

**Leaderboard 728 X 90**

**Full Banner 468 X 60**

**IMU 300 X 250**

**Tile 192 x 192**

**Full Banner 468 X 60**

**Bottom 728 X 90**

**Floating Skyscraper 160 X 600**

**Expandable Leaderboard 728 X 250**

**Expandable Full Banner 468 X 250**

**Expandable IMU 300 X 600**

**Floating Skyscraper 160 X 600**

### 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: [adoperations@s2mediadigital.com](mailto:adoperations@s2mediadigital.com)
- Linking URL must be submitted with creative

### Banner Advertising Rates

**EE Times Europe Online** 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.

EE Times Europe's online services include the [eetimes.eu](http://eetimes.eu) web site, with a total of over 2 million pages views in 2010.

### Rates:

• Leaderboard	728 x 90	CPM: \$ 150
• Floating Skyscraper	160 x 600	CPM: \$ 130
• IMU	300 x 250	CPM: \$ 130
• Full Banner	468 x 60	CPM: \$ 90
• Tile	192 x 192	CPM: \$ 90
• Bottom Banner	728 x 90	CPM: \$ 50
• Expandable IMU	300 x 600	CPM: \$ 200
• Expandable Leaderboard	728 x 250	CPM: \$ 200
• Expandable Full Banner	460 x 250	CPM: \$ 120

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

### 1. Technical Specifications

#### 1.1 Material Delivery & Contact Information

- a. Delivery address
  - a. All material must be sent to both e-mail addresses
  - b. production@eetimes.be
  - c. adoperations@s2mediadigital.com
- b. Delivery delays
  - a. 3 business days before the start of a campaign for :
    - i. Non Rich Media material (gif/jpg)
    - ii. Standard Rich Media material (flash)
    - iii. Standard third-party tags Rich Media and/or non Rich Media ( banner/leaderboard/rectangle/skyscraper )
  - b. 5 business days before the start of a campaign for :
    - i. Advanced Rich Media material (flash expandable / video )
    - ii. Advanced Rich Media third-party tags (expandable / video)
- c. Material broadcast planning
  - i. In case of specific delivery by creative, a planning must be sent with the material

#### 1.2 Image Creative

- a. Image file may be delivered as GIF or JPG file format
- b. GIF may be animated or static
- c. Please consider that for a newsletter the image can't be animated because with animated Gif, only the first image will show in most email software.

#### 1.3 Flash Creative

- a. General considerations
  - All flash animation must be delivered as SWF file format
  - An alternate image GIF/JPG must be delivered for each SWF file at same

dimensions for non-flash users

- All flash file must contain a clickTAG action on any external link ( see click-TAG description below )
- b. clickTAG
  - clickTAG must be used to count clicks
  - clickTAG action must be used for all external links
  - clickTAG action must use on(release)
  - clickTAG action must use target \_blank
  - clickTAG variable must use \_root.
  - ActionScript2 for Single clickTAG action :

```
On(release){
    getURL(_root.clickTAG, « _blank ») ;
}
```
  - Single clickTAG must cover the whole creative's surface
  - ActionScript2 for multiple clickTAG action :

```
On(release){
    getURL(_root.clickTAG1, « _blank ») ;
}
On(release){
    getURL(_root.clickTAG2, « _blank ») ;
}
On(release){
    getURL(_root.clickTAG3, « _blank ») ;
}
```
- c. Sound
  - Sound must be OFF by default
  - Sound may be ON on user interaction ( rollover action )
  - Sound must be OFF on user interaction ( rollout action )
  - A clearly SOUND ON/OFF button must be added to the creative
  - All sounded creative are subject for denial if considered intrusive

#### 1.4 Twig Specifications

The twig will float on the bottom of the page and will be closed by the close button with close action specified below.

**NO third party tags are accepted.**



We recommend building your animation based on our template:

Demo: <http://electronics-eetimes.com/en/test-home.html>

FLA AS2 template: [http://adoperations.s2-2.com/demo/eetimes/twig\\_1024x90\\_demo\\_template.zip](http://adoperations.s2-2.com/demo/eetimes/twig_1024x90_demo_template.zip)

To deliver:

- SWF file max 70KB / 1024px X 90px with a visible close button.
- Clickthrough url

An swf must be delivered with:

- clickTag action :

```
btn_clickTAG.onRelease = function()
{
    getURL(_root.clickTAG, "_blank");
};
```

- close button Action :

```
btn_closeTwig.onRelease = function()
{
    getURL("javascript:closeTwig();", "_self");
};
```

### 1.5 Video Creative

- All rich-media creative may contain video
- Video duration is maximum 30 seconds
- External video must be hosted on a streaming server/progressive download and/or Rich Media provider ( Eyewonder / Eyeblaster ... )
- SWF using embedded video must be hosted on a streaming server/progressive download and/or Rich Media provider ( Eyewonder / Eyeblaster ... )
- Video may not loop
- Buttons Play / Pause / Replay are recommended
- Sound rules must be applied
- clickTAG rules must be applied
- EBP can host video files (EBP will invoice additional CPM based on video file type and video weight, please refer to rate card)

## 2. Expandable Creative

Note:

- For flash , refer to chapter <<Technical specifications >>
- For dimensions refer to chapter « Dimensions & Weights »

