FIBRE SYSTEMS

FIBRE SYSTEMS

LEADERBOARD

Desktop
728px wide x 90px high

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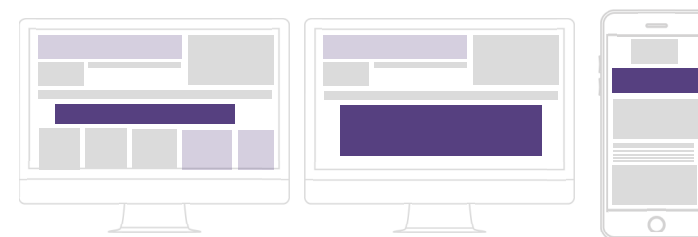
Plus
URL click-through link

SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link

TOP

Desktop
468px wide x 60px 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

BOX

Desktop
300px wide x 250px high

Mobile
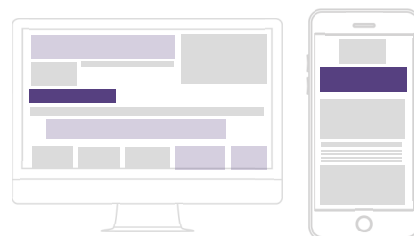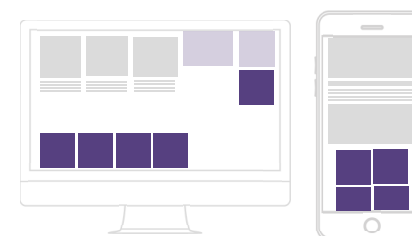300px wide x 100px high

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
- .jpeg
- .png
- .gif
- Googe DFP tag
- html 5

Flash files are not accepted.

Deadline date
A complete 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

FIBRE SYSTEMS

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**
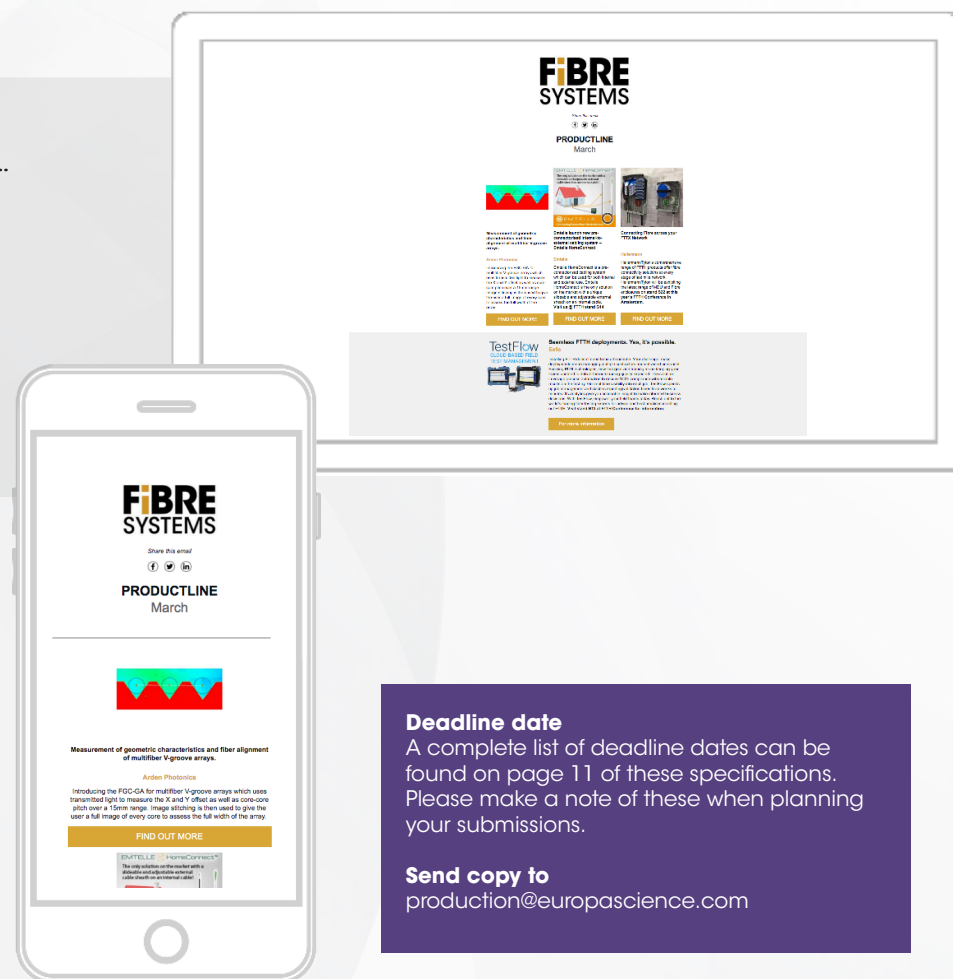
SPECIFICATION

