

### Newsline

**Banner:** 468 x 60 banner (plus URL)

**Button:** 120 x 120 (plus URL)

**Skyscraper:** 120 x 600 (plus URL)

**Product entry:**

- Up to 10-word title
- Up to 30 words body text
- A 120 x 120 image
- A URL to link to



120 x 120 button

Product entry

468 x 60 banner

### Productline

- Up to 10-word title
- Up to 40 words body text (no more than 3 bullet points)
- A 120 x 120 image
- A URL to link to



### White papers

**White papers must be supplied as a .pdf (max 10mb) along with the following:**

- A brief summary (max 30 words)
- A description (optional)
- A lead image to appear online

**In addition to your downloadable PDF, white papers may be presented in a similar style to the electrooptics.com 'house' style. This would be produced for you in-house and would incur an additional administration cost.**

**Prices for House Style administration -**

- White Paper (2000 words or less) £500
- White Paper (2000+ words) £750

### Online Ads

Creatives (plus URLs) can be supplied as: .jpeg, .png, .gif, Google DFP tag.  
Flash files are not accepted.

#### Online ad sizes

Position	Size (px W x H)
Leaderboard	728 x 90
Top Banner	468 x 60
Skyscraper	120 x 600
Box Ad	300 x 250
Button Ad	120 x 120



728 x 90 leaderboard

468 x 60 top banner

120 x 600 skyscraper

300 x 250 box

120 x 120 button