

**FIBRE**  
SYSTEMS

**DIGITAL SPECIFICATIONS**



### LEADERBOARD

**Desktop**  
728px wide x 90px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



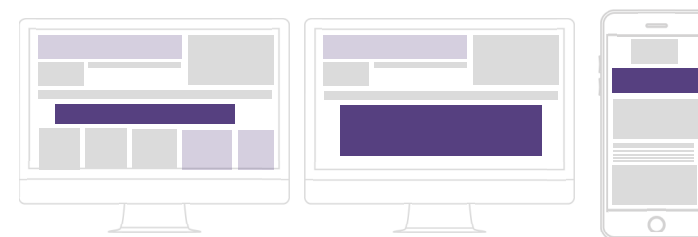
### DROPDOWN

**Desktop - expanded**  
960px wide x 400px high

**Desktop - contracted**  
960px wide x 60 px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



### SKYSCRAPER

**Desktop**  
120px wide x 600px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



### BOX

**Desktop**  
300px wide x 250px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link

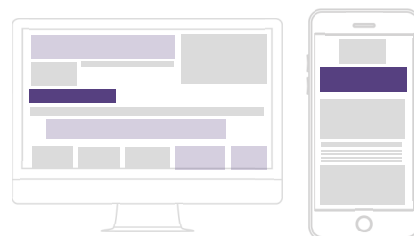


### TOP

**Desktop**  
468px wide x 60px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link

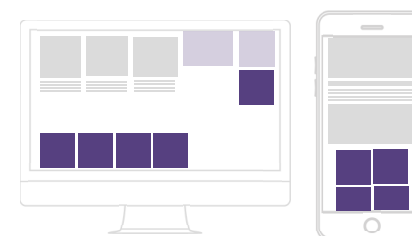


### MEDIA & BUTTON

**Desktop**  
120px wide x 120px high

**Mobile**  
120px wide x 120px high

**Plus**  
URL click-through link



Mobile banners are on rotation

Please supply both desktop and mobile version

#### File type (72dpi)

- .jpeg
  - .png
  - .gif
  - Google DFP tag
  - 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



### 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 further promoted at [www.fibre-systems.com](http://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

