





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: 150 €
- Leaderboard 728 x 90 CPM: 120 €
- IMU 300 x 250 CPM: 100 €
- Expandable IMU 300 x 500 CPM: 150 €

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: 175 €

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