

Desktop TEXT ADVERT



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INFORMING BUSINESS GROWTH



Copy

Title: 50 characters maximum (includes spacing and punctuation)

Text: 250 characters maximum (includes spacing and punctuation)



Click URL

Please provide one web address (URL link) for the banner to click through to

Check page 3 for destination URL options

Ensure the URL link is UTM tagged, more information [here](#)



Submission deadline

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

Please send the finalised material to 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](#)