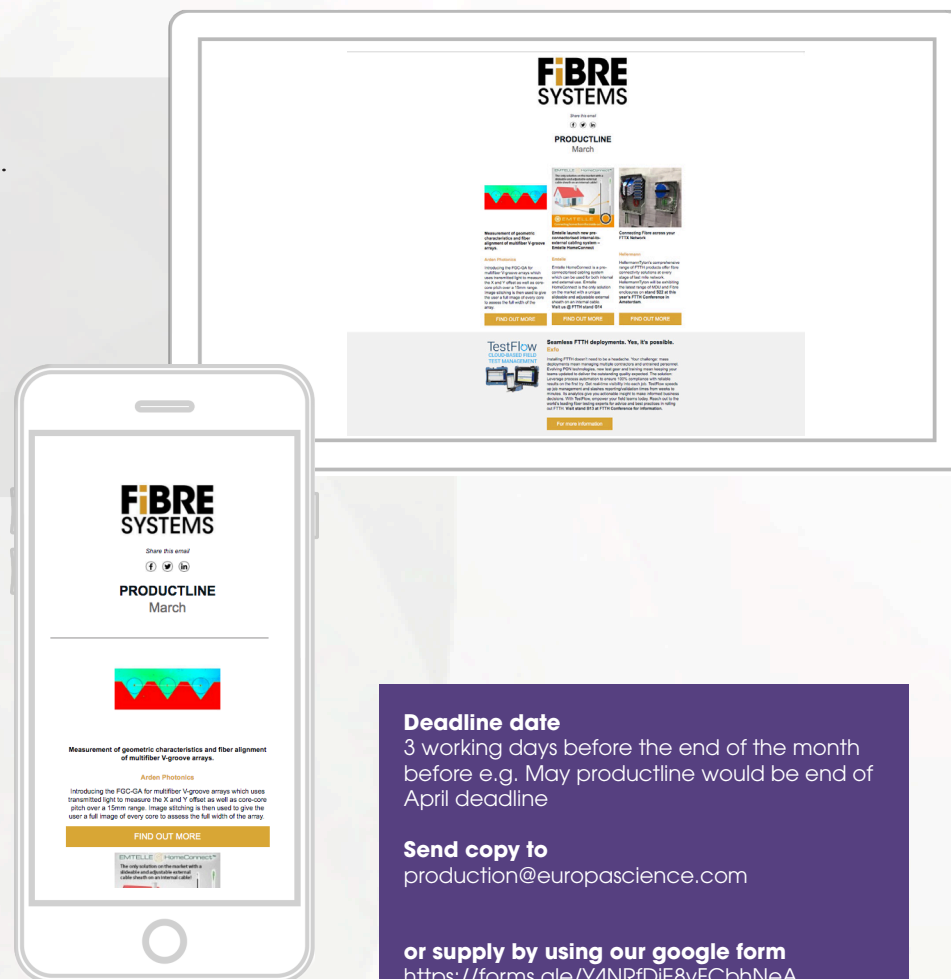
### SPECIFICATION

#### 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



**Deadline date**  
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](mailto:production@europascience.com)

**or supply by using our google form**  
<https://forms.gle/Y4NRfDJE8yFCbhNeA>

### 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

- 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



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

## DIGITAL EDITION – SPONSORSHIP BANNER

Fibre Systems 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

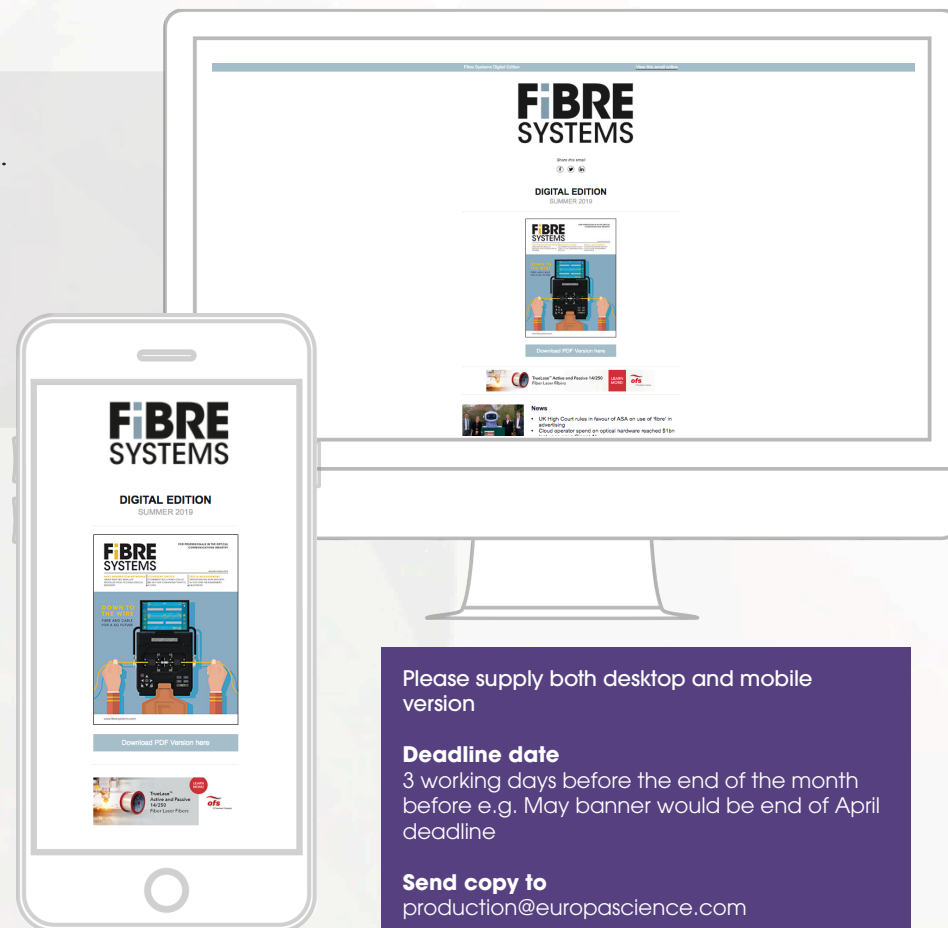
468px wide x 60px high (jpeg,png, 300dpi, RGB)

#### Mobile

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

#### Plus

A destination URL



Please supply both desktop and mobile version

#### 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

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Mark Elliott  
mark.elliott@europascience.com

#### EUROPA SCIENCE

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

## 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
- 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



### 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  
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### 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

