

## Digital advert specifications

### Newsline

**Banner:** Two following sizes must be supplied

468 x 60 banner (plus URL)

300 x 100 (plus URL)

**Button:** 120 x 120 (plus URL)

**Skyscraper:** Two following sizes must be supplied

120 x 600 (plus URL)

300 x 100 (plus URL)

### Productline

**Please be aware image size has changed**

- Up to 8-word title
- Up to 40 words body text
- A 190 x 190 image
- A URL to link to

#### Featured product

- Up to 8 - 10 word title
- Up to 100 - 120 words body text
- A 300 x 300 image
- A URL to link to

### White papers

**White papers must be supplied as a .pdf (max 2mb) along with the following:**

- Headline
- A brief summary (max 50 - 70 words)
- Company logo

### Viewpoint

- Headline
- Summary 50 -70 words max
- Company logo
- Maxium 2500 words
- Up to 5 images/diagrams sent separately

### Suppliers Directory

For more information please contact advertising manager: sarah.ellis.miller@europascience.com

### Online Ads

Creatives (plus URLs) can be supplied as: .jpeg, .png, .gif, Google DFP tag.

Flash files are not accepted.

#### Online ad sizes

Position	Size (px W x H)
Leaderboard	960 x 90
Top Banner	468 x 60
Skyscraper	120 x 600
Box Ad	300 x 250
Mobile Ad	300 x 100
Button Ad	120 x 120



960 x 90 leaderboard

468 x 60 top banner

120 x 600 skyscraper

300 x 250 box

120 x 120 button