

# Media Information 2017 Euro



## Print and Digital Edition Monthly Magazine



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

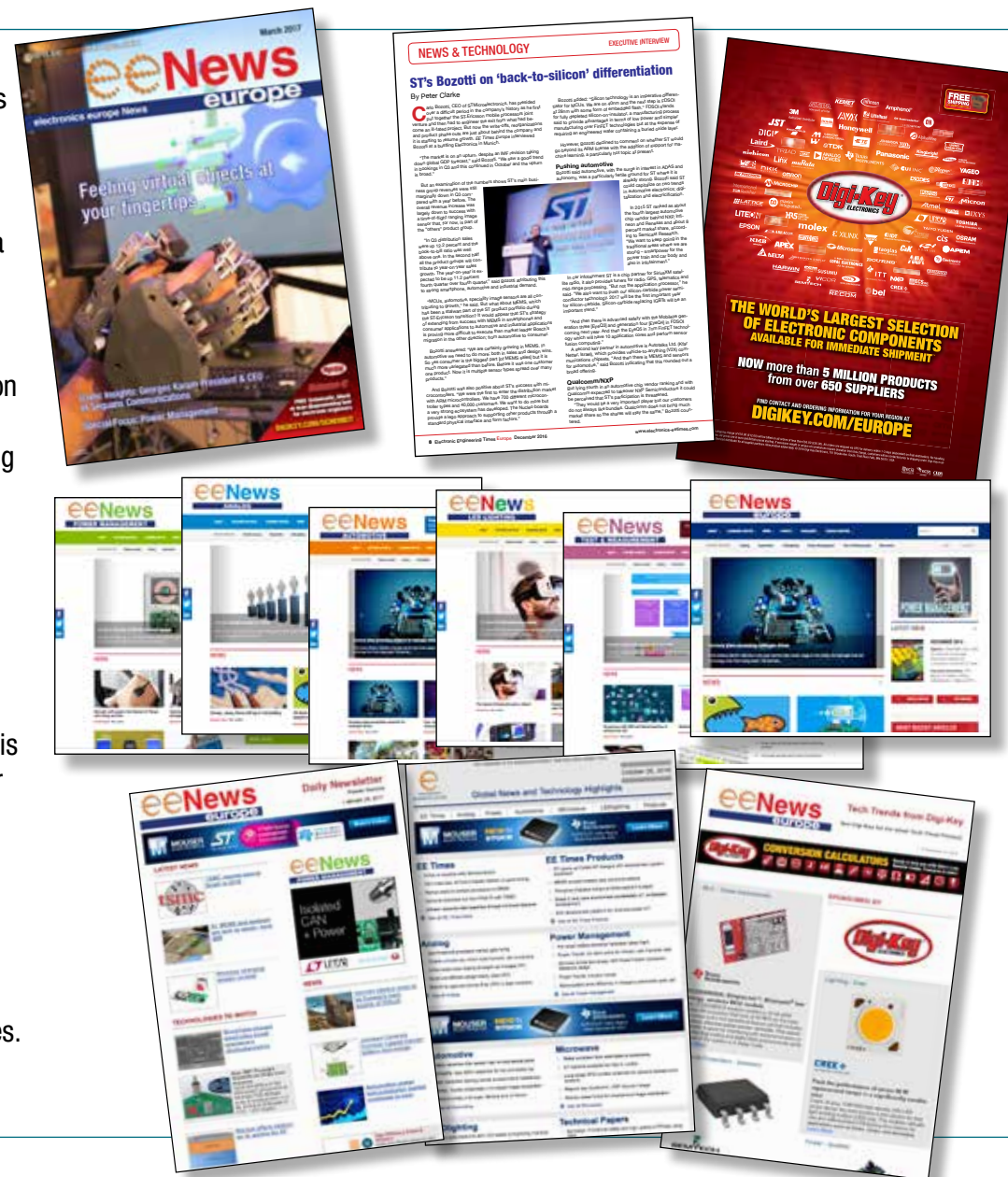
The monthly print and digital issues of eeNews Europe have a total qualified circulation of 72000+ across all of Europe and readers keep at the edge of the electronics technology thanks to a unique team of highly professional editors writing and selecting the best stories and News.

## 2. ONLINE SITES

The [www.eeNewsEurope.com](http://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 70,000 to 80,000 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.



