DIGITAL SPECIFICATIONS

FIBRE SYSTEMS





DIGITAL SPECIFICATION WEBSITE BANNERS

www.fibre-systems.com



Plus URL click-through link

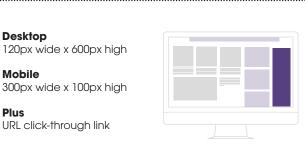
728px wide x 90px high

300px wide x 100px high

Desktop

Mobile

0

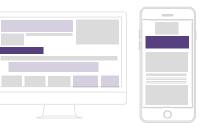


SKYSCRAPER

Desktop 468px wide x 60px high



Plus URL click-through link





Plus URL click-through link

Desktop

Mobile

Plus

Desktop

Mobile

Plus

120px wide x 120px high

120px wide x 120px high

URL click-through link

BOX

& BUTTON

MEDIA



Mobile banners are on rotation

Please supply both desktop and mobile version

File type (72dpi) ٠

.jpeg

.png

•

.gif

Googe DFP tag ٠

html 5 Flash files are not accepted.

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

production@europascience.com

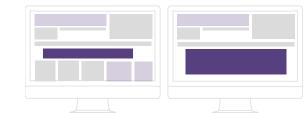
Head of Production and Design David Houghton production@europascience.com Senior Account Managers Stephen Russell /Eleanor Waters stephen.russell@europascience.com eleanor.waters@europascience.com

Sales Director Jon Hunt jon.hunt@europascience.com Editor Keely Portway Keely.portway@europascience.com

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



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



FIBRE SYSTEMS

DIGITAL SPECIFICATIONS PRODUCTLINE

www.fibre-systems.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.fibre-systems.com

- Both options comprise: headline, image, product description and web link
- Both options sent to opt-in database of 9,000 industry professionals

SPECIFICATION

Productline

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

Featured Productline

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



FBRE SYSTEMS STARe Dis errar T © © PRODUCTLINE

March

Deadline date

TestFlow

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

FBRE SYSTEMS

Productline

or supply by using our google form https://forms.gle/Y4NRfDjE8yFCbhNeA

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



FIBRE SYSTEMS

DIGITAL SPECIFICATIONS NEWSLINE

www.fibre-systems.com

NEWSLINE

Our flagship monthly round-up email covering the optical communications 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 in front of the latest Fibre Systems content.

- Your own brand message
- Huge opt-in distribution
- Only five banners per Newsline don't get lost

SPECIFICATION

Newsline banner

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

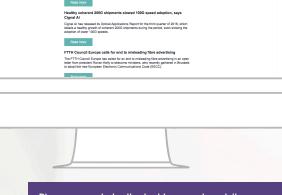
Mobile 300px wide x 100px high (jpeg,png, 300dpi, RGB)

Plus A destination URL

Newsline box

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- 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



FBRE SYSTEMS

Der har mel (P) (P) (P) LATEST December Defe lost ITTX Schlerer Heltermanflyton

> TOP STORIES BT. KCOM as UK USO provide

ions regulator. Ofcom has proposed to make BT and KCOM the UK

Please supply both desktop and mobile version

Deadline date

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

Send copy to

production@europascience.com

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production@europascience.com

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Sales Director Jon Hunt jon.hunt@europascience.com Editor Keely Portway Keely.portway@europascience.com

FIBRE SYSTEMS Star bis small (F) (b) LATEST NEWS

TOP STORIES

Ofcom proposes BT, KCOM as UK USO providers

> nmunications regulator, Ofcom has to make BT and KCOM the UK's

band universal service providers, followin nissions of interest from eight companies

Healthy coherent 200G shipments

slowed 100G speed adoption, says Cignal Al

Cignal AI has released its Optical Applications Report for the third quarter of 2018, which details

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



Fibre Systems

DIGITAL SPECIFICATIONS DIGITAL EDITION SPONSOR

www.fibre-systems.com

DIGITAL EDITION – SPONSORSHIP BANNER

Fibre Sytems 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.

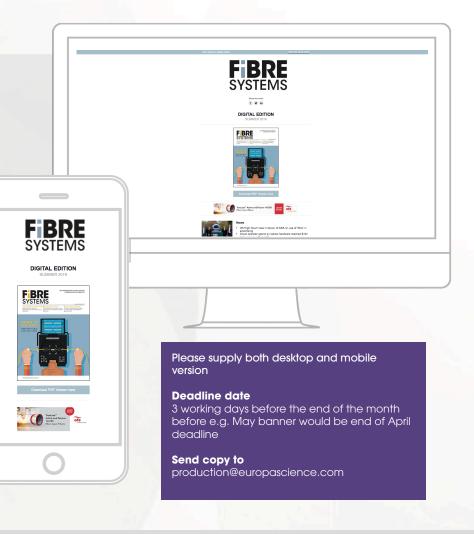
SPECIFICATION

Digital edition sponsorship 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



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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** Keely Portway Keely.portway@europascience.com



Fibre **SYSTEMS**

DIGITAL SPECIFICATIONS **TECH FOCUS**

www.fibre-systems.com/tech-focus

TECH FOCUS

Every issue, Tech Focus will concentrate on a particular technology, deliver an editorial overview of area and then outline, in more depth, the available and relevant products.

