The form also includes a 'Download PDF Now!' button, a 'RELATED CATEGORIES' section, and a 'RELATED RESOURCES FROM MORINAGA MILK INDUSTRY CO., LTD.' section. The 'REQUEST MORE INFORMATION' section includes fields for First Name, Last Name, Email, Phone, Department, Business Activity, Company, Employees, Country, and County, along with a 'SUBMIT YOUR REQUEST' button. A privacy notice is also present at the bottom of the form.

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
	Oral Care

AgTech Navigator	Agricultural machinery
	Automation, robotics, equipment
	Crop inputs, herbicides, biologicals, pest control
	Digital, AI, data, cloud solutions
	Not for profit, associations
	Soil health, plant health
	Venture capital

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	
Processing and packaging	

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 & Postbiotics
	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