

Media information 2014 (Euro)

Home | Elektronika | TV | eShop | Diskusní fórum



Projekt laserového kontroléru s obvodem dsPIC umožňuje vykreslování libovolných 2D vektorových obrazců i jednoduchých animací, zajištěných skriptovací

Nové obvody TI bq24600 vyšší účinnost a přesnost životní cyklus baterie. Jsou jednoduché a efektivních

Online and Newsletters

Elektronika > Mikroprocesory

4 komentáře

Elektronika > Texas Instruments

BLESKOVĚ www.pandatron.cz

- » [VMAX oznamuje komerční dostupnost sítě WiMAX 4G na Taiwanu \(včera\)](#)
- » [Způsobí připravované Rádio Dálnice kolaps českého éteru? \(včera\)](#)
- » [Nalezena chyba v OpenSSL \(včera\)](#) / X

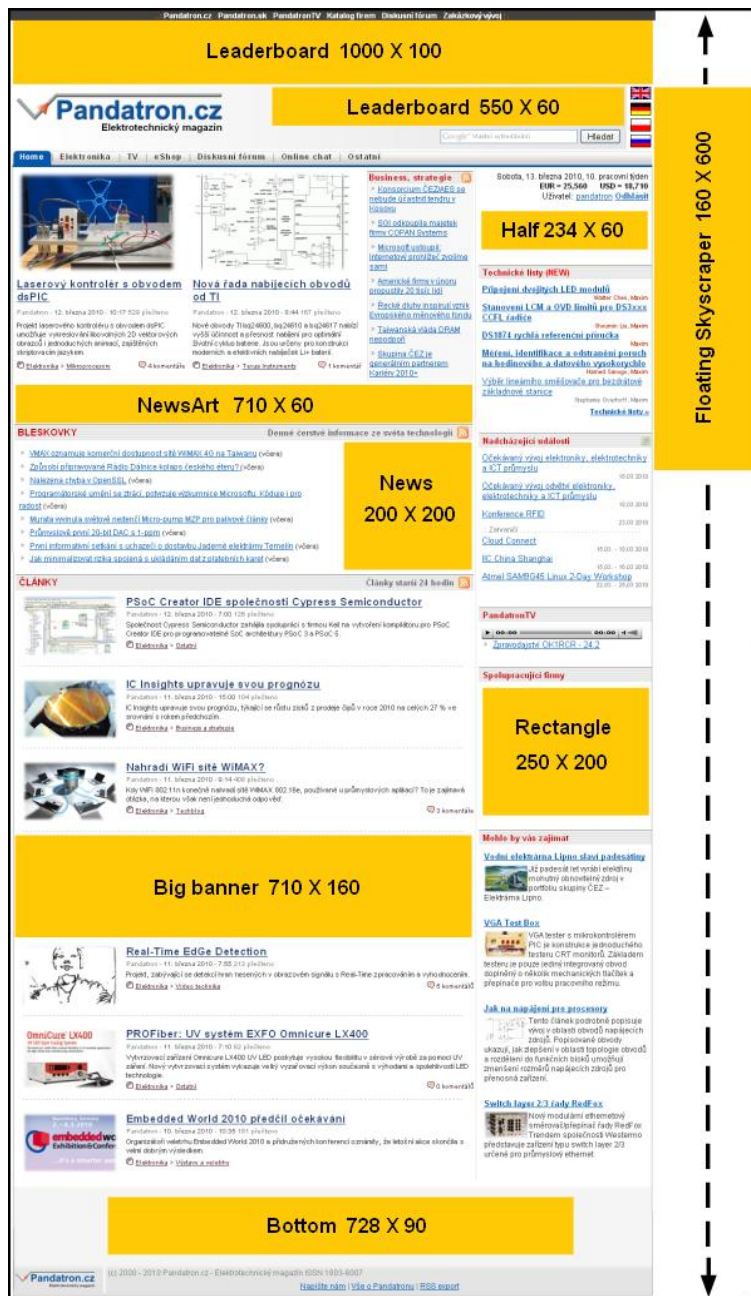
2014

MEDIA DATA

website

ONLINE ADVERTISING & SPECIFICATIONS

www.pandatron.cz



The screenshot shows the Pandatron.cz website layout with several yellow boxes indicating ad positions. On the left side, there are banners for 'Leaderboard 1000 X 100', 'Leaderboard 550 X 60', 'NewsArt 710 X 60', 'News 200 X 200', 'Big banner 710 X 160', and 'Bottom 728 X 90'. On the right side, there is a 'Floating Skyscraper 160 X 600' banner. The website content includes news articles, technical links, and a search bar.

Banner Advertising Rates & Specs

Pandatron.cz is the premier online news source for engineers and technical managers in Middle Europe (Czech and Slovakia Republic). We report news and technical articles, for a wide range of readers, engineers and technical managers

Pandatron.cz is online services on the web site, reaching over 250,000 monthly visitors and 2,000,000 page views per month.