Tech Focus will be distributed across all platforms, including the magazine, online and as an email product. You are invited to contribute to Tech Focus and offer your technology information and expertise where you see fit - look through the Tech Focus calendar and see which suits you.

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

OPTIONS

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
- ٠ 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 article.

SPECIFICATIONS

LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link •
- Company name and logo
- Banners 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 190px x 190px image and url with each at 300dpi

ENHANCED PRODUCT

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

FBRE SYSTEMS view New from VIAVI DWDM Optical Channel Checker for DAA. 8. PHY & 56 **F**BRE SYSTEMS VIAVI **Tech Focus** VIAVI **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.

Send copy to

production@europascience.com

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

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JULY

Measured growth

The importance of fibre-optic test

New from VIAVI DWDM Optical Channel Checker for DAA, R-PHY 8



Fibre Systems

DIGITAL SPECIFICATIONS WEBCASTS

www.fibre-systems.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

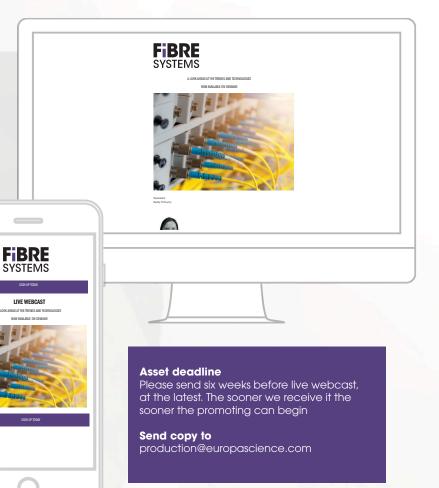
Sole sponsor:

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, 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



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Fibre **SYSTEMS**

DIGITAL SPECIFICATIONS WHITE PAPERS

www.fibre-systems.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 ٠
- Promoted via email campaign
- Highlighted via house advert in magazine ٠
- 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) ٠

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A lead image in 3:2 ratio, 300dpi, RGB ٠

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FIBRE SYSTEMS	
Share this email	
€ € ₪ EDUCATIONAL RESOURCES	
Partners from RF to Light	
Industry Consortium Forms Open Eye MSA Targeting High Speed Optical Connectivity Applications The ever-expanding bandwidh demands on Cloud Data Center Infrastructures are intensifying the presure on optical to enable leaser connectivity solutions at volume scales and cost structures.	Deadline date 3 working days before the end of the month before e.g. May white paper would be end of
Read more	April deadline
COMMSCOPE"	
Fiber to the home (FTTH) architecture overview	Send copy to
Not all FTTH networks are built the same. Since construction and outside plant account for the majority of total network costs, ontling the architecture right has a	production@europascience.com
0	

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Fibre **SYSTEMS**

DIGITAL SPECIFICATIONS VIEWPOINT

www.fibre-systems.com/viewpoint

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 •

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Share this email			
EDUCATIONAL RESOURCES			
Partners from RF to Light			
Industry Consortium Forms Open Eye MSA Targeting High Speed Optical Connectivity Applications	1.00		
The ever-expanding bandwidth demands on Cloud Data Center infrastructures are intensifying the pressure on optical module providers to enable faster connectivity solutions at volume scales and cost structures.	Deadline date 3 working days before before e.g. May viewp	the end of the month	
Read more	April deadline	IOINI WOULD DE END OI	
COMMSCOPE"			
Fiber to the home (FTTH) architecture overview			
Not all FTTH networks are built the same. Since construction and outside plant account for the majority of	Send copy to production@europasci	ience.com	
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Fibre Systems

DIGITAL SPECIFICATIONS SUPPLIERS DIRECTORY

www.fibre-systems.com/suppliers

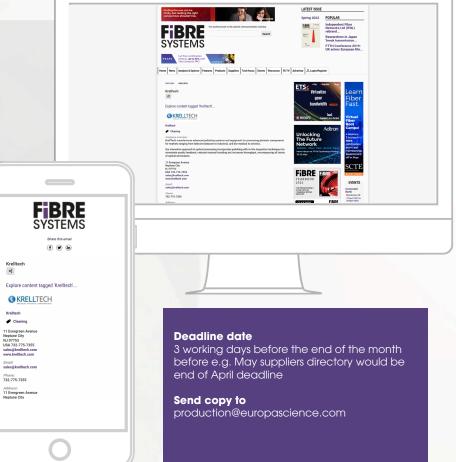
SUPPLIERS DIRECTORY

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



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Sales Director Jon Hunt jon.hunt@europascience.com Editor Keely Portway Keely.portway@europascience.com



FBRE SYSTEMS

DIGITAL SPECIFICATIONS PRINT AD DEADLINES

www.fibre-systems.com

Month	Advert copy deadline
Winter	14th January 2022
Spring	18th February 2022
Summer	17th June 2022
Autumn	19th August 2022
Yearbook	4th November 2022

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