

Technical Specifications for Online Advertising

General:

Material must always be accompanied by an e-mail with the following information:

- Company name
- Name of uploaded file
- E-ad type
- URL details for website link
- For E-Newsflashes & Product News Items (Webvertorials), we also require an e-mail address to capture sales leads

Website Advertising:

E-ad Type	Width x height	Maximum Size
Leaderboard	728 x 90	20 kB
Rectangle	300 x 250	20 kB
Skyscraper	120 x 600	20 kB
Full banner	468 x 60	15 kB
Vertical banner	120 x 240	20 kB
Button	120 x 90	10 kB

E-Newsflash Advertising:

E-ad Type	Width x height	Maximum Size
Leaderboard	728 x 90	20 kB
Rectangle	300 x 250	20 kB

Also include an e-mail address to capture sales leads

Webvertorial Advertising:

- Each item must describe 1 product in 80-100 words
- jpg image of product
- An e-mail address to capture sales leads

E-Newsletter Advertising:

Full banner	468 x 60	15 kB
Button	120 x 90	10 kB

Option to send in:

- An article containing approx. 200 words
- A product news item (Webvertorial) describing 1 product in 80-100 words
- A .jpg image of the product + an e-mail address to capture sales leads

E-Newsletter Advertising - Full Sponsorship:

Editorial Content:

- 1 article – approx. 500 words
- 2 articles – approx. 200 words each

Creative Materials: (same as mentioned above)

- 1 Banner ad:
W x H
468 x 60 Max weight 15 KB
- 3 Button ads:
W x H
120 x 90 Max weight 10KB

Jif and jpg files accepted

Resolution 72 dpi

Up to 4 Product News (Webvertorial) items:

- Each item must describe 1 product in 80-100 words
- jpg image of product
- An e-mail address to capture sales leads

Accepted File Formats:

• Type 1 Static e-advert:

-File format: .jpg or .gif

-Resolution: 72 dpi

• Type 2 Animated e-advert:

-File format: .gif

-Resolution: 72 dpi

NOTE: No flash artwork is accepted for any online products

File name

The advert file has to comply with the following naming convention:

Magazine acronym_Company name_title +.file extension

Example:ihe_Whatman_xray.jpg

Full E-newsletter Sponsorship: Editorial Guidelines for authors

Length

E-newsletters are typically composed of three components, one more general central article of approximately 500 words plus two additional slightly shorter pieces usually of 200 words each. The total word count is therefore approximately 900 words long, although this can exceptionally be greater if necessary to make the point. However if the overall messages can be conveyed in fewer words, the e-newsletter should not be “padded out” just to reach an arbitrary word count.

In addition to the newsletters *per se*, additional, purely product descriptions and product images can be attached to the e-newsletter as relevant product news which are displayed beneath the newsletter.

Scope and level

Typically the “central” newsletter will contain an up-to-date résumé of the subject – or a particularly contentious aspect of the subject – with the emphasis always being on topicality.

Although the readers are technically and scientifically qualified, the e-newsletter should not go so deep as, for example, to provide highly detailed technological descriptions.

The overall objective of the article should be to go into enough detail of the subject to give readers an accurate and comprehensive view of the field and to enable them to make an informed judgement as to whether they want to actively seek further information on the subject.

The two “subsidiary” articles are typically used to briefly describe specific, more restricted aspects of the topic and are ideally suited for describing breaking news or latest developments in the field. Again, topicality is highly desirable.

The newsletters should NOT be merely promotional lists of a single company’s products in the field. Product news items (webvertorials) should be attached as separate items. Each of these should contain 80-100 words and should also contain a suitable image. Articles and product news (webvertorial) items should be submitted in MS Word format.

Links/references

Links/references are encouraged as a useful way of providing the reader with a source of further information – although exaggerated use of links should be avoided. A “deep” link connecting the reader to the precise page of another web site is much more effective than a vague link to a general home page from which it can frequently be difficult to navigate to the page of interest.

Byline

If desired the newsletters will be bylined with the author’s name, title and company.

Deadline dates:

10 working days before e-broadcasting date

Send materials to:

Nina Newman

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For further clarifications please contact:

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