

# WRBM Template

E-blast



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INFORMING BUSINESS GROWTH

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### Subject Line

50 characters maximum.

To avoid being flagged as spam, do not use the following elements in the subject line: &, ?, !, capital letters, repetitions of the same word, numbers, percentage marks at the beginning or the end of the title.

2

### Title

50 characters maximum.

3

### Text

600 characters maximum.

Do not include images / graphs / pictures / tables / links / email addresses within the text as they will not be visible to the user.

4

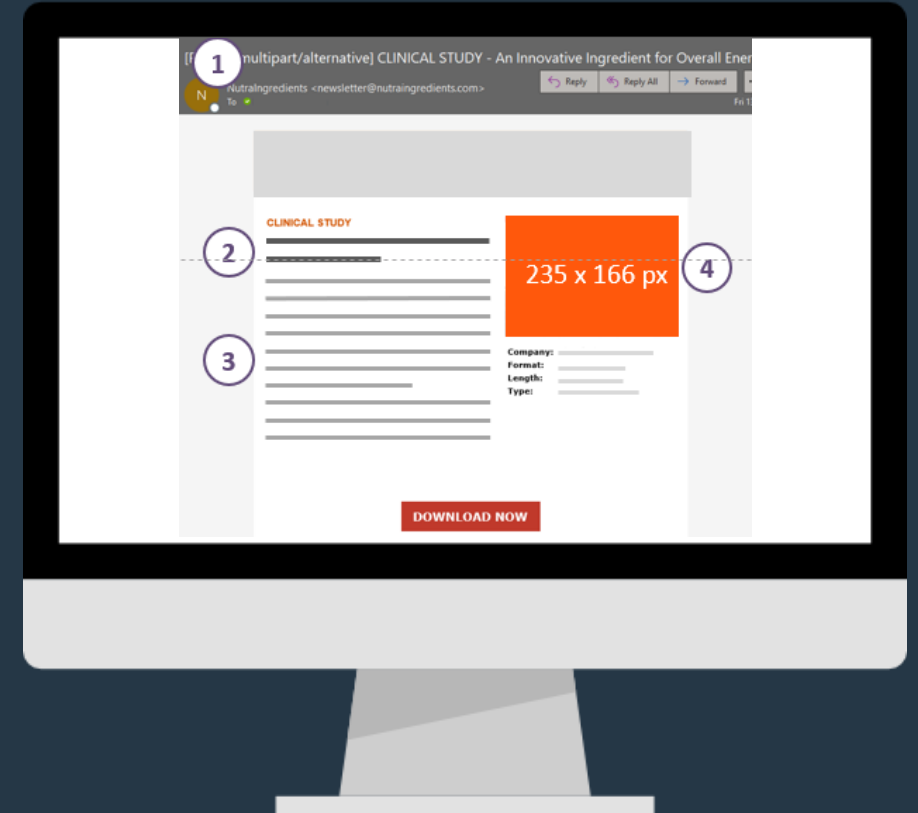
### Image

235 x 166 pixels ( width x height).  
.GIF / .JPG (STATIC IMAGE ONLY)



### 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).



# 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](#)
- You can provide a different link for Desktop and Mobile if you wish

## 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](#)