

DIGITAL SPECIFICATIONS





DIGITAL SPECIFICATION WEBSITE BANNERS

www.imveurope.com

Desktop 728px wide x 90px high LEADERBOARD Mobile 300px wide x 100px high

Plus URL click-through link

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Desktop - expanded 960px wide x 400px high

300px wide x 100px high

Plus URL click-through link

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Mobile 300px wide x 100px high

SKYSCRAPER

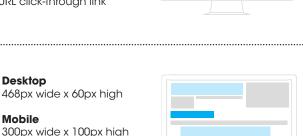
TOP

Plus URL click-through link

Desktop

Mobile

Plus







Plus URL click-through link

120px wide x 120px high

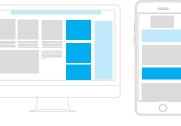
120px wide x 120px high

URL click-through link

Desktop

Mobile

Plus



Mobile banners are on	
rotation	

Please supply both desktop and mobile version

File type

.png

- Googe DFP tag html 5

Flash files are not accepted

Deadline date

A complete list of deadline 11 of these specifications. Please make a note of these when planning your

Send copy to

production@europascience.com

Production team

Zoe Andrews or David Houghton +44 (0)1223 221035 production@europascience.com

URL click-through link

Advertising sales manager Eleanor Waters Tel: +44 (0)1223 221041 eleanor.waters@europascience.com

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BOX

& BUTTON

MEDIA

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

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DIGITAL SPECIFICATIONS PRODUCTLINE

www.imveurope.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.imveurope.com

- Both options comprise: headline, image, product description and web link ٠
- Both options sent to opt-in database of industry professionals ٠

SPECIFICATION

Productline

- Up to eight words in title
- Up to 40 words body text
- A 190 x 190 image (jpg, png, 72dpi, RBG)
- A destination URL

Featured Productline

- Comprises headline •
- Up to 100 to 120 words body text •
- A 300 x 300 image (jpg, png, 72dpi, RBG) •
- A destination URI



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IMAGING Productline

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Systems has been designed for engineers and scientists who want to

exactly where to make therm

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sure thousands of temperature po





DIGITAL SPECIFICATIONS NEWSLINE

www.imveurope.com

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

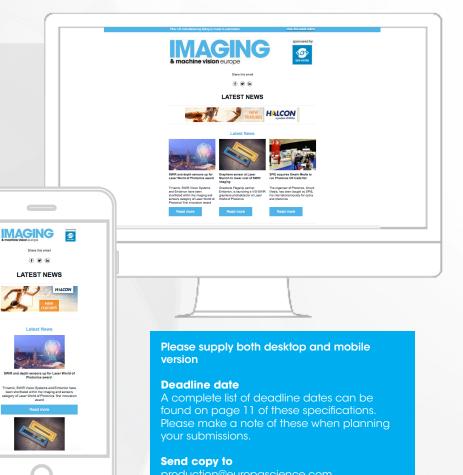
SPECIFICATIONS

Newsline banner

Desktop 468px wide x 60px high

Mobile 300px wide x 100px high

Plus A destination URL



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DIGITAL SPECIFICATIONS DIGITAL EDITION SPONSOR

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www.imveurope.com

DIGITAL EDITION – SPONSORSHIP BANNER Digital Edition 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 April/May 2019 Krows Imago's neuromorphic camera Crinese vision market up 21 per cent Crinese vision market up 21 per cent Please supply both desktop and mobile version Download PDF Version here **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

SPECIFICATIONS

Newsline banner

sponsor this email.

Desktop 468px wide x 60px high

Mobile 300px wide x 100px high

Plus A destination URL



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DIGITAL SPECIFICATIONS TECH FOCUS

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www.imveurope.com/tech-focus

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.

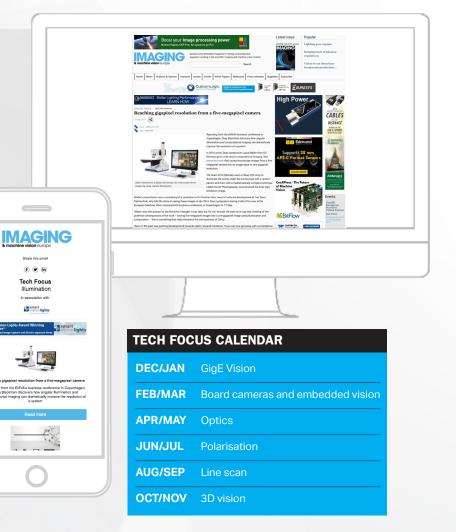
SPECIFICATIONS

LEAD SPONSOR

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



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DIGITAL SPECIFICATIONS WEBCASTS

