



### Creative Deadlines

- GIF, JPEG – Two business days prior to start date
- Flash – Five business days prior to start date
- Maximum File Size : 40k

### Submission Guidelines

- Send all creative to:  
adops@electronicseurope.net
- Linking URL must be submitted with creative

### Banner Advertising Rates

**www.smart2zero.com** is a key news source for engineers and managers around the world. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

#### Rates:

- Super Banner 940 x 170 CPM: \$ 180
  - Leaderboard 728 x 90 CPM: \$ 150
  - IMU 300 x 250 CPM: \$ 130
  - Expandable IMU 300 x 500 CPM: \$ 200
- All banners are available on a Cost Per Thousand (CPM) basis.

### Wall Paper

The wall paper ad format is ideal for branding campaigns as it dominates the entire screen and stays in the background while visitors read content and move from page to page. The ad also provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Width: 1490 pixels - Height: 1200 pixels  
 Useful space: - Top: 1490 x 180pixels  
 - Columns (2) 260 x 1020 pixels  
 - Center (empty - white): 970 x infinite  
 CPM: \$ 210

# where the world gets Smart

The screenshot shows the EDN Europe Newsletter interface. At the top left is the Smart2.0 logo. The main header includes 'EDN Europe Newsletter' and the date 'April 17, 2015'. Below this, there are featured articles: 'LTC2983 Any Temp Sensor In. Benchtop Accuracy Out.', 'Thermocouple RTD Thermistor Diode', and 'LTC2983 Error Contributions'. The page is divided into sections: 'DESIGN NEWS' (DLP chipset for automotive head-up display, EtherCAT slave controller, FreeRTOS on Cadence Tensilica processors, Segger's SmartMSD, ARM seeks energy harvesting edge in IoT), 'PRODUCTS' (Precision sensor signal conditioning, High sensitivity scope current probes, Renesas RL78 compiler upgrade, Small-form-factor rotary position sensor), 'TEARDOWN' (Low Power Dc-Dc Converters), and 'TECHNICAL PAPERS'. A large 'TEST & MEASUREMENT' graphic is also visible.

## The Smart2.0 weekly newsletter reaches ± 63,000 Design engineers around the world

The Smart2.0 bi-weekly newsletter reaches subscribers globally. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the world of "Smart".

Each issue of the newsletter contains the following items:

- Lead story of the day
- Design News
- Business News
- Consumer
- Communications

Also included are top new products of the week.

Three popular advertising formats:

- Leaderboards
- IMU
- Text Banner

## Leaderboard 728 x 90 pixels

### The Leaderboard

The large graphics format allows advertisers to dominate the page and create a powerful message.

Rates:	1x	:	\$ 1,500
	3x	:	\$ 1,450
	5x	:	\$ 1,360
	10x	:	\$ 1,300

## IMU 300 x 250 pixels

### The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

Rates:	1x	:	\$ 1,500
	3x	:	\$ 1,450
	5x	:	\$ 1,360
	10x	:	\$ 1,300

## Text Banner

up to 200 characters  
+ optional picture 140 x 120

### The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics.

Rates:	1x	:	\$ 975
	3x	:	\$ 910
	5x	:	\$ 850

### CONTACTS

**Publisher**  
**André Rousselot**  
+32 2 740 0053  
[andre.rousselot@electronicseurope.net](mailto:andre.rousselot@electronicseurope.net)

**Circulation & Finance**  
**Luc Desimpel**  
+32 2 740 0055  
[luc.desimpel@electronicseurope.net](mailto:luc.desimpel@electronicseurope.net)

**Accounting**  
**Ricardo Pinto Ferreira**  
+32 2 740 0051  
[ricardo.pintoferreira@electronicseurope.net](mailto:ricardo.pintoferreira@electronicseurope.net)

**Advertising Production**  
**Lydia Gijsegom**  
+32 2 740 0054  
[lydia.gijsegom@electronicseurope.net](mailto:lydia.gijsegom@electronicseurope.net)