Publishing Date	Material & Edition Deadline	Editorial Focuses	Exhibitions & Conferences Conference dates
January 16	January 5	Smart Cards & Security Power Management Prototyping & Development Boards	CES, Las Vegas, January 5-8 MEMS 2017, Las Vegas, January 22-26 LED Forum, Lausanne, January 25 HiPEAC conference, Stockholm, January 23-25
February 13	February 2	MEMS technologies Wireless communications Multi-core design	DesignCon, Santa Clara, January 31- February 2 Wearable Technology Conference, Munich, February 7-8 Integrated Systems Europe, Amsterdam, February 7-10 Mobile World Congress, Barcelona, February 27-March 2
March 6	February 23	Analog & Mixed signal ICs Automotive Electronics & Safety Wearable & Implantable Electronics	Smart System Integration, Cork, Ireland, March 8-9 Embedded World, Nuremberg, March 14-16 CeBit 2017, Hannover, March 20-24
March 6	February 23	Embedded supplement	Embedded World, Nuremberg, March 14-16
April 10	March 30	Machine Learning Photonics & Micro-Optics Power Supplies	Microwave & RF- Paris Expo, Paris March 22-23 LOPEC Printed Electronics, Munich, March 28-30 EMV, Stuttgart, March 28-30 DATE 2017, Lausanne, March 27-31
May 8	April 27	Flexible Electronics Test & Measurement Programming & Debugging Tools	Printed Electronics Europe, Berlin, May 10-11 Wearable Europe, Berlin, May 10-11 Energy Harvesting Europe, Berlin, May 10-11 SMT hybrid packaging, Nuremberg, May 16-18 PCIM, Nuremberg, May 16-18
June 5	May 25	Energy Harvesting Displays Technologies IC Design & EDA Tools	Display Week, Los Angeles CA, May 21-28 DAC Conference, Austin TX, June Sensor and Test, Nuremberg, May 30-June 1
July 3	June 22	Sensors & Signal conditioning Energy Storage & Battery Technologies Memory & Data Storage	33rd EU PVSEC, June IEEE World Haptics 2017, Munich, June 5-9
September 11	August 31	Haptics & User interfaces Microcontrollers/processors Programmable logic	Enova, Paris, September ECML-PKDD 2017, September
October 9	September 28	Digital Signal Processing Microwave & RF circuits Test & Measurement	European Microwave Week, Nuremberg, October 8-13 Semicon Europa, Dresden, October 20-22 Forum LED Europe, Lyon, October
November 6	October 26	LED Technologies Packaging & Circuit Protection Wireless communications	Productronica 2017, Munich November 14-17 SPS/IPC/Drives, Nuremberg, November 24-26
December 4	November 23	Motors & Drives Computer Vision Data Acquisition	Cartes Secure Connexions, Paris, December

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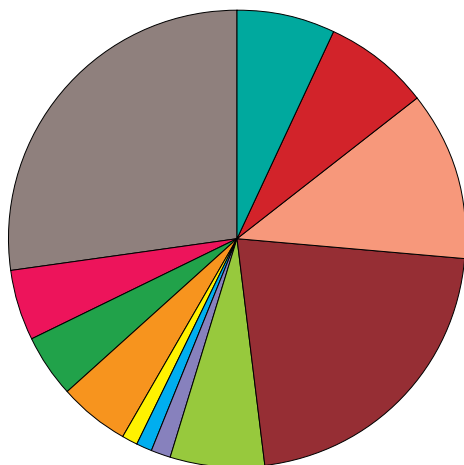
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Editor - Automotive

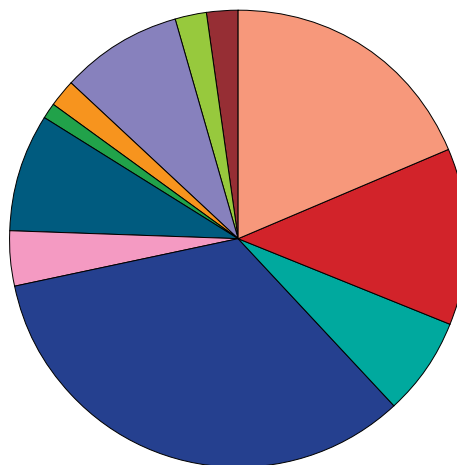
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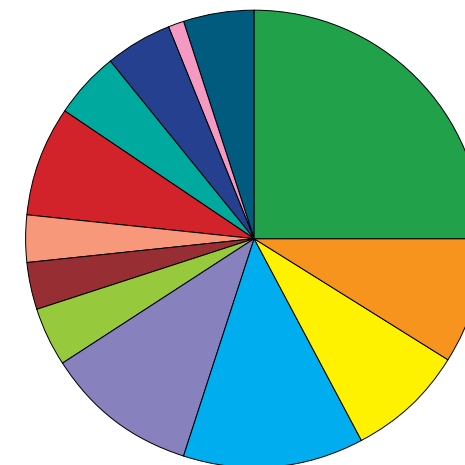
### CIRCULATION BY COUNTRY

