Promotional Features
Article Creation

We will create the article content for you

Inside includes:

What you need to provide for the landing page
AND
Briefing requirements for the article content
Please provide us with the below information to help us prepare the branded article.

Company name:
Main contact for project:
  ▶ Name:
  ▶ Email:
  ▶ Tel:

Objectives
  ▶ What is the main objective of the article?
  ▶ Any secondary objectives?
  ▶ Any relevant key words you would like to see in the article?

Source information
  ▶ Do you have any relevant documentation we can use as support/background information for the article?
  ▶ If so, please attach any relevant document or send us internet sources?
  ▶ Do you have an expert we can contact/interview for the article?
  ▶ If so, please provide us the contact details of this person and at least 2 available dates and times for a call?

Name expert contact:
  ▶ Email:
  ▶ Telephone:
  ▶ Availability 1:
  ▶ Availability 2:
Please provide:

**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).

- Size: 980 x 350 pixels (width x height).
- Weight: 1MB maximum.
- File Type: .GIF, .JPEG, .PNG. (RGB Colour mode only)
- Please send a 120x80 pixels version as well for the promotion in the newsletter. By default we will resize/crop the big top image.

**Multimedia**

Please send any relevant pieces of multimedia that will help the content quality. We recommend a combination of at least two pieces of multimedia content.

- **Images:**
  - Graphs, pictures, tables etc.
  - jpg, png or non animated gif.
  - No logo nor branding allowed.
  - Size: Width: 600px max – Height: 300px max.

- **Videos:**
  - Youtube URL or MP4.

What will your topic be about?

- Choose up to 2 Product categories to maximise where your article will be published (to select in the list presented page 4).
**What will your topic be about?** - Select up to 2 product categories relating to the topic of your article.

FOR THE EDITABLE VERSION – CLICK HERE.
Company Profile / Supplier Info Center

- 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

LOGO: 750 x 422 px

TEXT: 1500 characters max (incl. 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.
General information and disclaimers

- **Promotional features** do not necessarily reflect the views of William Reed Business Media (WRBM) and its affiliated brands. In order to remain transparent, we will display clear visual signs for promotional features when presenting the article to the readers.

- Any WRBM Publications may reject or remove any piece of promotional feature that contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

- All content is published subject to our Standard Terms and Conditions for Advertising Booking in force at the time of booking.

- Please note that the article can be revised a maximum of three times from the moment the preview link is shared.