

The screenshot shows the Smart2.0 website layout. At the top, there is a navigation bar with links for 'EE|Times', 'Design center', 'Microwave', and 'Product Search', along with 'LOGIN', 'REGISTER', and social media icons. Below the navigation bar is a large yellow banner with the text 'Leaderboard 728 X 90'. The main content area features several articles and images:

- An article titled 'Energy harvesters power wearables' with a photo of a person's wrist wearing a device. The text mentions researchers at North Carolina State University using nanotechnology for ultra-low power sensors.
- An article titled 'DLP chipset for automotive head-up display' with a photo of a car's head-up display. The text mentions TI DLP automotive chipsets.
- An article titled 'Newswatch: Dyson enters LED lighting with a splash' with a photo of a Dyson LED light strip.
- A 'SOCIAL NETWORKS' section showing a Twitter icon and '579 Followers'.
- A 'MOST POPULAR' section with two items: 'Paper memory ready to roll' and 'Self-powered image sensor could charge smartphone'.

At the bottom of the screenshot, there is another large yellow banner with the text 'Leaderboard 728 X 90'.

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:
adops@electronicseurope.net
- Linking URL must be submitted with creative

Banner Advertising Rates

www.smart2zero.com is a key news source for engineers and managers around the world. We report news as it happens, then follow up with insightful analysis and opinion on why and how it will affect your business.

Rates:

- | | | |
|------------------|-----------|------------|
| • Leaderboard | 728 x 90 | CPM: 120 € |
| • IMU | 300 x 250 | CPM: 100 € |
| • Expandable IMU | 300 x 500 | 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: 2250€
Technical fee per one additional creative: 580€

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€
Technical fee per one additional creative: 250€

Twig – 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.

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 180pixels
- Columns (2) 260 x 1020 pixels
- Center (empty - white): 970 x infinite
URL Link

Rate per week: 3500€
Technical fee per one additional creative: 250€

where the world gets Smart



The Smart2.0 weekly newsletter reaches over 75,000 Design engineers around the world

The Smart2.0 bi-weekly newsletter reaches subscribers globally. Many readers of the magazine have opted to receive this unique newsletter providing up to date information on what's going in the world of "Smart".

Each issue of the newsletter contains the following items:

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

Also included are top new products of the week.

Three popular advertising formats:

- Leaderboards
- IMU
- Text 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 : 1,200 €
 3x : 1,120 €
 5x : 1,050 €
 10x : 1,000 €

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.

Rates: 1x : 1,200 €
 3x : 1,120 €
 5x : 1,050 €
 10x : 1,000 €

Text Banner

up to 200 characters
 + optional picture 140 x 120

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 : 750 €
 3x : 700 €
 5x : 650 €

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