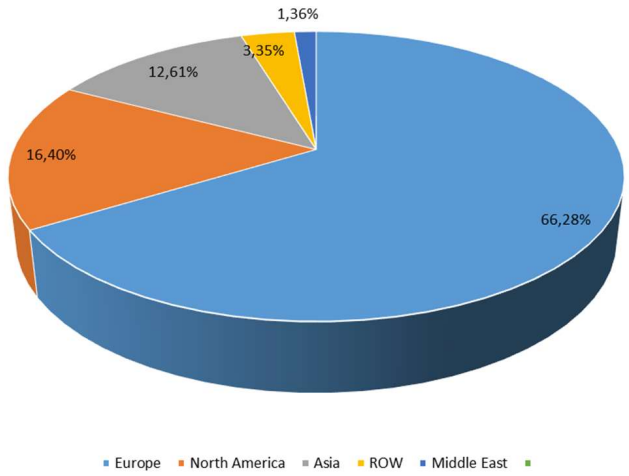
Media Information 2021 Euro

Online and Newsletters - www.eenewseurope.com

european business press

Average Online Traffic Review 2020

GLOBAL TRAFFIC : 314,510 page views / mth
by 178,119 unique readers



eeNews EUROPE ROS
eeNews AUTOMOTIVE
eeNews ANALOG
eeNews POWER MANAGEMENT

247,989 page views / mth

Europe	65.61%
North America	16.89%
Asia	12.78%
ROW	3.36%
Middle East	1.36%

eeNews Embedded

23,600 page views / mth

Europe	64.37%
North America	20.65%
Asia	9.95%
ROW	2.86%
Eastern Europe	1.17%

Job Function	
Design & Development Engineering	14.22%
Engineering / Design Management	19.08%
Purchasing	7.33%
Business/Corporate Management	29.16%
Production	4.13%
R&D Engineering	7.95%
Applications, Integration	1.48%
Quality Control	1.55%
Sales & Marketing	7.69%
Consultancy	3.17%
Other	4.24%

Industry	
Industrial Controls	24.27%
Communication Systems	9.54%
IT Industries	9.20%
Automotive & Transportation	12.30%
Consumer Electronics	11.84%
Test and Measurement	4.32%
Medical Electronics	2.48%
Avionics & Defense	3.70%
Components	6.97%
Distribution	4.08%
Universities Research	5.48%
Alternative Energy	1.19%
Other	4.61%

MWee RF - Microwave

17,630 page views / mth

Europe	62.42%
North America	17.64%
Asia	11.93%
ROW	4.83%
Eastern Europe	1.85%
Middle East	1.33%

Smart2.0 www.smart2zero.com

25,291 page views / mth

Europe	64.46%
North America	21.80%
Asia	8.95%
ROW	2.50%
Middle East	1.27%
Eastern Europe	1.02%

European Business Press – Nov 2020

eeNews

electronics europe News

ONLINE ADVERTISING

europe

Home Page

Content Pages

Creative Deadlines

- GIF, JPEG – Two business days prior to start date
- HTML5 – Five business days prior to start date
- Maximum File Size : 60k

Submission Guidelines

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

Banner Advertising Rates

eenewseurope.com is the premier online news source for engineers and technical managers in Europe.
We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

eenewseurope.com has ± 240,000 PI/month
by ± 100,000 unique visitors.

Rates:

• Super Banner	940	x	170	CPM: 150 €
• Expandable Super Banner	940	x	340	CPM: 180 €
• Leaderboard	728	x	90	CPM: 120 €
• Skyscraper	160	x	600	CPM: 100 €
• IMU	300	x	250	CPM: 100 €
• Double IMU	300	x	600	CPM: 150 €

All banners are available on a Cost Per Thousand (CPM) basis:

european business press

EUROPEAN BUSINESS PRESS SA 533 Chaussée de Louvain - 1380 Lasne - Belgium - Tel: +32 (0)2 740 00 50 - Fax: +32 (0)2 740 00 59 - www.eenewseurope.com

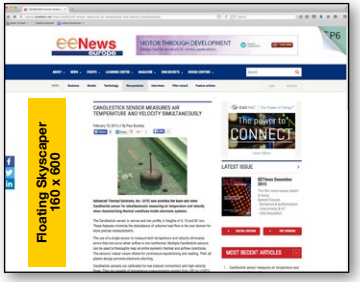
LEADERBOARD 728 x 90

Dimensions: 728 x 90
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

IMU (BOOMBOX) 300 x 250

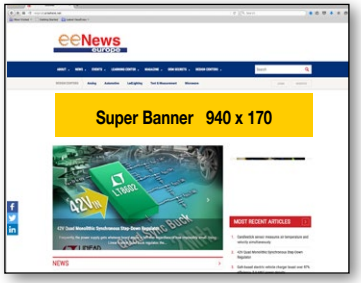
Dimensions: 300 x 250
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

