

ComputerWeekly, ElectronicsWeekly & Microscope Daily's

CW / EW Standard E-updates

Clients can provide:

- One banner image in a GIF or JPEG format at 468 x 60 pixels max file size 40kb
- One Sky image in a GIF or JPEG format at 120 x 600 pixels max file size 40kb
- One MPU image in a GIF or JPEG format at 300 x 250 pixels max file size 40kb
- Headline, text (max 100 words) and URL

Same specs apply for the CW Content Led emails and the EW Weekly Round-up (Thursday)

CW / EW Standard E-updates

Clients can provide:

- 100 words of text plus a headline approx 50 characters
- One image in GIF or JPEG format, approx 200 x 200 pixels, max file size 40kb and / or
- One banner image in a GIF or JPEG format at 468 x 60 pixels max file size 40kb
- Link(s) to relevant landing page
- Note that animated gifs do not display correctly in Outlook 2007
- Flash and Rich Media files will not display on emails
- Opportunity for one skyscraper image (120 x 600 pixels) to one sponsor

Same specs apply for the CW Content Led emails and the EW Weekly Round-up (Thursday)

CW / EW / MS - Solus emails (note MS only have solus emails)

Clients should provide an HTML file, using the guidelines below:

Copy should consist of both images and text. **We will not accept copy consisting of just one large graphic, or copy made entirely of images, due to image blockers / spam filters.** Always use a mixture of text and images.

- Max width 650 pixels
- It is advisable that the height of the copy should not exceed 1000 pixels. This then becomes too long and can be off putting.
- HTML code in a <table> tag structure
- Please avoid <div> tags
- Please avoid CSS styles as this will not display correctly in Outlook 2007
- All images need to be in a GIF or JPEG format, (max file size 40kb)
- Note that animated gifs do not display correctly in Outlook 2007
- Flash and Rich Media files can not be used in emails.
- Do not include your own unsubscribe links

For clients who are unable to provide an HTML file, we can create a simple layout as per the screen shot below. Specs are:

- Max 200 words of text, plus headline and link(s) in a word doc
- Header image / banner, max 600 pixels wide, in a gif or jpg format (max file size 40kb)
- 1 - 2 additional body image, max wide 200 pixels, in a gif or jpg format (max file size 40kb)
- If needed, Footer image / banner, max 600 pixels, in a gif or jpg format (max file size 40kb)



For more information on these opportunities, please contact Ben Savage on +44 (0)20 8652 3613 or ben.savage@rbi.co.uk

ElectronicsWeekly.com

MicroScope

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