Published by European Business Press SA, the leading independent European B2B publisher specializing in electronics magazines, eeNews Europe (formerly called EE Times Europe) is the largest PanEuropean publication available in Print, Digital and online. The integrated news and information services of eeNews Europe reach a pan-European audience of close to 200,000 electronics engineers via its print products, digital, E-newsletter and online offering.

1. PRINT AND DIGITAL
The monthly print and digital issues of eeNews Europe have a total qualified circulation of 72000+ across all of Europe and readers keep at the edge of the electronics technology thanks to a unique team of highly professional editors writing and selecting the best stories and News.

2. ONLINE SITES
The www.eeNewsEurope.com sites include a general news site updated daily where visitors can find all the latest news of the electronics industry and a series of interlinked vertical design sites. Each of these sites is dedicated to one of the most important vertical markets of the electronics industry including Analog, Automotive, Power Management, LED lighting and Test&Measurement. Total audience of the sites is well over 100,000 unique visitors and Page impressions is an average of 250,000 per month.

3. NEWSLETTERS
The eeNews Europe daily newsletter is a concentrate of News, Design and Product information that goes directly to the IN box of ± 60,000 electronics engineers who rely on it for market watch and to keep up to date. The innovative format of the newsletter mixes important daily News with a weekly focus on one of our Design Lines.
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<td>Smart Cards &amp; Security</td>
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<td>Power Management</td>
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<td>Prototyping &amp; Development Boards</td>
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<td>DesignCon, Santa Clara, January 31-February 2</td>
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<td>Wireless communications</td>
<td>Wearable Technology Conference, Munich, February 7-8</td>
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<td>Multi-core design</td>
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<td>Mobile World Congress, Barcelona, February 27-March 2</td>
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<tr>
<td>March 6</td>
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<td>Analog &amp; Mixed signal ICs</td>
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<td>Automotive Electronics &amp; Safety</td>
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<td>Wearable &amp; Implantable Electronics</td>
<td>CeBit 2017, Hannover, March 20-24</td>
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<td>Embedded supplement</td>
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<td>March 30</td>
<td>Machine Learning</td>
<td>Microwave &amp; RF - Paris Expo, Paris March 22-23</td>
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<td>LOPEC Printed Electronics, Munich, March 28-30</td>
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<td>Power Supplies</td>
<td>EMV, Stuttgart, March 28-30</td>
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<td>Printed Electronics Europe, Berlin, May 10-11</td>
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<td>Test &amp; Measurement</td>
<td>Wearable Europe, Berlin, May 10-11</td>
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<td>SMT Hybrid Packaging, Nuremberg, May 16-18</td>
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<td>PCIM, Nuremberg, May 16-18</td>
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<td>May 25</td>
<td>Energy Harvesting</td>
<td>Display Week, Los Angeles CA, May 21-28</td>
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<td>33rd EU PVSEC, June</td>
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<td>Energy Storage &amp; Battery Technologies</td>
<td>IEEE World Haptics 2017, Munich, June 5-9</td>
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<td>Memory &amp; Data Storage</td>
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<td>Haptics &amp; User interfaces</td>
<td>Enova, Paris, September</td>
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<td>Microcontrollers/processors</td>
<td>ECML-PKDD 2017, September</td>
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<td>Programmable logic</td>
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<td>October 9</td>
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<td>Digital Signal Processing</td>
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<td>Microwaves &amp; RF circuits</td>
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<td>Test &amp; Measurement</td>
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<td>October 26</td>
<td>LED Technologies</td>
<td>Produconica 2017, Munich November 14-17</td>
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<td>Packaging &amp; Circuit Protection</td>
<td>SPS/IPC/Drives, Nuremberg, November 28-30</td>
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<td>Wireless communications</td>
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<td>December 4</td>
<td>November 23</td>
<td>Motors &amp; Drives</td>
<td>Trustech (Cartes), Cannes, November 28-30</td>
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<td>Computer Vision</td>
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<td>Data Acquisition</td>
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**Advertising Rates - Euro**

