

Media Information 2021 - US \$



Print & Digital Edition, Online, Newsletters

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
- Linking URL must be submitted with creative

Banner Advertising Rates

The 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



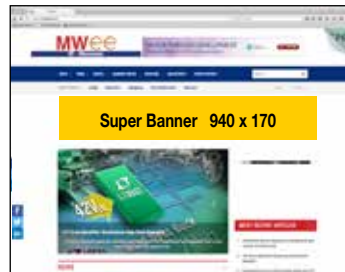
Dimensions: 160 x 600
 File Size: 60K or less
 Loop Limit: 5 Loop Limit
 Formats: GIF, JPEG, HTML5
 Alt Text: Cannot exceed 70 characters

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

Magazine size (trim size) :
DIN A4 - 297 x 210 mm

	Height	Width
Double page spread trim	297mm	420mm
Double page spread type	277mm	400mm
Full page trim	297mm	210mm
Full page type	277mm	190mm
Half page spread trim	145mm	420mm
Half page spread type	135mm	400mm
Half page vertical	277mm	93mm
Half page horizontal	136mm	190mm
Half island	200mm	125mm
Third island	136mm	125mm
Third page vertical	277mm	60mm
Third page horizontal	90mm	190mm
Quarter page vertical	136mm	93mm
Quarter page horizontal	66mm	190mm
Catalogue	66mm	93mm

Bleed Size add 5mm on each side
Preferred Position 10% extra on mono rate
Bleed Cost 10% extra on mono rate
Inserts Accepted loose or bound in prices available on request

High Resolution PDF

- Set bleed to 5 mm
 - Set resolution to 300dpi
 - Use DDAPOptimized2 Distiller
- Settings available at <http://www.medibelplus.be/>

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