



# YOUR ADVERTISING CAMPAIGN ON EURACTIV

This document offers a description of a campaign on euractiv.com and provides specifications for each campaign component.

It is meant to facilitate the preparation of a campaign on euractiv.com and the communication between the EURACTIV team and your organisation.

This should help both sides to make the process efficient and your campaign a success. So please make sure you have read it before sending us your campaign material.

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### DESCRIPTION OF CAMPAIGN COMPONENTS

A campaign on [www.euractiv.com](http://www.euractiv.com):

- Is composed of two graphic banners (Leaderboard; 728x90, Square; 300x250) on our web pages
- Might include text ads in our newsletters
- Starts on Monday morning until Sunday evening

For your campaign, you can choose either to:

- Ask EURACTIV to produce the banners
- Provide EURACTIV with your own banners

# HOW TO BOOK AN ADVERTISING CAMPAIGN

## I. Choose 2 Hubs from the list below

- Homepage
- Agrifood
- Digital
- Economy & Jobs
- Energy & Environment
- Global Europe
- Health
- Politics
- Transport

## II. Indicate the date

Start date: Monday ...../...../.....

End date: Sunday ...../...../.....

Nr. of weeks: .....

## III. Agree on the Media Plan

Your banners will be visible in one of the 4 advertising spaces in your chosen sections.

Is nr. 1 already fully booked? Then your banners will go down to nr. 2 (and so forth).

We will provide you with a Media Plan that shows where your banners will be visible.

The screenshot shows the EURACTIV website interface. At the top, there is a navigation bar with the EURACTIV logo and various menu items: Agrifood, Digital, Economy & Jobs, Energy & Environment, Global Europe, Health, Politics, and Transport. A large number '1' is overlaid on the top right of the page. Below the navigation bar, the 'Home: Agrifood' section is visible, followed by the 'AGRIFOOD' header. A horizontal menu lists categories: All Content, News, Special Reports, LinkDossiers, Interviews, Opinions, Infographics, and Videos. The main content area displays several article thumbnails with titles and dates. On the right side, there is a sidebar with sections: 'Agrifood' (listing topics like CAP reform, Food chain sustainability, etc.), 'Advertisers' (with a large number '2' overlaid), 'From BlogActiv', 'Supporters' (showing logos for the European Commission and YABA), 'Content Providers' (listing FAS), and 'From Twitter' (showing a tweet from EURACTIV Agri & Food). At the bottom of the page, there is another large number '3' overlaid, and a 'Sponsored' section with three article thumbnails. A large number '4' is overlaid on the bottom right corner of the page.

## WHAT WE NEED FROM YOU

### Option 1. You create your own banners

- Provide the banners (and ad text if applicable) by Monday 4pm the week prior to the start of your campaign.
- If we have not received your materials by Friday noon the week prior to the start of your campaign, your booked space will be made available for other clients
- Please ensure that the materials:
  - a. the material complies with the specifications for size and dimensions (see Appendix I)
  - b. the design does not contain any offensive or disturbing content

### Option 2. EURACTIV designs your banners

- Provide EURACTIV with the banners instructions at least 2-3 weeks before that launch date of the campaign.
- Provide EURACTIV with:
  - a. **Visual material** in electronic format:
    - Logo (EPS, AI, TIFF, PSD, PNG, JPG, GIF, etc.)
    - Company info. (brochures in PDF format, EPS, AI, PSD, etc.) + Fonts
  - b. **Short phrases** (approx. 10 words maximum per rotation) for maximum 3 rotations.
  - c. **A web address** (URL) where the link should point to.
  - d. If applicable, **the text for the newsletter ad** (Title max: 50 characters; body max: 250 characters - including spaces)
- Provide us with clear instructions on where the visuals and text should be placed
- We will produce a banner proposal in a valid html link. Please react quickly and precisely to our proposals.

### Important

- Please avoid last-minute changes to a campaign
- We reserve the right to limit the number of redesigns to 4
- If we have not received your approval by Friday noon the week prior to the start of your campaign, your booked space will be made available for other clients

## APPENDIX I: SPECIFICATIONS

Name	Format	Size	Limitations (weight)	URL
<b>Leaderboard (LB)</b>	GIF Animated GIF JPG Third-party	728x90 pixels	max 50 KB	Only 1 URL allowed
<b>Square banner (SQ)</b>	GIF Animated GIF JPG Third-party	300x250 pixels	max 50 KB	Only 1 URL allowed
<b>Newsletter text ad</b>	text	50 characters for the title 250 characters for the body excluding spaces	N/A	Title: 1 URL Body: ± 3 URL

## APPENDIX II: BANNER EXAMPLES

**EVERY MEAL MATTERS:**  
How to realise  
the benefits of  
food redistribution?



Explore now practical  
examples of food donations



A series of political  
and cultural events  
aimed at celebrating  
Africa-EU relations



Get the full program **here**