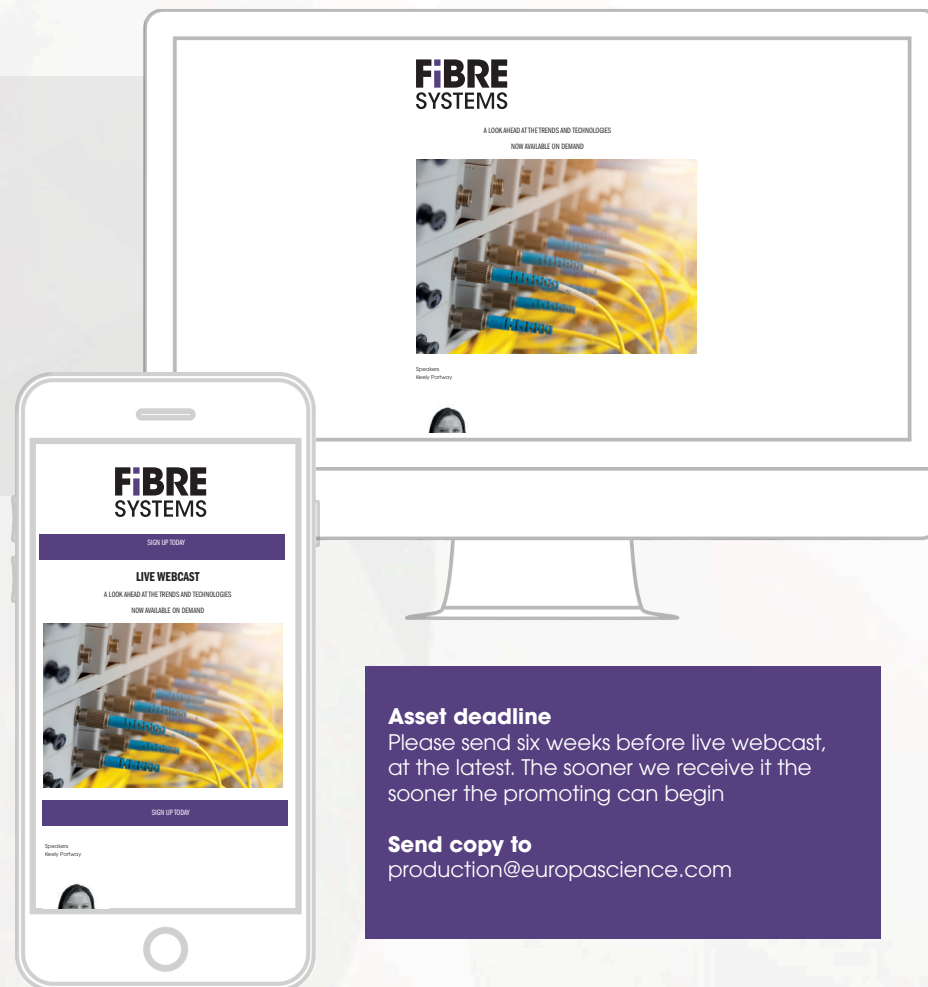
#### Sole sponsor:

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, commentary over powerpoint slides
- Upgrades available for: MP4 file, screen share, video of speakers. PDF



#### Asset deadline

Please send six weeks before live webcast, at the latest. The sooner we receive it the sooner the promoting can begin

#### Send copy to

[production@europascience.com](mailto:production@europascience.com)

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#### EUROPA SCIENCE

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

### 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



**Deadline date**  
3 working days before the end of the month  
before e.g. May white paper would be end of  
April deadline

