ONLINE TECHNICAL SPECIFICATIONS

- material deadline is always 10 working days before e-blast date
- material must always be accompanied by an e-mail stating clearly the company name and URL

WEBSITE BANNERS

Type	Width x height (pixels)	Format	Max. size
Leaderboard	728 x 90	gif/jpg/png	100 kB
Vertical banners	120 x 240	gif/jpg/png	100 kB
Full banner	468 x 60	gif/jpg/png	100 kB
Rectangle	300 x 250	gif/jpg/png	100 kB
Button	120 x 90	gif/jpg/png	100 kB

Banner animation max. 10 sec (= banner rotation time 10 sec).

Videos: third-party tag (Google DFP or via html5)

WEBVERTORIALS

- title: 50 characters max.
- text : 800 characters max.
- image: 175 x 175 pixels (jpg, gif, png)
- URL for hyperlink & an e-mail address for direct online enquiries

E-NEWSFLASH

E-mailing including latest news, banners and product features

Accepted e-newsflash banners (resolution 72 dpi)

Type	Width x height (pixels)	Maximum Size	Format
Button	120 x 90	100 kB	gif/jpg
Vertical banner	120 x 240	100 kB	gif/jpg
Full banner	468 x 60	100 kB	gif/jpg
Top banner	640 x 77	100 kB	gif/jpg
Skyscraper	120 x 600	100 kB	gif/jpg

A banner other than a button entitles the advertiser to a product news item (see webvertorials for specs) and/or a short news text item in the same issue. These are also posted on the website for minimum 12 months.

E-PRODUCTFLASH

Promotion of one (new) product
- max. width of 600 px
- should take up approx. the space of a computer screen
- 2-3 images + links (on images and/or text)
- company logo and contact details
- material to be provided together with the subject line of the mailing

Accepted file formats:
- html file (no java script, magazine header & footer to be added by PGM)
- seperate files (word, jpg, gif etc.) to be layouted by PGM. PDF showing preferred layout can be attached.

ATTENTION:
When sending an html file the client ensures that the text and links have been finalised. Only minor changes can be made after receiving a test from the mailing house. Sending a revised html file after the receipt of the test will be subject to a surcharge per new html file.

SPONSORED E-NEWSLETTER

- 3 short articles (300-500 words), no pictures
- 3 buttons & 1 full banner (between the articles, not at the top)
- product news at the bottom of the newsletter (product description max 150 words + product image as jpg)

E-newsletter banners (resolution 72 dpi):

Type	Width x height (pixels)	Maximum Size	Format
Button	120 x 90	100 kB	gif/jpg
Full banner	468 x 60	100 kB	gif/jpg

CONTACT DETAILS

PanGlobal Media and
Publishing B.V.

Parklaan 54A
5613 BH Eindhoven, The
Netherlands

Tel. +32-2-240 2611
info@panglobal.be