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www.imveurope.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

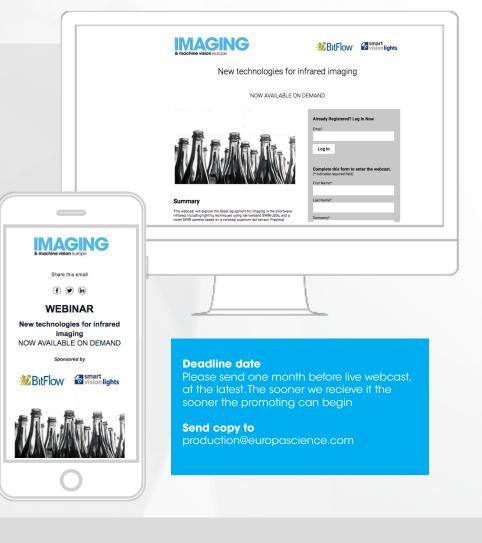
Sole sponsor:

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 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



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DIGITAL SPECIFICATIONS WHITE PAPERS

www.imveurope.com/white-papers

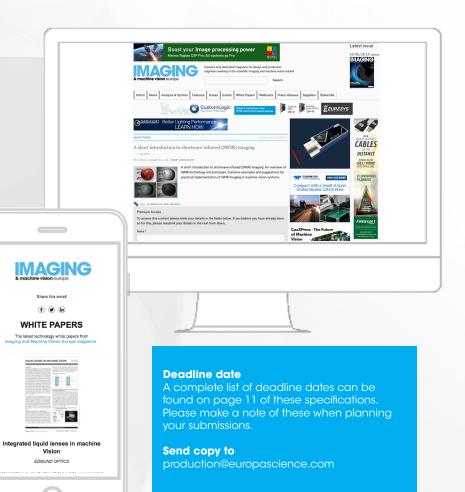
WHITE PAPERS

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
- 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



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DIGITAL SPECIFICATIONS VIEWPOINT

www.imveurope.com/viewpoint

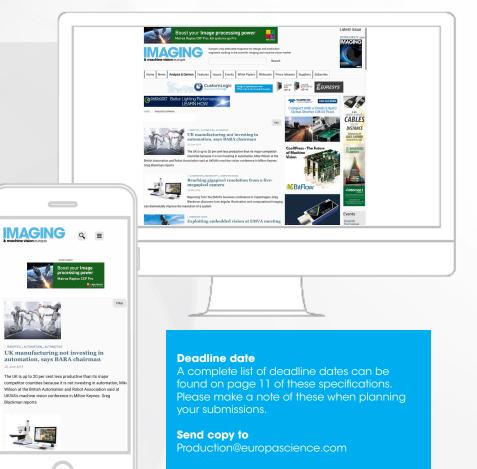
VIEWPOINT

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



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DIGITAL SPECIFICATIONS SUPPLIERS DIRECTORY

www.imveurope.com/suppliers

FEB/MAR 2020 Sony teams with MAR 2020 Prophesee to release JAY

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

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	LH Series CARLES
	ALYSIUM Fixed Focal Length Lenses DISTANCE
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	Alysium supplies reliable cable assemblies specialised for industrial machine vision applications. Headquartered in Demany, we after optimised and innovative interconnects that allow you to get more from your vision systems. Uniquely, we
	offer cable, component and assembly design support, which allows optimization and introvation through every step of target testing the stream step of target testing t
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Matrox Rapixo CXP Pro	
Alysium-Tech	
3	
ALYSIUM	
Explore content tagged:	
Alysium-Tech	
Website: www.alysium.com	Deadline date
Company overview: Alysium supplies reliable cable assemblies specialised for industrial machine vision	A complete list of deadline dates can be
applications. Headquartered in Germany, we offer optimised and innovative interconnects	
that allow you to get more from your vision systems. Uniquely, we offer cable, component and assembly design support, which allows optimisation and innovation through every step	found on page 11 of these specifications.
of product inception.	Please make a note of these when planning
Email: sales@alysium.com	your submissions.
Phone: +49 911 9378780	your submissions.
Fer VI 19370700	
+49 911 93787893	Send copy to
Address: Kuehnertsgasse 5	
Nuemberg 90402	Production@europascience.com

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& machine vision europe

DIGITAL SPECIFICATIONS DIGITAL DEADLINES

www.imveurope.com

Month	Advert copy deadline
January	19 December 2019
February	24 January 2020
March	24 February 2020
April	24 March 2020
Мау	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

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