

NEWSLETTER ADVERTISING

Twice a week, the EC Newsletter presents the latest trends and info from the European paints and coatings industry as well as from the international coatings markets.

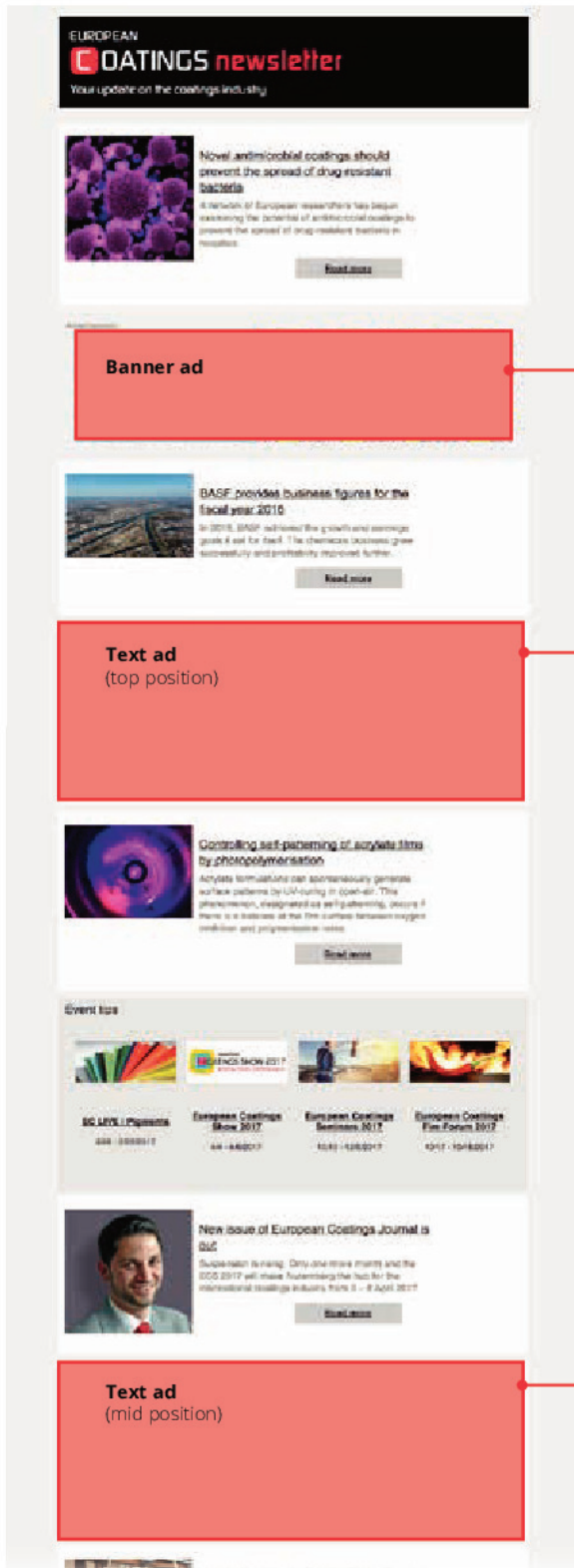
Number of subscribers
(status November 2019):
approx. 54,000 subscribers

Opening rate:
21 %

Target group:
equivalent to the readership of EC Journal

Frequency of publication:
twice a week, Wednesdays and Fridays

Closing date:
up to 5 working days prior to placement



Banner ad

Banner ad

- top position (below the first article)
- incl. link to company homepage
- size: 650 x 167 pixels, not animated
- data delivery: GIF, JPEG, max. 100 KB
- € 2,090.00 per week (two issues)

Text ad
(top position)

Text ad (top position)

- position below the second article
- with picture/logo (190 x max. 190 pixels wide)
- incl. link to company homepage
- headline: max. 50 characters incl. spaces
- text: max. 400 characters incl. spaces
- data delivery: GIF, JPEG, max. 100 KB
- € 2,490.00 per week (two issues)

Controlling self-patterning of acrylic films by photopolymerisation

Text ad (mid position)

- position below the fourth article
- with picture/logo (190 x max. 190 pixels wide)
- incl. link to company homepage
- headline: max. 50 characters incl. spaces
- text: max. 400 characters incl. spaces
- data delivery: GIF, JPEG, max. 100 KB
- € 2,290.00 per week (two issues)

Split advertising not available.

DISCOUNTS

Series discount	%
3 insertions	-3
6 insertions	-5
9 insertions	-8
12 insertions	-10

Discounts only apply to banner advertisements within 12 months starting with the publication of the first banner ad.

Cancellation period for online advertising orders: 8 weeks before ordered run time

All rates subject to VAT where applicable.

