

Desktop & Mobile  
**PRODUCT OF THE WEEK**





## Image

Dimensions: 120 x 170 pixels ( width x height)

File size: The maximum weight is 60 KB

File type: Format: PNG, JPG or GIF (static or animated)



## Heading

Please choose 1 of the following headings:

- Product of the week (default if no selection is made)
- Whitepaper of the week
- Brochure of the week
- Webinar of the week



## Copy

Title: 50 characters maximum (Includes spacing and punctuation)

Text: 185 characters maximum (includes spacing and punctuation)



## Click URL

If you already have your product active on our website, please provide the URL to the existing landing page

**OR**

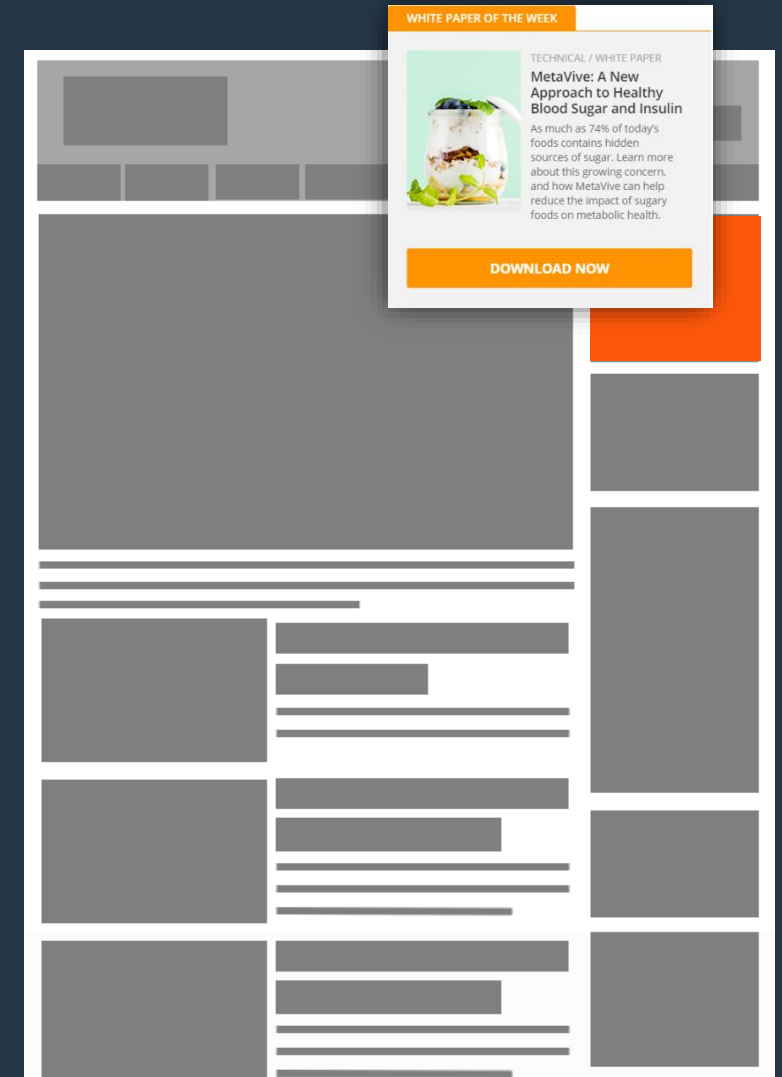
If you are creating a new product that needs to be hosted on our website, please refer to page 3



## Submission deadline

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

Please make sure you send these to [adops@wrbm.com](mailto:adops@wrbm.com)



# Destination URL

## 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](#)