Rates:

• Leaderboard Top	1000 x 100	Month:	220 €
• Leaderboard	468 x 60 (max.500x60)	Month:	120 €
• Expandable Leaderboard	468 x 250	Month:	200 €
• Floating Skyscraper	160 x 600	Month:	160 €
• Half	234 x 60	Month:	120 €
• NewsArt	710 x 60	Month:	160 €
• News	200 x 200	Month:	120 €
• Botto	728 x 90	Month:	45 €
• Rectangle	250 x 200	Month:	75 €
• Big banner	710 x 160	Month:	160 €

All banners are available on a one Month or other period basis:

Creative Deadlines

- GIF, JPEG – Two business days prior to start date
- Flash – Three business days prior to start date
- Text – Two business days prior to start date
- Maximum File Size: 150k

Submission Guidelines

- Send all creative to: info@pandatron.cz
- Linking URL must be submitted with creative

2014

MEDIA DATA

Pandatron.cz
Elektrotechnický magazín

website

ONLINE ADVERTISING & SPECIFICATIONS

www.pandatron.cz

Welcome Ad

The Welcome Ad grabs the attention of every visitor to the site. Through whichever path the visitor arrives on the site (such as a newsletter link, Google searches, bookmarks etc.), she/he will first see the Welcome Ad. A timer is triggered when the Welcome Ad is initiated. Starting at 10, it counts down by seconds. Once the timer reaches 1 the Welcome Ad redirects to the original page the visitor was heading towards. The ad is frequency capped at 1 view per user per 24 hour period.

The creative is 640 pixels in width and 480 pixels in height. It is loaded in the main area below the publisher's logo and the timer. It is comprised of one large click-through, which redirects the visitor in a new window to an alternative location.

The ad is booked per week, Monday thru Sunday.

The following reporting is provided to help you gauge the success of the campaign: unique loads (visitors that do not have javascript enabled, or do not accept cookies are not served the ad and therefore are not counted), clicks, skips and seconds to click.

Cost per week: 800 €



10 Seconds



Banner Advertising Rates & Specs

Flash Creative

General considerations

- All flash animation must be delivered as SWF file format
- An alternate image GIF/JPG must be delivered for each SWF file at same dimensions for non-flash users, or will be created in the editorial office
- All flash file must contain a clickTAG action on any external link (see clickTAG description below)

General considerations

- Expandable banners must be composed of 2 SWF :
 - MASTER: SWF with base dimensions shown when not expanded (e.g.: 728 x 90)
 - PANEL: SWF with expanded dimensions shown when expanded (e.g.: 728 x 400)
- Each SWF file must have a backup image GIF/JPG, or will be created in the editorial office
- Each SWF must have a clickTAG for each external link
- Panel will expand on mouse-over action and close on mouse-out action
- Do not integrate expandable controls (mouse out / mouse over)

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ONLINE ADVERTISING & SPECIFICATIONS

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LEADERBOARD TOP – 1000 x 100



Dimensions: 1000 x 100
File Size: 150K or less
Loop Limit: 2 Loop Limit
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

LEADERBOARD – 550 x 60



Dimensions: from 468 x 60 to 550 x 60
File Size: 100K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

HALF – 234 x 60



Dimensions: 236 x 60
File Size: 50K or less
Loop Limit: 1 Loop Limit (unique)
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

NEWS – 200 x 200



Dimensions: 200 x 200
File Size: 100K or less
Loop Limit: 3 Loop Limit
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

SKYSCRAPER – 160 x 600



Dimensions: 160 x 600
File Size: 100K or less
Loop Limit: 3 Loop Limit
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

RECTANGLE – 250 x 200



Dimensions: 250 x 200
File Size: 100K or less
Loop Limit: 2 Loop Limit
Formats: GIF, JPEG, Flash
Alt Text: Cannot exceed 90 characters

2012

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Pandatron.cz
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contacts

NEWSLETTERS ADVERTISING & SPECIFICATIONS

www.pandatron.cz

The screenshot displays the Pandatron.cz website interface. At the top, there are several article teasers with images and titles in Czech, such as 'DataBridge - bezdrátové I/O moduly' and 'Komunikační brány pro Profinet a dleuportovní připojení'. Below these is a large yellow banner for 'The Text Banner' featuring 'FRCFilter - UV systém EXFO Omnicure LX400'. Further down, there are more article teasers and a 'Domáci' (Home) section with logos for 'FLAZAR' and 'POHUJ.CZ'. A prominent 'NEWS' section is visible, featuring a 'maxima' logo and a 'MAXIM' logo. At the bottom, there are sections for 'Zpravodajství' (News) and 'Crypto-World'. The footer contains contact information and a copyright notice for 2012.

Pandatron.cz is the premier online news source for engineers and technical managers in Middle Europe.

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The newsletter is part of the home page and then a separate report. It is sorted by category and manufacturer.

The categories are: Local manufacturers, global manufacturers, other web portals for e-developers and short electro-technical reports that are updated every day.

Each report contains a variety of ad banners on the home page, which are changed periodically.

The Text reports:

Add a short message, automatically loaded from your RSS feeds is free.

To add your RSS feed/feeds, please contact info@pandatron.cz.

Short information about articles:

Each part (except for brief daily reports of short messages from RSS channels) is focused on a many of technical information for engineers and technical managers in Middle Europe.

Each article includes (if possible): An extensive description of the product features and benefits, basic technical parameters, some relevant images, presentations and demo videos and many web links.

All articles are published in Czech or Slovak. Translation of your articles can be ordered.

For example visit www.Pandatron.cz.

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MEDIA DATA

 **Pandatron.cz**
Elektrotechnický magazín

contacts

CONTACT

www.pandatron.cz

For basic communication, please use the following contact:

Zdenek Novotny

info@pandatron.cz

+420 723 846 377 (Czech)

Please use this contact for communications regarding how ads as well as articles and short reports. Your e-mails will be automatically directed to the appropriate department.

 **Pandatron.cz**
Elektrotechnický magazín

Pandatron.cz / Pandatron.sk

Address: Slatina 103, Vysoké Mýto, 566 01, Czech Rep.

Email: info@pandatron.cz

Tel: +420 723 846 377 (Czech)

www.pandatron.cz