



**Special Edition Newsletter
LEADERBOARD PACKAGE**

Total of 2 advert placements

1

Leaderboard

Dimensions: 728 x 90 pixels (width x height)

File type: GIF, PNG, JPG - static image only

2

Text Advert

Image dimensions: 75 x 75 pixels (width x height)

Image file type: GIF, PNG, JPG - static image only

Title: 50 characters maximum (including spacing and punctuation)

Text: 100 characters minimum, 250 characters maximum (including spacing and punctuation)

Please note that a call to action «... **Click here** » will be added automatically and can not be amended



File size

The maximum weight for each file is 20 KB



Click URLs

Please provide one web address (URL link) for the banner to click through to

Ensure the URL link is UTM tagged, more information [here](#)

You can use a unique link for each of the two placements



Submission deadline

A minimum of 5 business days before the start of the campaign.

Please send the finalised material to adops@wrbm.com.



Destination URL

External Web Link

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