

ONLINE MEDIA AD SPECIFICATIONS

AD UNITS

ElectronicDesign.com - Design Hotspots

Please provide all of the following:

- Leaderboard - 728w x 90h pixels
- Skyscraper - 160w x 600h pixels
- Rectangle - 336w x 280h pixels
- Medallion - 125w x 125h pixels
- Logo
- Sponsored text link

PowerElectronics.com - One-Stops

Please provide all of the following:

- Leaderboard - 728w x 90h pixels
- Skyscraper - 160w x 600h pixels or 120w x 600h pixels
- Rectangle - 300w x 250h pixels
- Medallion - 125w x 125h pixels
- Button - 180w x 150h pixels

For all website ads:

Maximum file size: under 40k

Will accept up to 50k for roadblocks and rectangles only.



Roadblock



Rectangle



Skyscraper



Leaderboard

AD DIMENSIONS			
AD UNIT	ELECTRONICDESIGN.COM	MWRF.COM	POWERELECTRONICS.COM
			AUTOELECTRONICS.COM
Roadblock	640w x 480h, max duration 20 seconds	640w x 480h, max duration 20 seconds	640w x 480h, max duration 20 seconds
Leaderboard	728w x 90h pixels	728w x 90h pixels	728w x 90h pixels
Half Page	300w x 600h pixels	N/A	N/A
Rectangle	336w x 280h or 300w x 250h pixels	336w x 280h	300w x 250h pixels
Skyscraper	160w x 600h pixels	120w x 600h pixels	160w x 600h pixels
Medallion	125w x 125h pixels	125w x 125h pixels	125w x 125h pixels
Button	N/A	N/A	180w x 150h pixels



com

For interactive rich media, we follow IAB standard guidelines as seen here: http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media

Acceptable file types: JPG, GIF, animated GIF, Flash, and third party tags

If you're using DoubleClick DFA, please provide internal redirects. (inred)

If sending Flash, the actionscript must be coded exactly as follows:

```
on (release) {
    if(_level0.clickTag.substr(0,5) == "http:"){
        getURL(_level0.clickTag, "_blank");
    }
}
```

clickTag variables are case sensitive, so please modify your files to match.

Multiple clickTags are accepted for Flash files, but the actionscript must be coded in numerical order as follows:

```
on (release) {
    if(_level0.clickTag.substr(0,5) == "http:"){
        getURL(_level0.clickTag1, "_blank");
    }
}
on (release) {
    if(_level0.clickTag.substr(0,5) == "http:"){
        getURL(_level0.clickTag2, "_blank");
    }
}
```

...and so on up to 10 different URLs. A separate file indicating which numbered tag matches to each URL must be provided.

For step-by-step instructions on how to add clickTags to a Flash file, please see the following link: <http://www.genelu.com/content/view/98/1>

If you're using CS3/Flash 9, please save down to Flash 8 in order for the file to implement properly with our ad serving system.

If sending Flash, please be sure to provide a back up GIF for visitors who do not have Flash plug-in on their browser.

For all ads, please provide target URL separately.

Do not send any script files such as JS (javascript), or all attachments will be removed from your e-mail, even if the files are zipped. If any script or executable files are attached to an e-mail, all attachments are removed by our e-mail servers due to its potential for malicious content. It is best to include only necessary files to avoid problems/delays.

Send creative and link to: terra.maples@penton.com

SPONSORED TEXT LINKS

Headline – 80 characters including spaces

Body – 255 characters including spaces.

Text cannot be all caps.

Must provide target URL

Send creative and link to:

terra.maples@penton.com

E-NEWSLETTER SPONSORSHIPS

Please provide a headline, 80 words of text, and a target URL.

Send creative and link to: terra.maples@penton.com

For Power Electronics Technology and Auto Electronics newsletters only, banners may also be provided.

Banners must be 468w x 60h pixels. Skyscrapers must be 120w x 600h pixels.

Only GIFs are accepted. No Flash files are permitted due to virus potential.

For Electronic Design Table Of Contents, a 336w x 280h or 300w x 250h pixels banner is accepted.

All other newsletters are text only.