

# Media Information 2021 - US \$



[www.eeNewswireless.com](http://www.eeNewswireless.com)



Online, Newsletters, eDM, native advertising

## Home Page

**Leaderboard 728 X 90**

**Super Banner 940 x 170**

**IMU 300 X 250**

**IMU 300 X 250**

**IMU 300 X 250**

**Leaderboard 728 X 90**

## Content Pages

**Leaderboard 728 X 90**

**Super Banner 940 x 170**

**Skyscraper 160 X 600**

**IMU 300 X 250**

**DOUBLE IMU 300 X 600**

**IMU 300 X 250**

**Leaderboard 728 X 90**

**IMU 300 X 250**

## 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](mailto:adops@electronicseurope.net)
- Linking URL must be submitted with creative

## Banner Advertising Rates

The [www.mwee.com](http://www.mwee.com) website is the entry point to a wealth of information about RF and microwave related news and design issues. The site has ± 20,000 page views per month.

## Rates:

- Super Banner 940 x 170 CPM:\$ 180
- Leaderboard 728 x 90 CPM:\$ 150
- Skyscraper 160 x 600 CPM:\$ 120
- IMU 300 x 250 CPM:\$ 120
- Double IMU 300 x 600 CPM:\$ 180

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

**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 characters

**SKYSCRAPER 160 x 600**



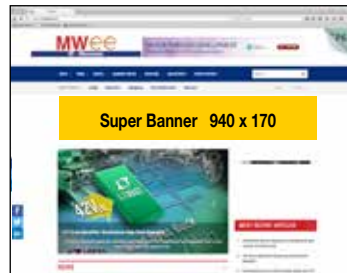
Dimensions: 160 x 600  
 File Size: 60K or less  
 Loop Limit: 5 Loop Limit  
 Formats: GIF, JPEG, HTML5  
 Alt Text: Cannot exceed 70 characters

**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 characters

**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 characters

**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 : \$ 210

## The Microwave Engineering newsletter reaches ± 15,000 electronics engineers

The Microwave Engineering Newsletter is sent every Tuesday and Thursday to respectively ± 55,000 and ± 15,000 subscribers. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going on in the specific area of microwave and RF of the electronics industry. The demographics are similar to those of the publication.

Each issue of the newsletter contains the following items:

- New Products
- Design Articles
- News Stories
- New White Papers



## Leaderboard 728 x 90 pixels

### The Leaderboard

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

Rates: \$ 1,000

### IMU

300 x 250 pixels

### The IMU

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

Rates: \$ 1,000

## Text Banner

up to 200 characters  
+ optional picture  
140 x 120

### 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: \$ 750

### Specifications:

Static banner jpeg or gif + url, max 40k

## 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 always 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

```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

## 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

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