**Art Manager**  
**Jean-Paul Speliers**  
+32 2 740 0052  
[jean-paul.speliers@electronicseurope.net](mailto:jean-paul.speliers@electronicseurope.net)

**European Business Press SA**  
533 Chaussée de Louvain - 1380 Lasne - Belgium  
Tel: +32-2-740 00 50 - Fax: +32-2-740 00 59  
[info@electronicseurope.net](mailto:info@electronicseurope.net)  
[www.eenewseurope.com](http://www.eenewseurope.com)

**Julien Happich**  
**Editor in Chief**  
**Editor - LEDlighting**  
+33 0169819476  
[julien.happich@electronicseurope.net](mailto:julien.happich@electronicseurope.net)

**Peter Clarke**  
**Editor - Analog**  
+44 776 786 55 93  
[peter.clarke@electronicseurope.net](mailto:peter.clarke@electronicseurope.net)

**Christoph Hammerschmidt**  
**Editor - Automotive**  
+49 171 1919 208  
[chammerschmidt@electronicseurope.net](mailto:chammerschmidt@electronicseurope.net)

**Jean-Pierre Joosting**  
**Editor - Microwave**  
+44-7800 548133  
[jean-pierre.joosting@electronicseurope.net](mailto:jean-pierre.joosting@electronicseurope.net)

**Nick Flaherty**  
**Editor - Power & T&M**  
+44 07710 236368  
[nick.flaherty@electronicseurope.net](mailto:nick.flaherty@electronicseurope.net)

### SALES CONTACTS

#### Europe

**Germany,**  
**Marcus Plantenberg**  
+49 (0) 89 5507 9909  
[m.platenberg@pms-plantenberg.de](mailto:m.platenberg@pms-plantenberg.de)

**UK, Ireland, Israel,**  
**The Netherlands**  
**Nick Walker**  
+44 (0) 1442 864191  
[nickjwalker@btinternet.com](mailto:nickjwalker@btinternet.com)

**Switzerland, Austria**  
**Monika Ailinger**  
+41-41-850 4424  
[m.ailinger@marcomedia.ch](mailto:m.ailinger@marcomedia.ch)

**Italy**  
**Andrea Rancati**  
+39-02-70300088  
[arancati@rancatinet.it](mailto:arancati@rancatinet.it)

**Scandinavia**  
**Colm Barry & Jeff Draycott**  
+46 (0) 413 251111  
[jeff.draycott@womp-int.com](mailto:jeff.draycott@womp-int.com)  
[colm.barry@telia.com](mailto:colm.barry@telia.com)

**France, Spain, Portugal**  
**Daniel Cardon**  
+33 688 27 06 35  
[cardon.d@gmail.com](mailto:cardon.d@gmail.com)

**Belgium**  
**Nadia Liefsoens**  
+32-11-224 397  
[n.liefsoens@fivemedia.be](mailto:n.liefsoens@fivemedia.be)

#### USA & Canada

**PA, NJ & NY**  
**Jim Lees**  
+1-610-626 0540  
[jjm@leesmedia.com](mailto:jjm@leesmedia.com)

**East, Midwest, West**  
**South Central**  
**& Canada**  
**Lesley Harmoning**  
+1-218.686.6438  
[lesley@lhmediainc.com](mailto:lesley@lhmediainc.com)

#### Asia

**Japan**  
**S. Nagatomo**  
+81-3-6824-9386  
[nagatomo-pbi@gol.com](mailto:nagatomo-pbi@gol.com)

**Hong Kong, China**  
**Judy Wang**  
Worldwide Focus Media  
Co.,Ltd  
00852-30780826  
[sales@worldwidefocus.hk](mailto:sales@worldwidefocus.hk)

**South Korea**  
**J. W. Suh**  
+82-2-7200-121  
[hauintl@chol.co](mailto:hauintl@chol.co)

**Taiwan**  
**Charles Yang**  
Lotus Business Information  
Company  
886-4-23223633  
[medianet@ms13.hinet.net](mailto:medianet@ms13.hinet.net)