Productline

- Up to eight words in title

- Up to 40 words body text

- A 190 x 190 image (png, 72dpi, RBG)

- A destination URL

Featured Productline

- Comprises headline

- Up to 100 to 120 words body text

- A 300 x 300 image (png, 72dpi, RBG)

- A destination URL

Deadline date
A complete 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

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FIBRE SYSTEMS

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

Mobile
300px wide x 100px high

Plus
A destination URL

Please supply both desktop and mobile version

Deadline date
A complete 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

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

Newsline banner

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
A destination URL

Please supply both desktop and mobile version

Deadline date
A complete 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

FIBRE SYSTEMS

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.
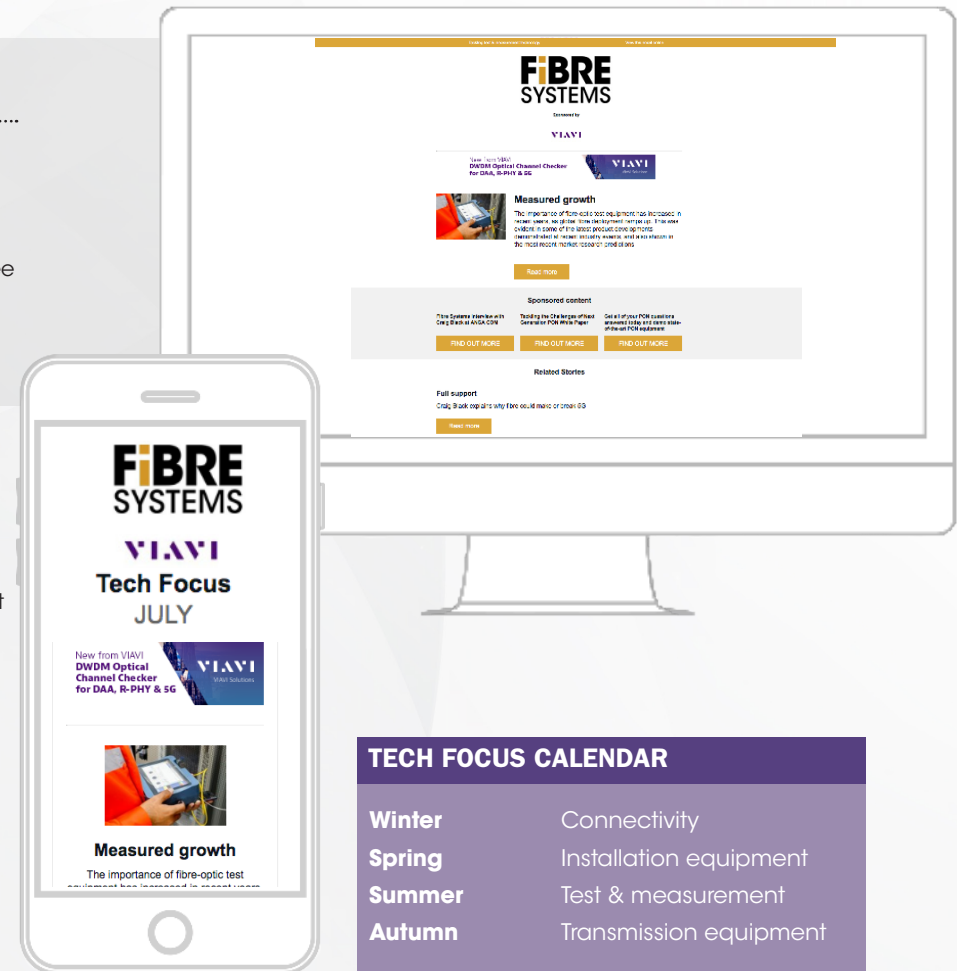
SPECIFICATIONS