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<tr>
<th>Section</th>
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<th>6X</th>
<th>9X</th>
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<td>5,765</td>
<td>5,615</td>
<td>5,475</td>
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<td>5,150</td>
<td>5,060</td>
<td>4,920</td>
<td>4,785</td>
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<tr>
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<td>5,290</td>
<td>5,150</td>
<td>5,060</td>
<td>4,920</td>
<td>4,785</td>
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<tr>
<td>1/3 Page Vert</td>
<td>4,140</td>
<td>4,030</td>
<td>3,960</td>
<td>3,850</td>
<td>3,745</td>
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<tr>
<td>1/3 Page Hor</td>
<td>4,140</td>
<td>4,030</td>
<td>3,960</td>
<td>3,850</td>
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<tr>
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<td>2,245</td>
<td>2,190</td>
<td>2,130</td>
<td>2,075</td>
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<tr>
<td>1/4 Page Hor</td>
<td>2,305</td>
<td>2,245</td>
<td>2,190</td>
<td>2,130</td>
<td>2,075</td>
</tr>
</tbody>
</table>

**Magazine size (trim size):**

- DIN A4 - 210 x 297 mm
- Double Page Trim: 420 mm x 297 mm
- Double Page Type: 400 mm x 277 mm
- Page Trim: 210 mm x 297 mm
- Page Type: 190 mm x 277 mm
- 1/2 Page Island: 125 mm x 200 mm
- 1/2 Page Vert: 91 mm x 277 mm
- 1/2 Page Hor: 190 mm x 136 mm
- 1/3 Page Vert: 60 mm x 277 mm
- 1/3 Page Hor: 190 mm x 90 mm
- 1/4 Page Vert: 91 mm x 136 mm
- 1/4 Page Hor: 190 mm x 66 mm
- 1/8 Page Vert: 45 mm x 136 mm
- 1/8 Page Hor: 91 mm x 66 mm

**Coverwrap Positions**

**Inside front cover - Euro**

- Page: 14,000 €
- Gatefold (2 pages): 24,000 €
- Cover sponsorship: 16,000 €

**DIGITAL ISSUE**

- Advertising page in Digital Issue only 1,500€
- Enhanced ads in digital issue (additional cost per ad)
- Video advertising window on the ad (max file size 25MB): 500€
- Email invite sponsoring: 1,500€
- Leaderboard on top: 1,500€
Digital File Formats (*No Film Accepted):  
High Resolution PDF  
• Set bleed to 5 mm  
• Set resolution to 300dpi  
• Use DDAPOptimized2 Distiller Settings available at http://www.medibelplus.be/

Production Charges:  
Changes to ads are subject to additional charges. If an ad is delivered without a proof, we will print to SWOP standard.

Storage:  
Digital ads will be stored for 6 months and then routinely deleted unless specific written arrangements are made by the advertiser to the contrary.

Removable Media  
USB stick

eeNews Europe Electronic Version:  
eeNews Europe is available in a downloadable PDF version. In order to obtain the best results from your ad in this version, PDF files are preferred, because the text in your ad remains searchable (files made from Raster data, or with outlined text will not be searchable).

Media Labeling Requirements:  
Please include a copy of the insertion order, and include:  
Publication Title  
Issue Date  
Agency/Vendor/Advertiser Name  
Production Contact & Phone Number  
File Name/Number and List of Contents

Shipping Instructions:  
Lydia Gijsegom, eeNews Europe Production Department, European Business Press, 533, Chaussée de Louvain 1380 Lasne, Belgium  
or send mail to production@electronicseurope.net

Questions? Please Contact:  
Lydia Gijsegom  
Advertising Production Manager  
Tel. +32 (0) 2 740 00 54  
lydia.gijsegom@electronicseurope.net

Rate Card Provisions  
1. All orders are subject to acceptance by ebp at its headquarters in Lausanne, Switzerland.  
2. No conditions other than those set forth in this rate card shall be binding upon ebp unless specifically agreed to by ebp in writing.  
3. Positioning of advertisements is at the sole discretion of ebp except where a specific position has been agreed to by ebp in writing.  
4. Cancellations or changes in advertising by the advertiser or its agency may not be made after the closing date for the publication or product, unless otherwise agreed upon between the parties in writing. Techinsights is under no obligation to revise advertising materials not received by the ebp production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.  
5. ebp assumes no liability for any errors or omissions in key numbers appearing in advertisements.  
6. ebp is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond ebp’s control.  
7. In consideration of ebp’s publishing advertising (or distributing another product) for the advertiser, the advertiser and its agency, agree to indemnify and defend ebp against any and all claims, losses, liabilities, damages and expenses (including attorneys’ fees) arising out of ebp’s printing, publishing or distributing such advertising (or another product) and/or arising from third parties’ access to advertiser’s site and use of advertiser’s products or services.

