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LEADERBOARD

Desktop
728px wide x 90px high

Mobile
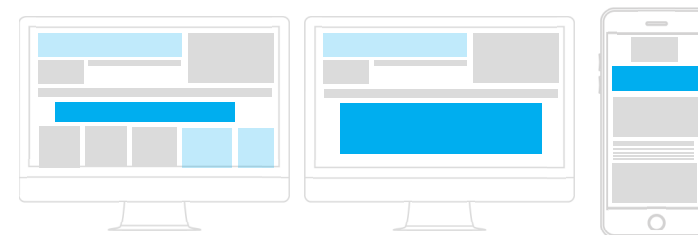300px wide x 100px high

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
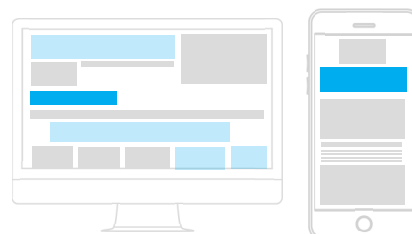
Plus
URL click-through link

TOP

Desktop
468px wide x 60px high

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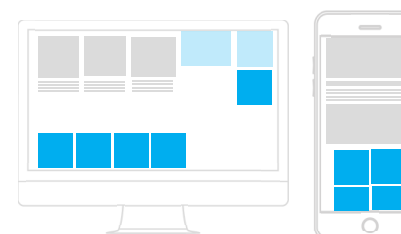
Plus
URL click-through link

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
• Googe DFP tag
• html 5
Flash files are not accepted.

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

Send copy to
production@europascience.com

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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.imveurope.com

- **Both options comprise: headline, image, product description and web link**

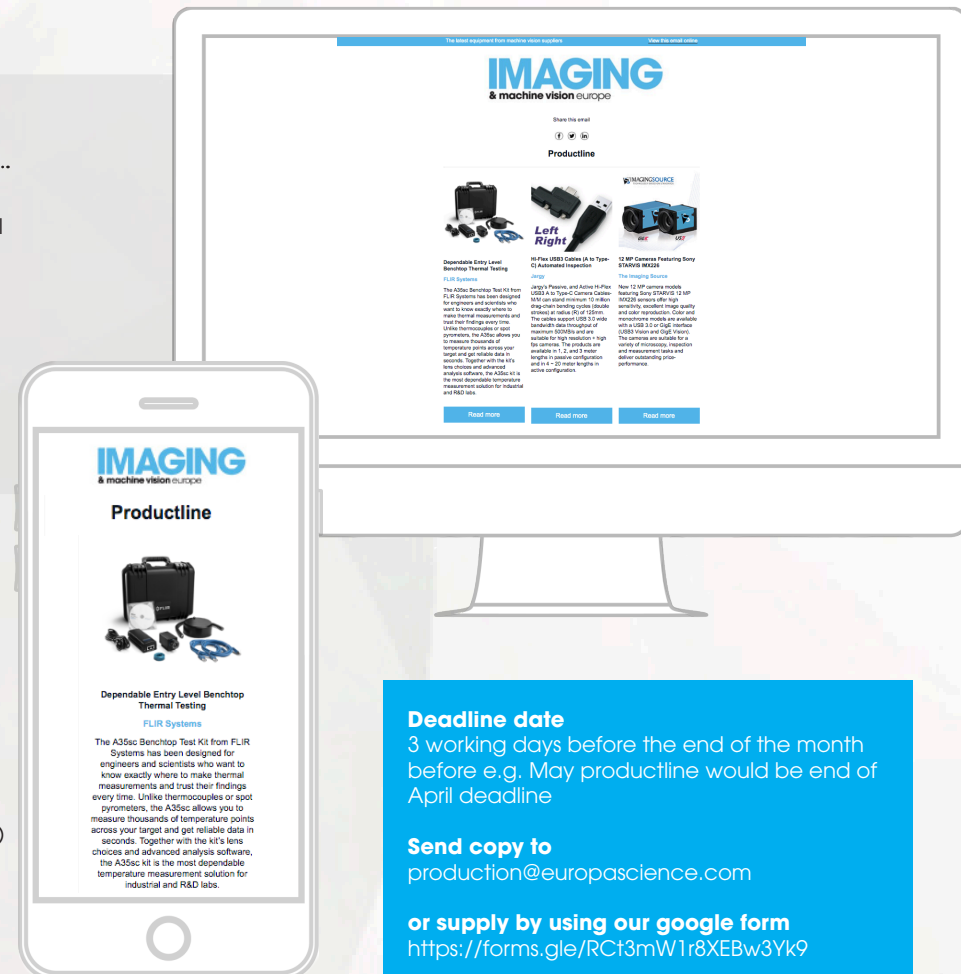- **Both options sent to opt-in database of industry professionals**

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

or supply by using our google form
https://forms.gle/RCt3mW1r8XEBw3Yk9

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NEWSLINE

Our flagship monthly round-up email covering the machine vision and intelligent imaging industry. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Our new responsive design ensures your branding advert is seen on both desktop and mobile devices.