SKYSCRAPER 160 x 600



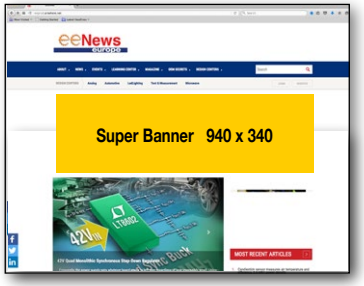
Dimensions: 160 x 600
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

SUPER BANNER 940 x 170



Dimensions: 940 x 170
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

EXPANDABLE SUPER BANNER 940 x 340

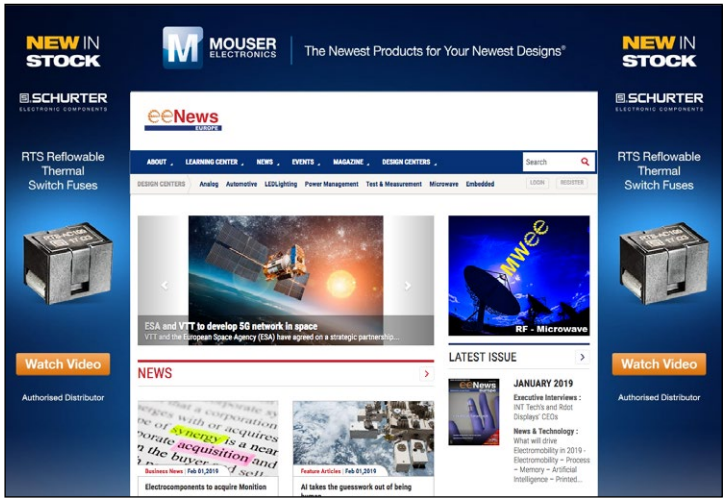


Dimensions: 940 x 340
File Size: 60K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML5
Alt Text: Cannot exceed 70 chrs

NATIVE AD 300 x 250

Dimensions: 300 x 250
Picture: 140 x 120
Text: 50 to 60 words
Formats: JPEG, PNG

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. In addition to a large size background image, the ad provides ample space for advertising messages and call for action. Any click anywhere in the background leads the user to the advertiser site.

Reach : Surrounds all pages and cannot be closed.
Material:
Width: 1490 pixels - Height: 1200 pixels
Useful space:
- Top: 1490 x 180 pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
URL Link

CPM Rate: 250 €
Technical fee per one additional creative: 250 €

Guidelines to book HTML/HTML5 banners

- When booking an HTML banner in ADTECH IQ, do not build the basic structure of an HTML file (the elements html, head, title, body etc.). The banner will almost al- ways be delivered within a TAG that is part of the website with an existing HTML file structure.
- Put all necessary scripts within the index.html file (root directory).
- Put all files into the root directory, do not use a folder structure.
- Use unique identifiers, classes, variables and function names per banner.
- Use adserver variables only within the index.html file. The adserver will not replace adserver variables within .js files, additional HTML files or any other file types.
- Adserver variables are used for example to count clicks or to define the correct path to images.
- One option for linked files could be to store the necessary files on a server and to use the absolute path.

HTML banner code example with adserver variables

Charset settings for HTML/HTML5 banners

When booking an HTML banner in ADTECH as index.html file the default Charset is set to UTF-8 and should not be changed, unless the website delivering the banner is using a different charset code. Available charset options are:

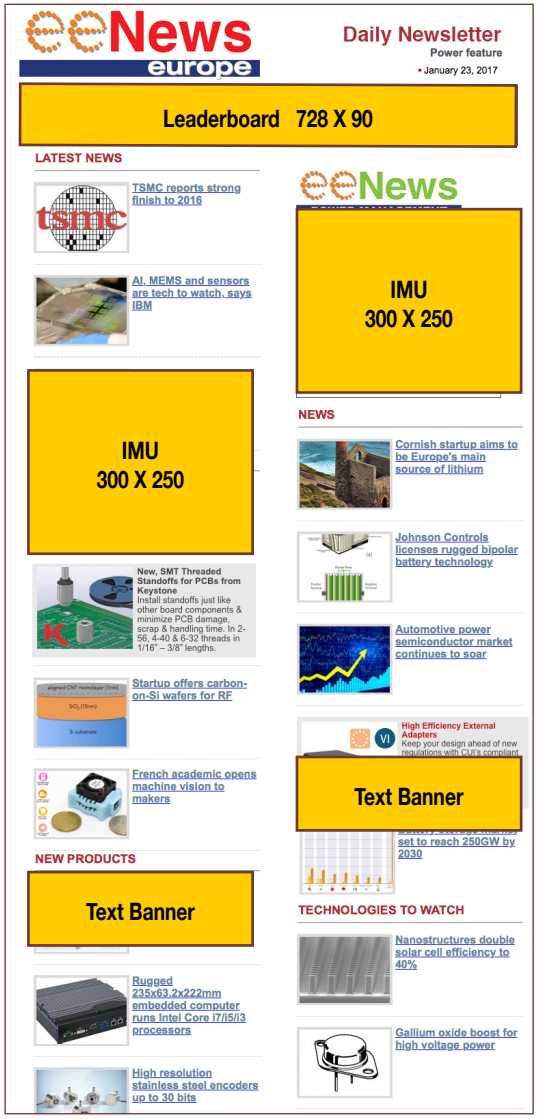
- UTF-16
- UTF-8
- US-ASCII
- ISO08859-1
- ISO08859-2
- ISO08859-3

eeNews

electronics europe News

NEWSLETTER ADVERTISING RATES & SPECIFICATIONS

europe



eeNews Europe daily newsletter reaches over ±60,000 electronics engineers and managers

The eeNews Europe daily newsletter is a concentrate of News, Design and New Products distributed to ±60,000 electronics engineers who rely on it for market watch and keeping up to date.
The innovative format of the newsletter mixes important daily News with a weekly focus on one of our Design Lines. Every day the design column focuses on a different topic:
Monday: Power Management
Tuesday: RF and Microwave
Wednesday: Analog and MEMs
Thursday: Automotive

Banner formats:
Leaderboard: across the top of the newsletter for high visibility
IMU
Textbanner
Advertisers can choose the editorial environment they want their IMU or text banner to appear in.

Leaderboard 728 x 90 pixels

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

Rates: 1x	1,500 €
3x	1,425 €
5x	1,300 €
10x	1,200 €
1 week (5 consecutive days)	5,000 €

Static banner (JPEG or GIF 60 kb max) + url

IMU 300 x 250 pixels

The IMU

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

Daily News Column

Rates: 1x	1,500 €
3x	1,425 €
5x	1,300 €
10x	1,200 €

1 week (5 consecutive days) : 5,000 €
Static banner (JPEG or GIF 60 kb max) + url

Vertical Design News Column

Rates: 1x	1,500 €
3x	1,425 €
5x	1,300 €
10x	1,200 €

Static banner (JPEG or GIF 60 kb max) + url

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

Daily News Column

Rates: 1x	825 €
3x	750 €
5x	700 €

1 week (5 consecutive days) : 2,500 €

Vertical Design News Column

Rates: 1x	825 €
3x	750 €
5x	700 €

The Global News and Technology Highlights Weekly Newsletter reaches ±50.000 design engineers

The Global News and Technology Highlights monthly newsletter reaches ±50,000 subscribers in Europe. A concentrate of technology news, this newsletter aggregates the leading stories of the month from ebp's leading web sites:

- best news and product stories from eeNews Europe
- leading stories from Analog, Power Management, Automotive and Embedded Design Centers
- leading stories from Microwave and RF as well as IoT.
- technical papers from all our sites

This unique mix of news from the electronics industry will be an ideal tool for engineers to stay atop of the technology news stream.

The newsletter offers 3 sponsorship opportunities

Top Leaderboard
728 x 90 pixels

Placed on top of the newsletter, the large graphics format allows advertisers to dominate the page and create a powerful message.

Rates: 1x : 2,500 €
3x : 2,250 €
5x : 2,000 €

Middle Leaderboard
728 x 90 pixels

The large graphics format placed in the middle of the newsletter allows advertisers to blend into the content and provide a unique message.

Rates: 1x : 2,500 €
3x : 2,250 €
5x : 2,000 €

Bottom Leaderboard
728 x 90 pixels

The large graphics format closing the newsletter allows advertisers to reach readers with a powerful message at the best ROI

Rates: 1x : 2,000 €
3x : 1,800 €
5x : 1,600 €

Static banner (JPEG or GIF 60 kb max) + url

Single sponsorship: buy the 3 Leaderboards (3 different urls)

Rates: 1x : 5,000 €
3x : 4,500 €
5x : 4,000 €

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