

Special Edition
Newsletter

TEXT ADVERT
PACKAGE



WilliamReed.

Two text adverts are included in the package

You can provide two different creatives, or use the same one twice

1

Text Adverts

Image dimensions: 75 x 75 pixels (width x height)

2

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

** Do not include images, graphs, pictures, tables, links, bullets list or email addresses within the text ad as these will not be visible to the user*



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

Please check page 3 for destination URL options.

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

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.



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](#)