DIGITAL SPECIFICATIONS







DIGITAL SPECIFICATION WEBSITE BANNERS

••••••••••••••••••

www.electrooptics.com

LEADERBOARD

SKYSCRAPER

Plus URL click-through link

728px wide x 90px high

300px wide x 100px high

Desktop

Mobile

- U.
4





Desktop 468px wide x 60px high

TOP Mobile 300px wide x 100px high

> Plus URL click-through link





Mobile 300px wide x 100px high

Plus URL click-through link

Desktop

Mobile

Plus

120px wide x 120px high

120px wide x 120px high

URL click-through link

BOX

& BUTTON

MEDIA



Desktop 300px wide x 250px high	
Mobile 300px wide x 100px high	
Plus URL click-through link	0

Please supply both desktop and mobile version File type (size limit 1MB) 72dpi .png Googe DFP tag Flash files are not accepted.

Mobile banners are on

Deadline date

3 working days before the end of the month before e.g. May banner would be end of April deadline

Send copy to

Head of Production and Design David Houghton production@europascience.com Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury jessica.rowbury@europascience.com

Head of Content Mark Elliott mark.elliott@europascience.com



DIGITAL SPECIFICATIONS PRODUCTLINE

Productline

June 2022

CELESTA Light Engine: Bright,

www.electrooptics.com

PRODUCTLINE

Productline is our popular entry-level email marketing service for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use Productline as a targeted tool to back up your high-visibility activity.

A premium Featured Productline option appears in an expanded middle section of a Productline email and is futher promoted at www.electrooptics.com

- Both options comprise: headline, image, product description and web link
- Both options sent to opt-in database of 10,000 industry professionals

SPECIFICATION

Productline

- Up to 50 characters in title
- Company name
- Up to 350 characters body text
- A 190px x 190px image (jpeg/png, 300dpi, RGB)
- A destination URL

Featured Productline

- Comprises headline
- Company name
- Up to 600 characters body text
- A 300px x 300px image (jpeg/png, 300dpi, RGB)
- A destination URL



oceanHDX

Electro Optics

Deadline date

Electro

Optics

3 working days before the end of the month before e.g. May productline would be end of April deadline

Send copy to

production@europascience.com Or supply using our google form https://forms.gle/sfPdDoRSFLXzDS2NA

Head of Production and Design David Houghton production@europascience.com Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury jessica.rowbury@europascience.com

Head of Content Mark Elliott mark.elliott@europascience.com



DIGITAL SPECIFICATIONS NEWSLINE

.....

Electro Optics

www.electrooptics.com

NEWSLINE

Our flagship monthly round-up email covering the optics and photonics industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Newsline offers a range of branding sites, to position your message alongside the latest Electro Optics content.

- Your own brand message ٠
- 10,000 opt-in distribution .
- Only five banners per Newsline don't get lost ٠

SPECIFICATIONS

Newsline banner

Desktop 468px wide x 60px high (jpeg/png, 300dpi, RGB)

Mobile

300px wide x 100px high (jpeg/png, 300dpi, RGB)

Plus A destination URL

Newsline box

- Up to 50 characters in title •
- Company name ٠
- Up to 350 characters body text
- A 190px x 190px image (jpeg/png, 300dpi, RGB)
- A destination URL .



version

Deadline date

3 working days before the end of the month before e.g. May banner would be end of April

Send copy to production@europascience.com

Head of Production and Design David Houghton production@europascience.com Senior Account Managers

Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury jessica.rowbury@europascience.com

Electro **Optics**

SYNOPTICS has purchased an IBS tem to better serve our customers

er Diode Contro AVELENGTH

> **Head of Content** Mark Elliott mark.elliott@europascience.com

EUROPA SCIENCE

Europa Science Ltd, 4 Signet Court, Cambridge CB5 8LA, UK.

DIGITAL SPECIFICATIONS DIGITAL EDITION SPONSOR

www.electrooptics.com

DIGITAL EDITION - SPONSORSHIP BANNER

Electro Optics is published in traditional print, as well as as a digital version.

The print version is sent by post, but the digital version is sent via a dedicated subscription email – you can sponsor this email.