Benelux	5080	7,04%	
Eastern Europe	5405	7,49%	
France	8717	12,08%	
Germany	15631	21,66%	
Italy	4733	6,56%	
Middle East	983	1,36%	
Other Europe	759	1,05%	
ROW	829	1,15%	
Scandinavia	3717	5,15%	
Spain & Portugal	3229	4,47%	
Switzerland & Austria	3607	5,00%	
UK & Ireland	19487	27,00%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	



### CIRCULATION BY FUNCTION

Engineering / Design Management	13504	18,71%	
Design & Development Engineering	9040	12,52%	
Purchasing	5019	6,95%	
Business/Corporate Management	24209	33,54%	
Production	2959	4,10%	
R&D Engineering	5971	8,27%	
Applications, Integration	839	1,16%	
Quality Control	1266	1,75%	
Sales & Marketing	6238	8,64%	
Consultancy	1701	2,36%	
Other	1431	1,98%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	



### CIRCULATION BY INDUSTRY

Industrial Controls	18058	25,02%	
Communication Systems	6485	8,98%	
IT Industries	6060	8,40%	
Automotive & Transportation	9112	12,62%	
Consumer Electronics	7975	11,05%	
Test and Measurement	2987	4,14%	
Medical Electronics	2309	3,20%	
Avionics & Defense	2415	3,35%	
Components	5587	7,74%	
Distribution	3453	4,78%	
Universities Research	3473	4,81%	
Alternative Energy	768	1,06%	
Other	3495	4,84%	
<b>Total</b>	<b>72177</b>	<b>100,00%</b>	

Total circulation : 72,177 - Print : 40,341 - Digital : 31,836

\* Publisher's statement September 2016

## EFFECTIVE JANUARY 1, 2017 - DECEMBER 31, 2017

### Advertising Rates - Euro

	1X	3X	6X	9X	12X
<b>Page</b>	11,525	11,225	10,950	10,650	10,375
<b>Double Page</b>	23,050	22,450	21,900	21,300	20,750
<b>1/2 Page Island</b>	5,765	5,615	5,475	5,325	5,190
<b>1/2 Page Vert</b>	5,290	5,150	5,060	4,920	4,785
<b>1/2 Page Hor</b>	5,290	5,150	5,060	4,920	4,785
<b>1/3 Page Vert</b>	4,140	4,030	3,960	3,850	3,745
<b>1/3 Page Hor</b>	4,140	4,030	3,960	3,850	3,745
<b>1/4 Page Vert</b>	2,305	2,245	2,190	2,130	2,075
<b>1/4 Page Hor</b>	2,305	2,245	2,190	2,130	2,075

### Advertising Rates Product Pages - Euro

	1X	3X	6X	9X	12X
<b>Page</b>	9,450	9,225	8,975	8,750	8,500
<b>Double Page</b>	18,900	18,450	17,950	17,500	17,000
<b>1/2 Page Island</b>	4,725	4,615	4,490	4,375	4,250
<b>1/2 Page Vert</b>	4,370	4,230	4,140	4,048	3,910
<b>1/2 Page Hor</b>	4,370	4,230	4,140	4,048	3,910
<b>1/3 Page Vert</b>	3,420	3,310	3,240	3,168	3,060
<b>1/3 Page Hor</b>	3,420	3,310	3,240	3,168	3,060
<b>1/4 Page Vert</b>	1,890	1,845	1,795	1,750	1,700
<b>1/4 Page Hor</b>	1,890	1,845	1,795	1,750	1,700
<b>1/8 Page Vert</b>	945	920	900	875	850
<b>1/8 Page Hor</b>	945	920	900	875	850

