

Promotional Features

Landing page guidelines

Display advertising – insertions

Please provide the following creatives:

Top image

This image will form the top part of the page and should reflect the article's content. Please **do not include any text** or logo (we will overlay the image with your company logo (see example))

- Size (width & Height) 980 x 350 px
- Weight (maximum) 15KB
- File Type .GIF, .JPEG, .PNG

Leader board (desktop)

- Size (width & Height) 728 x 90 px
- Weight (maximum) 40KB
- File Type .GIF, .JPEG, .PNG, HTML5/JSCRIPT/CSS 3

PROVIDE THE URL FOR CLICKTHROUGH DESTINATION

Wide skyscraper (desktop)

- Size (width & Height) 160 x 600 px
- Weight (maximum) 40KB
- File Type .GIF, .JPEG, .PNG, HTML5/JSCRIPT/CSS 3

PROVIDE URL FOR CLICKTHROUGH DESTINATION

Leader board (mobile)

- Size (width & Height) 320 x 50 px
- Weight (maximum) 15KB
- File Type .GIF, .JPEG, .PNG

Medium rectangle (mobile)

- Size (width & Height) 300 x 250 px
- Weight (maximum) 15KB
- File Type .GIF, .JPEG, .PNG

PROVIDE URL FOR CLICKTHROUGH DESTINATION

Top image - example



Article – format

Please refer to our promotional features article [guidelines](#) for rules and best practice around creating a promoted feature

Introduction Text

170 characters maximum, including spaces

Headline

Max 100 characters, including spaces

SEO Title

Max 70 characters including spaces

Main body

500 to 1500 words

Video

Youtube only – please provide links if using video

Images

Two images (JPG or non-animated Gif)
Maximum size 600 x 300 pixels.

Up to 2 Product categories (please ask your campaign manager to provide you with the list of product categories).

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THE NEW COBRA SMOOTH POUR GLASS.
Made of Science
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THE BIGGEST BREAKTHROUGH IN POURING SINCE GRAVITY.

NEWS > PROMOTED CONTENT

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From tin tankards to Smooth Pour Glasses: How the pint glass has evolved over the years

11 Jul 2016 Last updated on 12 Jul 2016 at 15:35 GMT

From 10-sided glasses to Noniks and now Cobra's new Smooth Pour Glass – the humble pint glass has certainly come a long way over the decades. Whilst most glassware innovations have been triggered by changes in the brewing industry and shifts in drinking habits, some have been created purely to give pubicans the tools they require to deliver the perfect serve and give outlets a real point of difference at the bar.

Before we take a look at more recent innovations, let's take a look at the journey of the pint glass over the years:

Pewter tankards

Traditionally beer was drunk from pewter tankards, a metal vessel in the shape of a mug. However, these began dying out in the early 20th century as newly enlightened drinkers took more of an interest in the clarity of their pint.

The 10-sided glass

- Around 1928 the 10-sided or "fluted" handled glass pint mug surfaced – the first mass-produced beer glass and the pint glass often regarded as the best glass to drink English ale from!

The dimpled mug

- The dimpled mug arrived in the 1940s but went into decline because drinkers preferred a lighter, straighter glass. In recent years we've seen the dimpled glass experience somewhat of a renaissance given the revival of craft beer.

Conical

- Straight or 'Conical' pint glasses gained popularity from the beginning of the 20th century, but an alternative was sought out when pubicans realised their rims easily chipped when they touched

Nonik

- The word Nonik actually derives from 'no nick' and was created in response to the problems associated with Conical glasses. This glassware has a bulge near the top to solve the problem of their propensity to chip near the rim when being washed together.

So what's next for glassware? With competition in bars and pubs becoming even more fierce, drinks brands have an opportunity to respond to increasingly discerning consumers with innovative pouring and glassware solutions. In an industry first, Cobra has introduced the 'Smooth Pour Glass', a new line of glassware made with cutting edge technology. The one-of-a-kind glassware was created following years of scientific research and features a unique smooth pour funnel that allows the liquid to flow smoothly around the glass to the base. Supported by a foot carrying a distinctive angled tip to aid the pour, the result is an optimal head formation. The revolutionary new pouring technique is set to revolutionise the way beer is served and will ensure drinkers enjoy a perfect pint of Cobra, every time.

