ONLINE TECHNICAL SPECIFICATIONS

GENERAL

- material deadline is always 10 working days before e-blast date
- material must always be accompanied by an e-mail stating clearly the company name and URL for hyperlink

WEBSITE BANNERS

Type	Width x height (pixels)	Format	Max. size
Leaderboard	728 x 90	gif/jpg/png	100 kB
Dog ear	600 x 600	gif/jpg/png	100 kB
Vertical banners	120 x 240	gif/jpg/png	100 kB
Full banner	468 x 60	gif/jpg/png	100 kB
Skyscraper	120 x 600	gif/jpg/png	100 kB
Rectangle	300 x 250	gif/jpg/png	100 kB
Button	120 x 90	gif/jpg/png	100 kB

Banner animation max. 10 sec (= banner rotation time 10 sec).

VIDEOS

- 300x250 pixels video in any format (avi, mpeg4, dv, mov, mpeg)
- any video and audio codec
- maximum bit rate of 800 Kbits per second
- a static image (to display when the video is not running)

WEBVERTORIALS

- title: 50 characters max.
- text : 800 characters max.
- image: 175 x 175 pixels (jpg, gif, png)
- URL for hyperlink & an e-mail address for direct online enquiries

E-PRODUCTFLASH

- promotion on one (new) product
- max. width of 590 px
- should take up approx. the space of a computer screen
- 2-3 images + links (on images or text)
- company logo and contact details

Accepted file formats:
- html file (magazine header & footer to be added by PGM)
- seperate files (word, jpg, gif etc.) to be layouted by PGM. PDF showing preferred layout can be attached.

E-NEWSFLASH (MONTHLY)

- consists of links to the latest e-news, banners, product news etc
- advertisers are entiteld to a new product news item (see webvertorials for specs) and/or a short news text item in the same issue. These are also posted on the website for minimum 12 months.

E-newsflash banners (resolution 72 dpi):

Type	Width x height (pixels)	Maximum Size	Format
Button	120 x 90	100 kB	gif/jpg
Vertical banner	120 x 240	100 kB	gif/jpg
Full banner	468 x 60	100 kB	gif/jpg
Top banner	640 x 77	100 kB	gif/jpg
Skyscraper	120 x 600	100 kB	gif/jpg

WHITEPAPER or APPLICATION ALERT

- short summary of the whitepaper or application note (about 50 words incl. title)
- link to whitepaper or application note (or whitepaper as PDF)
- rectangle banner: W 300 x H 250 pixels as gif or jpg, max. 100 kB

SPONSORED E-NEWSLETTER

- 3 short articles (300-500 words), no pictures
- 3 buttons & 1 full banner (between the articles, not at the top)
- product news at the bottom of the newsletter (product description max 150 words + product image as jpg)

E-newsletter banners (resolution 72 dpi):

Type	Width x height (pixels)	Maximum Size	Format
Button	120 x 90	100 kB	gif/jpg
Full banner	468 x 60	100 kB	gif/jpg