

Special Edition  
Newsletter

MEDIUM RECTANGLE  
PACKAGE



**WilliamReed.**

## Total of 2 advert placements

1

### Medium Rectangle

Dimensions: 300 x 250 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](#)

Please check page 3 for destination URL options.

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](mailto: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](#)