### General Considerations

- Expandable banners must be composed of 2 SWF :  
MASTER: SWF with base dimensions shown when not expanded (ex : 728x90 )  
PANEL: SWF with expanded dimensions shown when expanded (ex : 728x400 )
- Each SWF file must have a backup image GIF/JPG
- Each SWF must have a clickTAG for each external link
- Panel will expand on mouse-over action and close on mouse-out action
- Do not integrate expandable controls ( mouse out / mouse over )

## 3. Third-Party Tags

- All formats may be delivered as third-party tags
- For display: Third-party tags must be Java script type
- For newsletter: Third-party tags must be as image type + a clickcommand please consider that for a newsletter the image can't be animated because with animated Gif, only the first image will show in most email software.
- For expandable :
  - deliver 1 single Java script tag
  - expandable functionality must be managed by third-party



### Welcome Ad - 640 x 480 pixels

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. A timer is triggered when the Welcome Ad is initiated. Starting at 10, it counts down by seconds. Once the timer reaches 1 the Welcome Ad redirects to the original page the visitor was heading towards.

Cost per week: \$ 8,000  
 Technical fee for 1 additional creative: \$ 660



10 Seconds



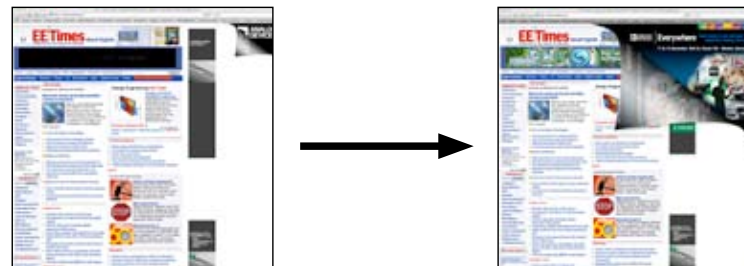
### Dog Ear Page Peel Ad

The ad starts with a dog ear animation in the top right corner of a web page that presents an interest-grabbing hook (often your logo or animated text) to visitors. When a visitor moves the cursor over the dog ear graphic, the page peels back to display your content.

The Dog Ear Page Peel Ad is displayed across the entire www.electronics-eetimes.com. Included in the rate is the technical fee to load 1 creative.

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 800 pixels in width and 600 pixels in height).

Cost per week: \$ 3,500  
 Technical fee for 1 additional creative: \$ 300



### Twig and Overlay – 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 or launch an overlay to further engage users.

Available ROS, electronics-eetimes.com  
 Twig \$ 210 CPM  
 Twig to Overlay \$ 250 CPM\*

\* Ad Sizes: Twig 1024x90;  
 Overlay 300x400



### LEADERBOARD

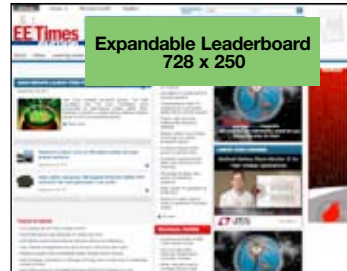
728 x 90



Dimensions: 728 x 90  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters

### EXPANDABLE LEADERBOARD

728 x 90 to 728 x 250



Requires 2 images :  
728 x 90 and 728 x 250  
Each file should be less than 40K  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash

### TILE BANNER

192 x 192



Dimensions: 192 x 192  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters

### FULL BANNER

468 x 60



Dimensions: 468 x 60  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters

### EXPANDABLE FULL BANNER

468 x 60 to 468 x 250



Requires 2 images :  
468 x 60 and 468 x 250  
Each file should be less than 40K  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash

### SKYSCRAPER

160 x 600



Dimensions: 160 x 600  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters

### IMU (BOOMBOX)

300 x 250



Dimensions: 300 x 250  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters

### EXPANDABLE IMU

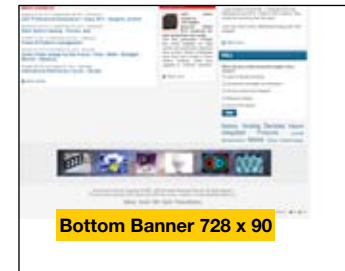
300 x 250 to 300 x 600



Requires 2 images :  
300 x 250 and 300 x 600  
Each file should be less than 40K  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash

### BOTTOM BANNER

728 x 90



Dimensions: 728 x 90  
File Size: 40K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, Flash  
Alt Text: Cannot exceed 70 characters



### EE Times Europe daily newsletter reaches over 45.000 electronics engineers

The EE Times Europe daily newsletter reaches over 45.000 subscribers in Europe. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the electronics industry. The demographics are similar to those of the publication. Each issue of the newsletter contains the following items:

- Lead story of the day
- Business News
- Semiconductor and Design News
- Consumer and Communications News

Three stylish advertising formats: Leaderboards, Skyscraper and Middle Banner

### Leaderboard 728 x 90 pixels

#### The Leaderboard

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

Rates:

1x :	\$ 2,000
3x :	\$ 1,900
5x :	\$ 1,700
10x :	\$ 1,600

1 week (5 consecutive days) : \$ 6,750

#### The Skyscraper

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

Rates:

1x :	\$ 2,000
3x :	\$ 1,900
5x :	\$ 1,700
10x :	\$ 1,600

1 week (5 consecutive days) : \$ 6,750

**Skyscraper**  
160 x 600 pixels

### Middle Banner 540 x 100 pixels

#### 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.

Rates:

1x :	\$ 1,100
3x :	\$ 1,000
5x :	\$ 950

1 week (5 consecutive days) : \$ 3,400

