

**Lead Generation
Leadgen Mailshot**



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, Technical 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

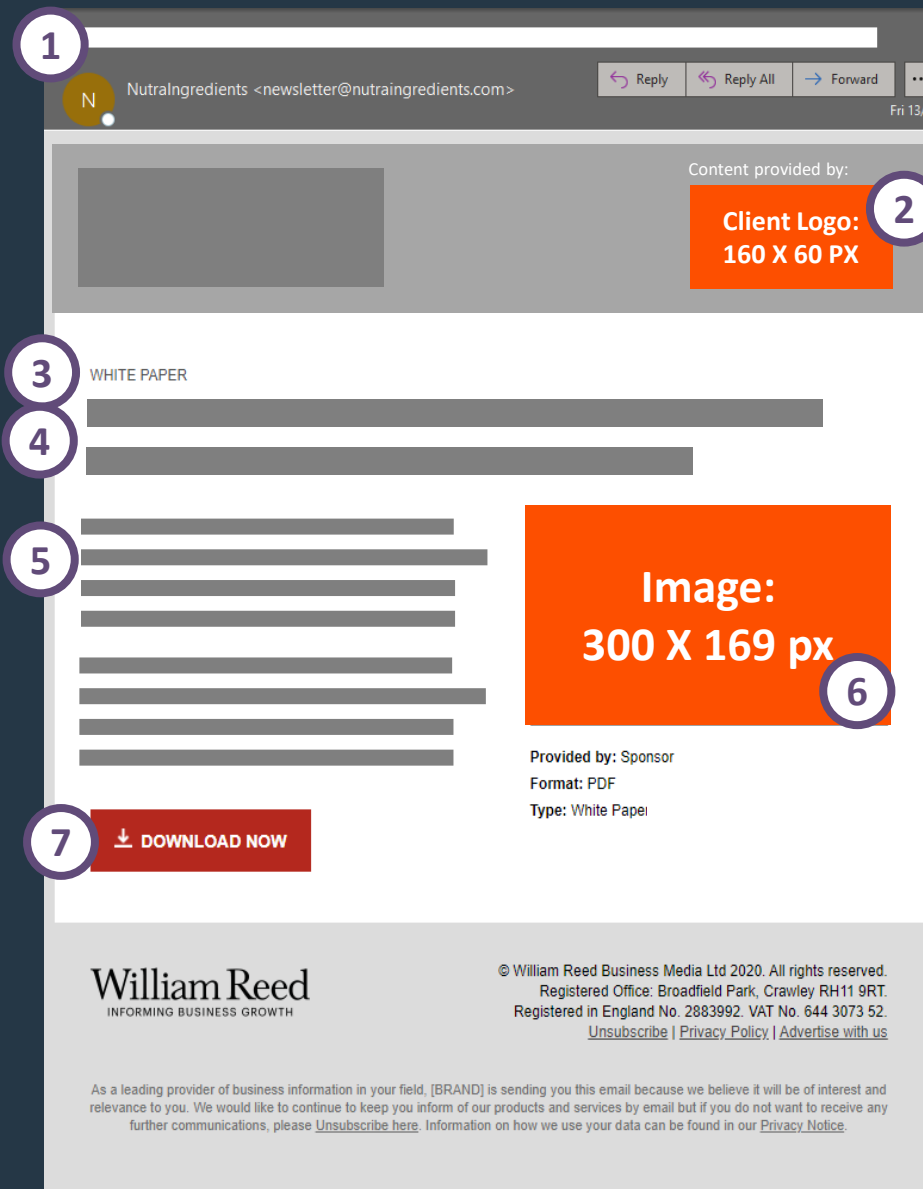
6 Image
Dimensions: 300 x 169 pixels (width x height)
File type: GIF / JPG - 20KB maximum file size (static image only)

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



Destination URL

The **destination URL** for the Leadgen 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: 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](#)

Others

Should you like to redirect your Leadgen Mailshot to your Promotional feature, Promotional Video, Competition or Webinar that we are hosting for you, please provide us with the final URL