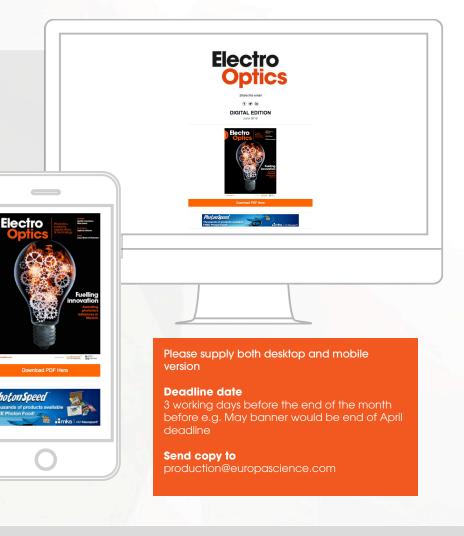
SPECIFICATIONS

Banner

Desktop 468px wide x 60px high (jpeg/png, 300dpi, RGB)

Mobile 300px wide x 100px high (jpeg/png, 300dpi, RGB)

Plus A destination URL



Head of Production and Design David Houghton production@europascience.com Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury jessica.rowbury@europascience.com

Head of Content Mark Elliott mark.elliott@europascience.com



DIGITAL SPECIFICATIONS TECH FOCUS

www.electrooptics.com/tech-focus

TECH FOCUS

Tech Focus is a review of the current developments within a particular technology sector, along with a look at the latest relevant commercial products. While this is, at its core, an editorial offering, there are marketing opportunities to associate yourself with the product.

Each Tech Focus will be published in the magazine, but it will also be available online, via our social media channels and will be distributed as a standalone newsletter to a defined, product-specific email audience.

This means only the people who have expressed in interest in the technology will receive the email.

OPTIONS

David Houghton

LEAD SPONSOR

As a lead sponsor of 'Tech Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the

SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product •
- URL link
- Company name and logo .
- Banner at 468px w x 60px h & 300px w x 100px h at 300dpi
- Link to three pieces of content; . (e.g. white papers, video, case study) with a url and an image of 190px x 190px for each at 300dpi

ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link ٠
- Company name and logo

Deadline date

Please send 2 weeks before advert deadline. list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

Sales Director

Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury

jessica.rowbury@europascience.com

Head of Content Mark Elliott mark.elliott@europascience.com



Head of Production and Design Senior Account Managers Stephen Russell /Eleanor Waters production@europascience.com stephen.russell@europascience.com eleanor.waters@europascience.com

Electro Optics Tech Focus OPTICAL SOFTWARE



Electro

Modelling the i

~ ADBMAN ALAMBDA

> Send copy to production@europascience.com

DIGITAL SPECIFICATIONS WEBCASTS

www.electrooptics.com/webcasts

WEBCASTS

Webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

.....

Co-sponsor an existing webcast:

Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email

Sole sponsor:

Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

SPECIFICATIONS

LEAD SPONSOR

- Webinar title
- Date and time
- Company logo
- High-res image
- Webinar description
- Speakers name, job title, company and headshot
- .PPX presentation file
- Date set for all speakers to do a test
- Email address for each speaker
- All webcasts are audio only, commentory over powerpoint slides
- Upgrades available for: MP4 file, screen share, video of speakers. PDF



Head of Production and Design David Houghton production@europascience.com

Senior Account Managers

Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com

Editor Jessica Rowbury jessica.rowbury@europascience.com



DIGITAL SPECIFICATIONS WHITE PAPERS

www.electrooptics.com/white-papers

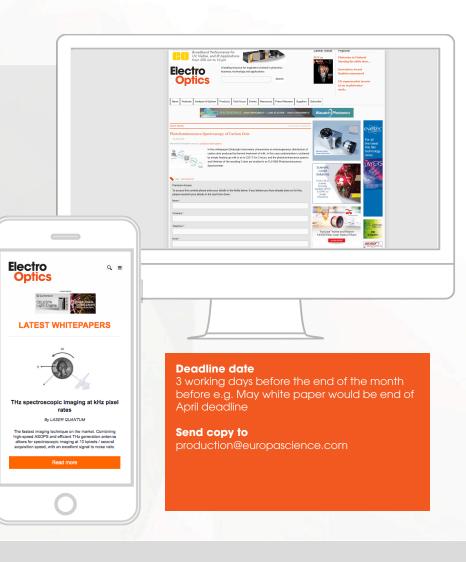
WHITE PAPERS

White papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

- Featured on our White Paper page
- Promoted via email campaign
- Highlighted via house advert in magazine
- Option to include data capture form to collect leads

SPECIFICATIONS

- Pdf of the whitepaper (max 10mb)
- A brief summary (max 30 words)
- A description (optional)
- A lead image in 3:2 ratio, 300dpi, RGB