LEAD SPONSOR

• High–res image
• 160–word summary of relevant product
• URL link
• Company name and logo
• 468px w x 60px h & 300px w x 100px h
• Link to three pieces of content;
  (e.g. white papers, video, case study)

ENHANCED PRODUCT

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

TECH FOCUS CALENDAR

Winter	Connectivity
Spring	Installation equipment
Summer	Test & measurement
Autumn	Transmission equipment

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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!)
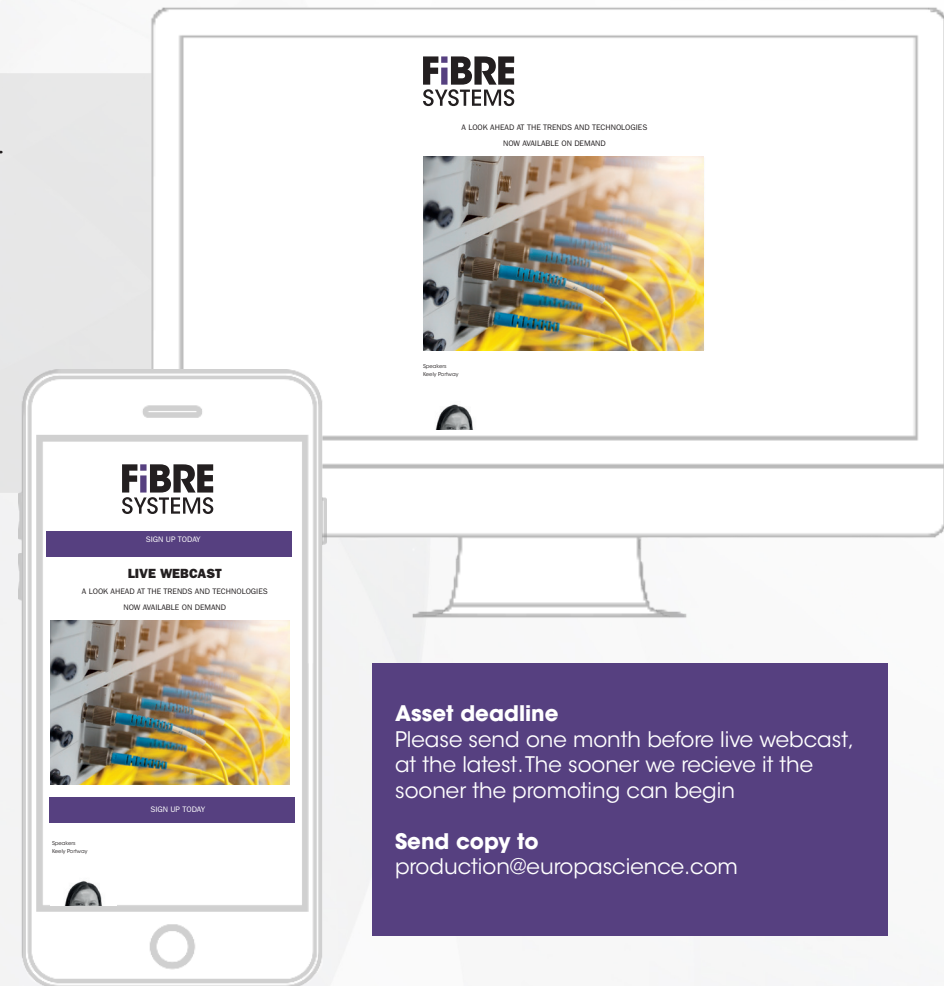- Promoted in magazine, online and via email

