

# 2010

# MEDIA DATA

# EE Times europe

# WEBSITES - 1

## ONLINE ADVERTISING & SPECIFICATIONS

**Leader Board 728 X 90**

**Full Banner 468 X 60**

**Bottom 728 X 90**

**IMU 300 X 250**

**Skyscraper 125 X 600**

**Tile 200 X 200**

**Expandable Leader Board 728 X 90**

**Full Banner 468 X 60**

**Bottom 728 X 90**

**Half Page 300 X 600**

**Skyscraper 125 X 600**

**Tile 200 X 200**

### Banner Advertising Rates & Specs

**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 web site featuring seven multilingual regional editions, reaching over 110,000 monthly unique visitors and 400,000 page views per month (Oct. 2009).

### Rates:

- Expandable Leader Board 728 X 180 CPM: \$ 300
- Leader Board 728 X 90 CPM: \$ 160
- Skyscraper 125 X 600 CPM: \$ 140
- IMU 300 X 250 CPM: \$ 140
- Full Banner 468 X 60 CPM: \$ 100
- Tile 200 X 200 CPM: \$ 100
- Bottom Banner 728 X 90 CPM: \$ 50
- Half Page 300 X 600 CPM: \$ 300

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

### Creative Deadlines

- GIF, JPEG, HTML – Two business days prior to start date
- Flash – Five business days prior to start date
- Text – Two business days prior to start date

### Submission Guidelines

- Send all creative to: techinsights\_banners@ubm-us.com
- Linking URL must be submitted with creative

### Banner Specifications

**HTML:** • HTML code cannot exceed 40K

### Flash:

- Macromedia Flash version 8
- Creative must be delivered as a .SWF file
- Must submit an image (JPEG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape.
- Flash files require that an FSCommand be embedded in the file for publisher to track clicks.
- The frame rate for flash files may not exceed 18 frames per second.  
12 frames per second is preferred.

### Third Party Serving

**EBP's** Web sites allow third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rotating, rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPEG.

### Image Rotation:

- Maximum of 15 creatives in rotation per campaign