Cobra Smooth Pour Glass is available now in selected on-trade outlets across the UK. For more information, please visit: <http://www.cobrabeer.com/en/smooth-pour-glass>

THE NEW COBRA SMOOTH POUR GLASS.
MADE OF SCIENCE.

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Content Best Practices

Traffic techniques:

Stimulate interest and immediately connect with your target audience

- Send mailshot to increase visibility

SEO techniques:

Tap into already qualified leads outside our core audience

- Ensure the title reflects what someone would type in a search engine and include key words close to beginning
- The content must be unique and not published anywhere else online

Captivating techniques:

Grab the attention of readers

- Think about what topics are trending
- Use appealing and relevant multimedia content (infographics, videos, charts etc.)
- The Image should reflect the article content, but do not use as banner image
- Use colour in your illustrations
- Text should be a maximum of 1500 words long

Quality techniques:

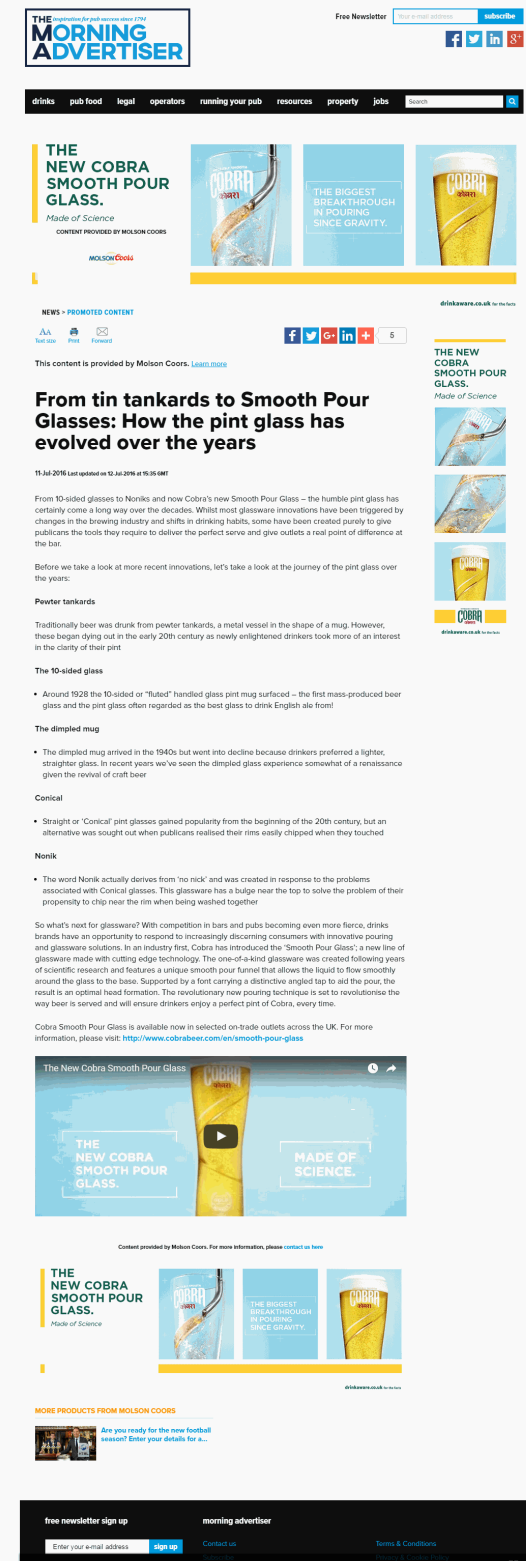
Showcase your expertise and look professional

- Any piece of content must be approved by all third parties
- Content must be non-commercial in nature and avoid overt product positioning or blatant self-promotion
- The piece of content cannot be derogatory towards competitors
- Acronyms must be spelled entirely the first time, with the acronym in parenthesis

Branding techniques

Ensure you stay true to your brand and followers

- Consistent with your brand
- Relevant to hosting website focus



Company Profile

Please ensure your company profile landing page is up to date

If you do not have a **Company profile** already listed or if you would like to update one, please refer to the following specification:

Company Profile specification

COMPANY NAME: 65 characters max



1500 characters maximum (including spacing and punctuation).

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

REQUEST MORE INFORMATION:

First Name *

Last Name *

Email *

Phone

Department *

Business Activity *

Company *

Employees *

Country *

Comment

SUBMIT YOUR REQUEST

Please note that any information that you supply is protected by our [Privacy and Cookie Policy](#).

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