### 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

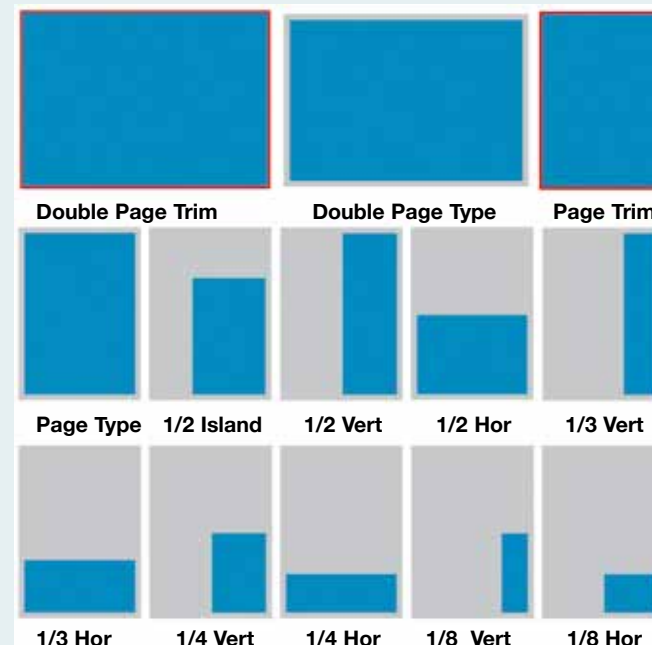
**1/3 Page Hor :** 190 mm x 90 mm

**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

<b>Page</b>	14,000 €
<b>Gatefold (2 pages)</b>	24,000 €
<b>Cover sponsorship</b>	16,000 €

### DIGITAL ISSUE

Advertising page in Digital Issue only 1,500€

#### Enhanced ads in digital issue

(additional cost per ad)

**Belly Band:** 750€ or 500€ for print advertisers

**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](mailto:production@electronicseurope.net)

## Questions? Please Contact:

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Avertising Production Manager  
Tel. +32 (0) 2 740 00 54  
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## Rate Card Provisions

1. All orders are subject to acceptance by **ebp** at its headquarters in Lasne, Belgium.
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 15%, 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.

# Media Information 2017 Euro

The screenshot shows the eeNews europe website interface. At the top, there are logos for eeNews europe, Mouser Electronics, and others. Below the navigation bar, there's a featured article titled "Pi power for embedded designs" with a red background. The main content area is divided into sections: "NEWS" with a grid of articles including "Analysing nanoparticles at chip-level", "Improving an LED: Osram launches FLIMOD project", "Western Digital doubles 3D-NAND capacity", and "3D printed PCBs for aerospace, defense"; "MOST RECENT ARTICLES" with a list of 10 items; and "MOST READ" with a list of 10 items. A sidebar on the right contains a "LATEST ISSUE" section for February 2017 and a "PI power for embedded designs" article.

The screenshot shows the eeNews europe Daily Newsletter for January 23, 2017. It features a header with the newsletter title and date. Below the header, there are logos for Mouser Electronics, STMicroelectronics, and others. The main content area is divided into sections: "LATEST NEWS" with articles like "TSMC reports strong finish to 2016", "AI, MEMS and sensors are tech to watch, says IBM", and "Wireless charging design contest"; "TECHNOLOGIES TO WATCH" with articles like "Snowflake-shaped electrodes boost graphene's photoabsorption", "New, SMT Threaded Standoffs for PCBs from Keystone", and "Startup offers carbon-on-Si wafers for RF"; "NEW PRODUCTS" with articles like "French academic opens machine vision to makers" and "Battery storage market set to reach 250GW by 2030". A sidebar on the right contains a "POWER MANAGEMENT" section with an article titled "Isolated CAN + Power" and a "NEWS" section with articles like "Cornish startup aims to be Europe's main source of lithium", "Johnson Controls licenses rugged bipolar battery technology", and "Automotive power semiconductor market continues to soar".

Online and Newsletters - [www.eenewseurope.com](http://www.eenewseurope.com)

### Home Page

The Home Page layout includes a top navigation bar with links to ABOUT, NEWS, EVENTS, LEARNING CENTER, MAGAZINE, and JOIN US TODAY. Below this is a search bar and a category menu. The main content area features a large featured article on the left, a 'LATEST ISSUE' section in the middle, and a 'MOST RECENT ARTICLES' list on the right. A 'Leaderboard 728 X 90' banner is positioned at the top right, and an 'IMU 300 X 250' banner is located below it. Another 'IMU 300 X 250' banner is placed below the 'MOST RECENT ARTICLES' list. A 'Leaderboard 728 X 90' banner is also present at the bottom left.

