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*erpecnews*

**artwork specs**

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# Print advertising

Issue 10 | November 2014

## erpecnews

European edition

IT'S A NEW DAY IN THE ENERGY MARKET

IT'S ALL ABOUT ME

### SHELL SET TO 'TURBOCHARGE' ITS CLEAN ENERGY DRIVE FROM 2020

Shell is set to turbocharge its clean energy drive from 2020, the company has announced. The company's new strategy will focus on increasing its investment in clean energy and low-carbon technologies.

THE IMPACT OF ADVERTISING ON THE ENERGY MARKET

Industry news

### CHEVRON'S MOBILE-PAYMENT STRATEGY WITH DIGITAL COMMERCE GIANT PAYPAL

Chevron has announced a strategic partnership with PayPal to launch a mobile payment system for its customers. This move is part of Chevron's broader digital transformation strategy.

### Responsible car wash scheme of German motor network

A new responsible car wash scheme has been launched by a German motor network. The scheme aims to reduce water consumption and improve environmental standards.

### Google adds EV charging stations to Google maps

Google has added electric vehicle (EV) charging stations to its Google Maps service. This feature will help EV drivers find charging stations near their destinations.

### POPULAR VIDEOS ON WWW.ERPECNEWSLIVE.COM

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## DESIGNED FOR YOU

Wayne

Electronic

Wayne is a leading provider of electronic components and services. We offer a wide range of products and solutions for your business.



# Artwork requirements

Artwork must be supplied as a high resolution pdf or jpg. If you wish to send the file in any other format, please ensure this is agreed beforehand.

## Specifications

### full page

210 mm x 297 mm with 3 mm bleed

### 1/2 page

210 mm x 148.5 mm, no bleed

### 1/4 page vertical

105 mm x 148 mm, no bleed

### 1/4 page horizontal

184 mm x 65 mm, no bleed

### 1/3 page

71 mm x 297 mm, no bleed

## Deadlines

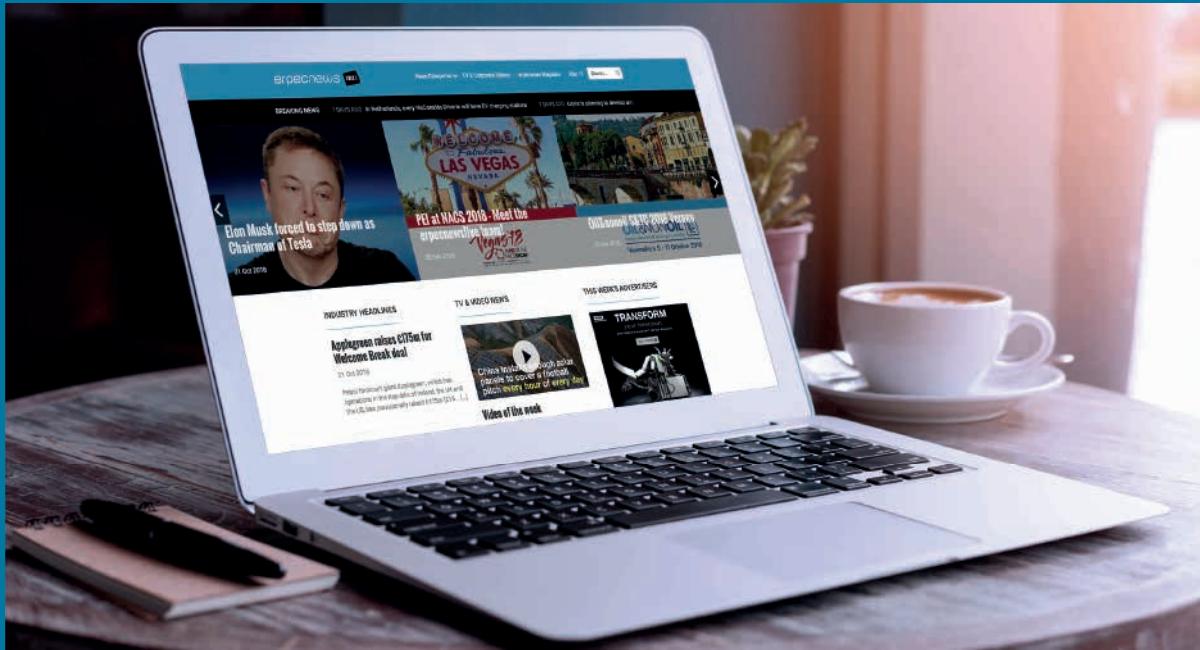
Jan/Feb	13/02/2019
March	13/03/2019
April	17/04/2019
May	15/05/2019
June/July	17/07/2019
Aug/Sept	18/09/2019
October	16/10/2019
Nov/Dec	18/11/2019

Please send files via e-mail or WeTransfer to:

Sandra Stroppel | Communications & Brand Manager  
sandra@mcleanevents.com



# Online advertising





# Artwork requirements

Artwork must be supplied as per the specifications below. If you wish to send the file in any other format, please ensure this is agreed beforehand.

## Specifications

### Large rectangle ad (website)

336 pixels x 280 pixels, max 100kB

### Leaderboard ad (website)

755 pixels x 140 pixels, max 100 kB

### Small rectangle ad (newsletter)

163 pixels x 137 pixels, max 50 kB

## Links

Ads can link to any landing page specified by the advertiser.

## Format

Website ads can be supplied as either jpg, gif or png files. Newsletter ads must be static png of jpg files.

## Advertising period

Ads are running per week from Monday to Sunday.

Please send files, together with a landing page link, via e-mail or WeTransfer to:

Sandra Stroppel | Communications & Brand Manager  
sandra@mcleanevents.com