8. In no event shall ebp be liable for any consequential, incidental or special damages nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to ebp for the publication or distribution of such materials.  
9. ebp reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to ebp.  
10. Advertising in ebp’s online products and services is subject to the terms of the applicable online insertion order.  
11. All payments are due within thirty (30) days of the invoice date. Non commissionable charges, such as production charges, are not subject to an advertising agency commission. Agency commissions are not payable on invoices which are not paid within (90) days of the date of the invoice. Advertiser shall pay a late charge of 1% per month (12% per year) on all invoices not paid within (30) days of the date of such invoices. In addition, with a minimum of 50 Euros will be automatically added, without summons to the amount due as compensatory damages in accordance with Art. 1231 of the Belgian Civil code

Commissions  
15% to all recognized agencies.

The contract must indicate advertising frequency. Advertisers who have not supplied a signed contract indicating frequency will be billed at the 1X rate.
**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.
electronics-eetimes.com has 235,000 PI/month by ± 80,000 unique visitors.

**Rates:**

- 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.

---

**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@eeelectronicsurope.net
- Linking URL must be submitted with creative

---

**Home Page**

- Leaderboard 728 X 90

**Content Pages**

- Leaderboard 728 X 90

**IMU**

- 300 X 250

**Skyscraper**

- 160 X 600

**DOUBLE IMU**

- 300 X 600

---

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- Double IMU 300 x 600 CPM: 150 €

All banners are available on a Cost Per Thousand (CPM) basis.
Welcome Ad

The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. After 10 seconds, the Welcome Ad redirects to the original page the visitor was heading towards.

Reach: all visitors to the site
Material: 640 x 480 pixels
URL Link
Rate per week: 6000€
Technical fee per one additional creative: 250€

Dog Ear Page Peel Ad

The ad starts with a dog ear animation in the top right corner of a web page. When a visitor moves the cursor over the dog ear graphic, the page peels back to display your content. A click-through URL and two graphic elements are required: the dog ear which is the teaser (typically a 50 by 50 pixel ad) and the page peel which is revealed when rolling over the teaser (typically 640 pixels in width and 480 pixels in height).

Reach: shows on all pages of the site
Material: Teaser: 50 x 50 pixels
Page Peel: 640 x 480 pixels
URL Link
Rate per week: 2600€
CPM rate: 180€
Technical fee per one additional creative: 250€

Twig – High Impact

Places a high-impact ‘twig’ unit at the bottom of the users screen, the ad remains at foot of screen as user scrolls down page. Click on unit can drive to advertiser site. A close button is available to the user to make the banner disappear.

Reach: sticks at the bottom of all pages unless closed manually
Material: 1024 x 90 pixels
URL Link
CPM Rate: 150€
Technical fee per one additional creative: 250€

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€
<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Dimensions</th>
<th>File Size</th>
<th>Loop Limit</th>
<th>Formats</th>
<th>Alt Text Limit</th>
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<tr>
<td>LEADERBOARD</td>
<td>728 x 90</td>
<td>60K or less</td>
<td>5 Loop Limit</td>
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<td>IMU (BOOMBOX)</td>
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<td>5 Loop Limit</td>
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<td>60K or less</td>
<td>5 Loop Limit</td>
<td>GIF, JPEG, HTML5</td>
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<td>5 Loop Limit</td>
<td>GIF, JPEG, HTML5</td>
<td>Cannot exceed 70 characters</td>
</tr>
</tbody>
</table>
### 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"><img src="_ADPATH_300x250_blau.jpg" width="300" height="250" alt="ADTECH" /></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
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
- Friday: LED lighting
- And once a month: T&M on Tuesday

Banner formats:
- Leaderboard: across the top of the newsletter for high visibility
- IMU: The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.
- Text Banner: up to 200 characters + optional picture 140 x 120

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.

IMU
300 x 250 pixels

Text Banner
up to 200 characters + optional picture 140 x 120

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

Vertical Design 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

Daily News Column
Rates:
- 1x: 825 €
- 3x: 750 €
- 5x: 700 €

1 week (5 consecutive days): 2,500 €

Static banner (JPEG or GIF 60 kb max) + url
The Global News and Technology Highlights Monthly Newsletter reaches ±130,000 design engineers

The Global News and Technology Highlights monthly newsletter reaches ±130,000 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 LED Lighting Design Centers
- leading stories from Microwave and RF.
- 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**

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