Head of Production and Design David Houghton production@europascience.com

Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com

Editor Jessica Rowbury jessica.rowbury@europascience.com



DIGITAL SPECIFICATIONS VIEWPOINT

www.electrooptics.com/viewpoint

Broadband Perfo UV, Visible, and I from 250 nm to 1 Electro

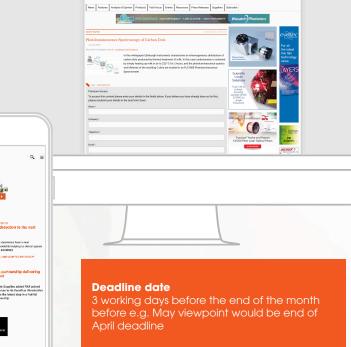
VIEWPOINT

Viewpoint represents an opportunity for your company to demonstrate thought leadership. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

• Viewpoint appears online only but is promoted via the magazine (as part of our own house adverts, and via email on the newsline)

SPECIFICATIONS

- Comprising approximately 750 words
- A lead image in 3:2 ratio, 300dpi, RGB
- 10- to 15-word headline
- Summary



Send copy to production@europascience.com

Head of Production and Design David Houghton production@europascience.com

Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com Sales Director Jon Hunt jon.hunt@europascience.com

Editor Jessica Rowbury jessica.rowbury@europascience.com

Electro Optics



DIGITAL SPECIFICATIONS SUPPLIERS DIRECTORY

www.electrooptics.com/suppliers

SUPPLIERS DIRECTORY

The Supplier Directory is a simple, functional way to be seen across our print and online platforms.

Comprising a short company overview in the magazine and a longer, more in-depth profile on our website; the Supplier Directory is a simple, effective way to ensure that your key company information is available to a qualified, engaged audience.

SPECIFICATIONS

- Company name
- Company Address, telephone & website url
- You can provide Images (no limit online)
- A Full description (no limit online)
- High resolution logo

<complex-block></complex-block>		as Rhodenias Facel Manufacture LATEST ISSUE
<complex-block>A control of the second decision of the second decision of the second decision of the second decision.</complex-block>	FOCUS News, E Technic	on Procences Email Newsletter
<complex-block></complex-block>		A bucking researce for explorers involved in photonics buckets, itschnology and applications Search Search
		High Harmonic Generators: VUV to soft X-rays For mension and the set of th
Control to the state of the	JENC	PTIK Optical Systems GmbH COMMUNICATIONAD OUTBACK re content tagged Jenoptik' Reconsor res, Commercial marging Pire optics, LEDs and Elemination, Lenses and optics protections
Function of the sector of t		ing components, opto-mechanical and opto-electronical assemblies, modules and systems as
Correction Regard Length 2: Correction Regard 2: Correction Regard 2: Correction Regard 2: Correction Regard 2: Correction Regard 2:		
By opportunity By opportunity Cases and insign fibre splex. Use and inventors Decadline date Decadline date 3 working days before the end of the month before and investory and exercises before e.g. May suppliers directory would be end of April decadline and Stars Send copy to		
Character diret Decadline date 3 Working days before the end of the month before e.g. May suppliers directory would be end of April deadline 3 working days before the end of the month before e.g. May suppliers directory would be end of April deadline at \$4527 Send copy to		
Second	Lenses and optics	
end of April deadline Send copy to	negative Soptical Systems division is a development and production partner for obioal, microsophical and applical coarbing components, opto-mechanical and obdates for digital microscopy and macroscopy. SNOPTIX Optical Systems, Inc.	3 working days before the end of the month
semitar susses	suit- s os gijensptik .com	
	eschwitzer Strasse 25 745 Jann	
	0	
	U	

Head of Production and Design David Houghton production@europascience.com

Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Jessica Rowbury jessica.rowbury@europascience.com



DIGITAL SPECIFICATIONS PRIINT AD DEADLINES

www.electrooptics.com

Month	Advert copy deadline
January	19 December 2021
February	13 January 2022
March	17 February 2022
April	17 March 2022
Мау	05 May 2022
June	30 May 2022
July	07 July 2022
August/September	04 August 2022
October	08 September 2022
November	13 October 2022
December/January	17 November 2022

.....

Head of Production and Design David Houghton production@europascience.com Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com

Editor Jessica Rowbury jessica.rowbury@europascience.com Head of Content Mark Elliott mark.elliott@europascience.com