- **Our essential content surrounds your brand**

- **GDPR-compliant opt-in readership (7,000+ subscribers)**

- **Only five banners per Newsline – don't get lost**

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

- 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 would be end of April deadline

Send copy to
production@europascience.com

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DIGITAL EDITION – SPONSORSHIP BANNER

Imaging & Machine Vision Europe 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

Digital edition 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

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

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 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.
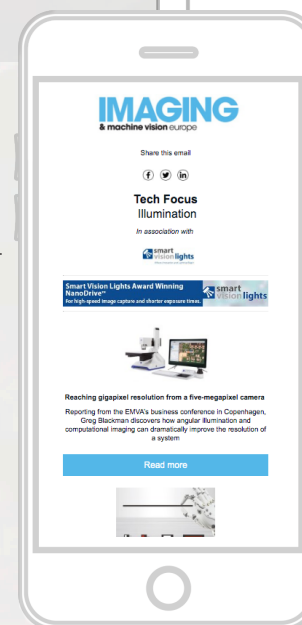
SPECIFICATIONS

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

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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 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

Deadline date
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

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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 newsline)**

SPECIFICATIONS

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

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

Send copy to
Production@europascience.com

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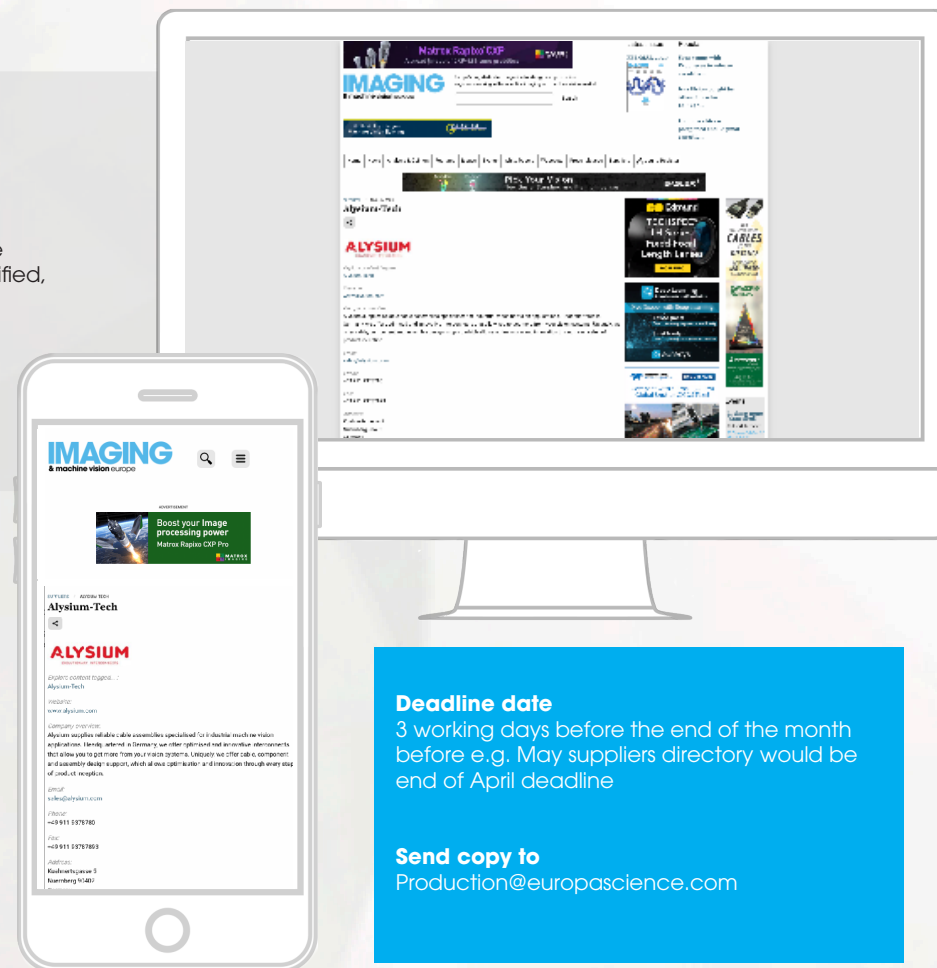
Deadline date
3 working days before the end of the month before e.g. May suppliers directory would be end of April deadline

Send copy to
Production@europascience.com

DIGITAL SPECIFICATIONS
PRIINT AD DEADLINES

www.imveurope.com

Issue/date	Ad Deadline
Feb/Mar 2022	Advert copy deadline: *28 January*
Apr/May 2022	Advert copy deadline: *11 March*
Jun/Jul 2022	Advert copy deadline: *06 May*
Vision Yearbook 2022/2023	Advert copy deadline: *08 July*
Aug/Sep 2022	Advert copy deadline: *02 September*
Oct/Nov 2022	Advert copy deadline: *14 Oct*
Dec/Jan 2022	Advert copy deadline: *25 November*