### Content Pages

The Content Pages layout shows a detailed view of an article, including a title, byline, date, and a large image. The article text is displayed in a two-column format. A 'Leaderboard 728 X 90' banner is located at the top right, and an 'IMU 300 X 250' banner is positioned below it. A 'DOUBLE IMU 300 X 600' banner is placed below the 'IMU 300 X 250' banner. A 'Skyscraper 160 X 600' banner is located on the left side of the page. A 'Leaderboard 728 X 90' banner is also present at the bottom left.

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

### 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.

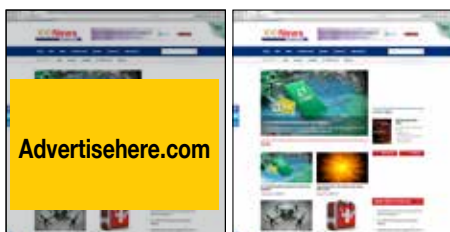
### Rates:

• 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:



## Welcome Ad



10 Seconds

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 user's 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€

### 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

### 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

### DOUBLE IMU 300 x 600



Dimensions: 300 x 600  
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

### TWIG 1024 x 90



Dimensions: 1024 x 90  
File Size: 60K or less  
Loop Limit: 5 Loop Limit  
Formats: GIF, JPEG, HTML5  
Alt Text: Cannot exceed 70 characters

## 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

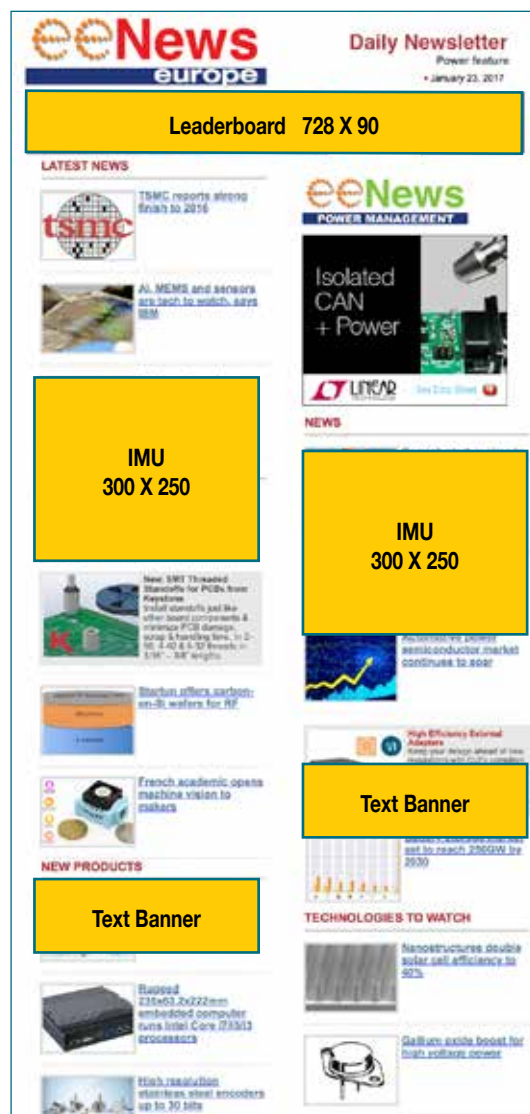
```
<a href="_ADCLICK_http://www.aol.com" target="_blank"></a>
```

## 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





### eeNews Europe daily newsletter reaches over 70,000 electronics engineers and managers

The eeNews Europe daily newsletter is a concentrate of News, Design and New Products distributed to 70,000 to 80,000 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**

#### Textbanner

Advertisers can choose the editorial environment they want their IMU or text banner to appear in.

### Leaderboard 728 x 90 pixels

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

### IMU 300 x 250 pixels

#### The IMU

The large graphics format surrounded by editorial content allows advertisers to interact with readers and create a powerful message.

#### Daily 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

#### Vertical Design News Column

Rates:

- 1x : 1,500 €
- 3x : 1,425 €
- 5x : 1,300 €
- 10x : 1,200 €

Static banner (JPEG or GIF 60 kb max) + url

### Text Banner

up to 200 characters + optional picture 140 x 120

promoting seminars, shows, events and products that do not justify the development costs of elaborate graphics

#### Daily News Column

Rates:

- 1x : 825 €
- 3x : 750 €
- 5x : 700 €

1 week (5 consecutive days) : 2,500 €

### The Text Banner

The text banner provides a more subtle editorial like presence and is ideal for

#### Vertical Design News Column

Rates:

- 1x : 825 €
- 3x : 750 €
- 5x : 700 €



### 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 €

## CONTACTS

**Publisher**
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