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

Asset deadline
Please send one month before live webcast, at the latest. The sooner we recieve it the sooner the promoting can begin

Send copy to
production@europascience.com

FIBRE SYSTEMS

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, 72dpi, RGB

Deadline date
A complete 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

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, 72dpi, RGB
- 10- to 15-word headline
- Summary

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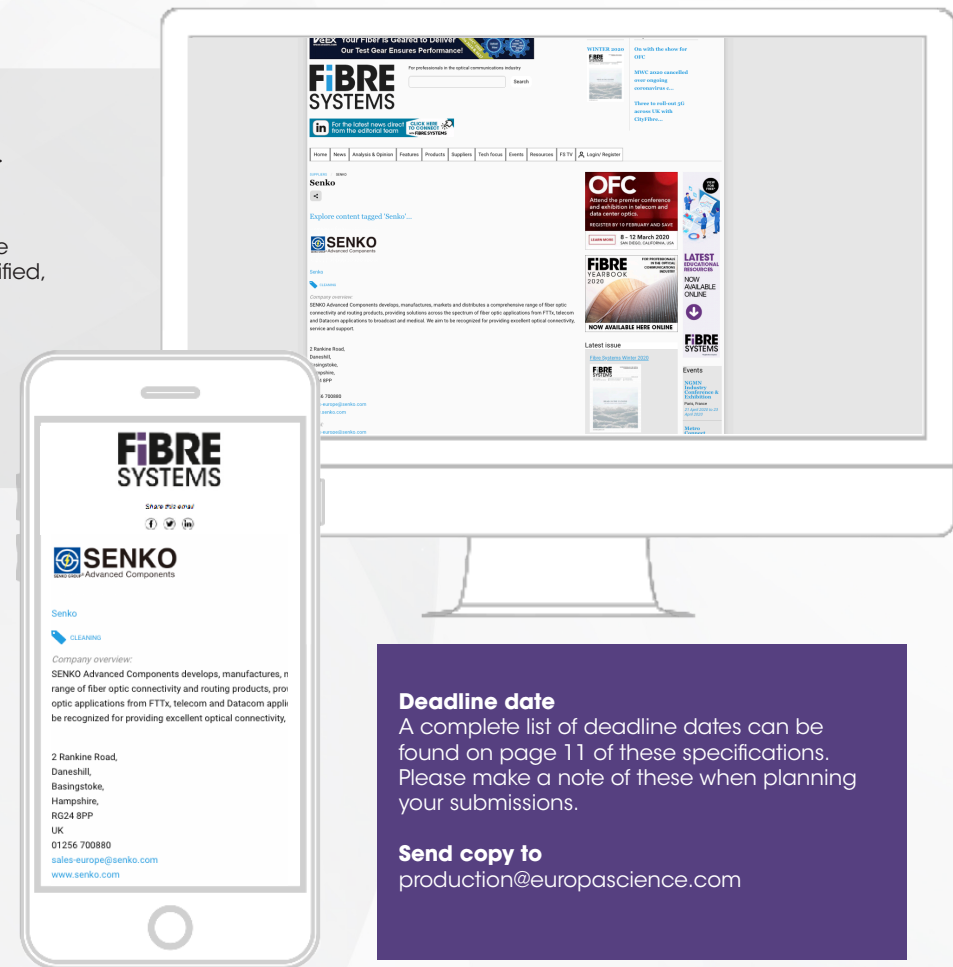**Send copy to**
production@europascience.com

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
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Send copy to
production@europascience.com

FIBRE SYSTEMS

Month	Advert copy deadline
January	19 December 2019
February	24 January 2020
March	24 February 2020
April	24 March 2020
May	23 April 2020
June	25 May 2020
July	24 June 2020
August	24 July 2020
September	24 August 2020
October	24 September 2020
November	26 October 2020
December	24 November 2020