**Send copy to**  
production@europascience.com

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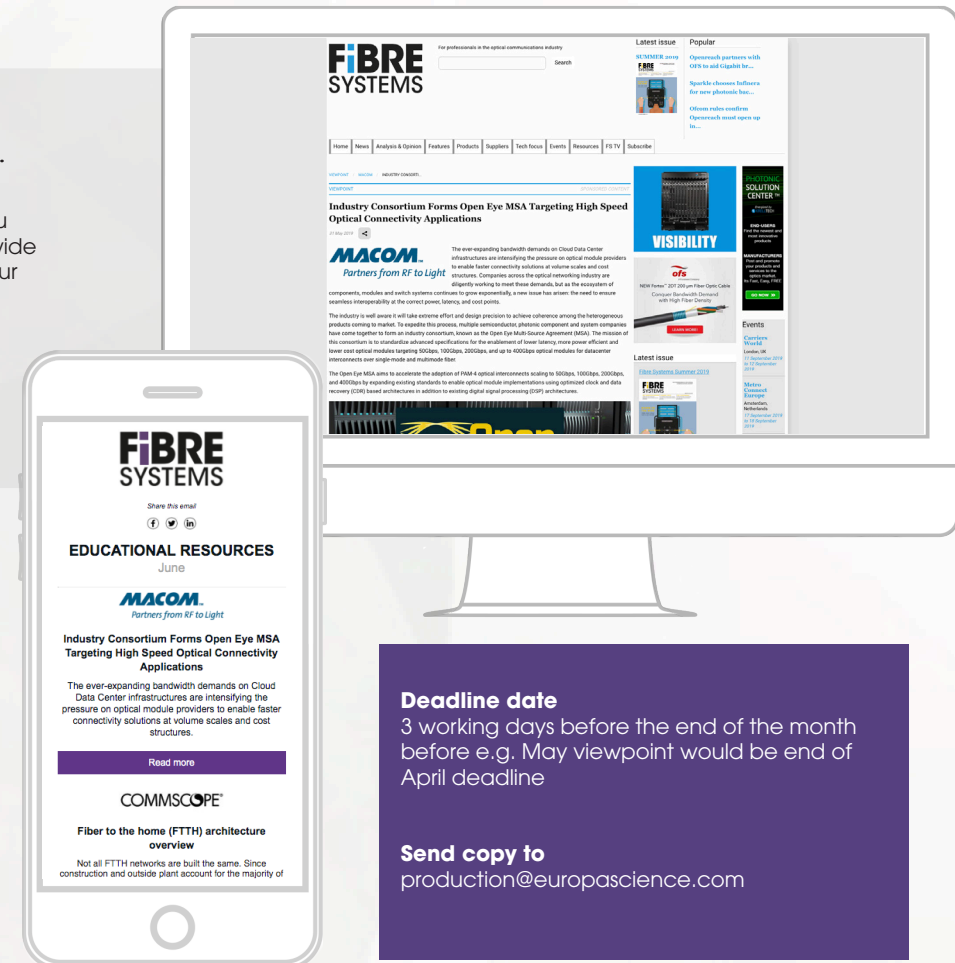
### VIEWPOINT

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 newslines)**

### SPECIFICATIONS

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



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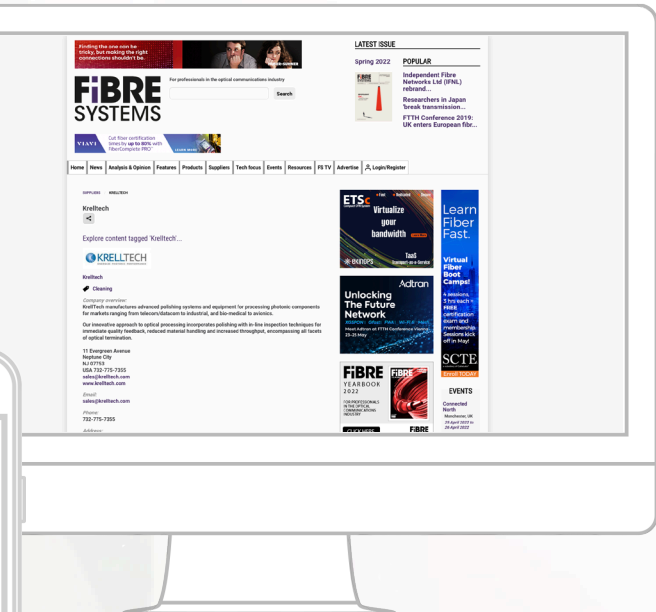
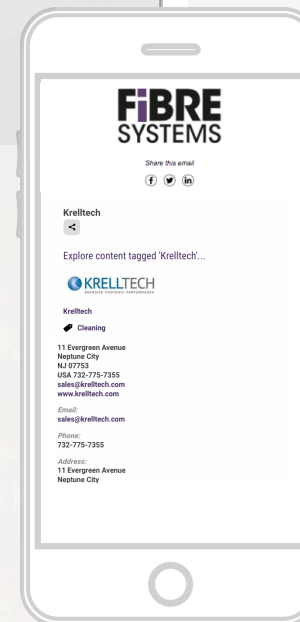
### SUPPLIERS DIRECTORY

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



**Deadline date**  
3 working days before the end of the month before e.g. May suppliers directory would be end of April deadline

**Send copy to**  
production@europascience.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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