

# SCIENTIFIC COMPUTING WORLD

## DIGITAL SPECIFICATIONS

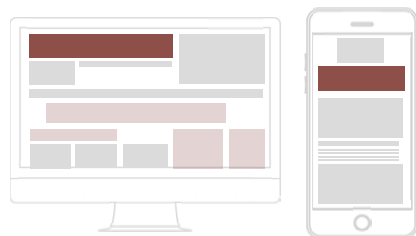


### LEADERBOARD

**Desktop**  
728px wide x 90px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



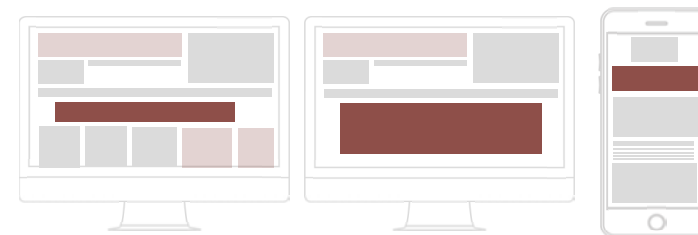
### DROPDOWN

**Desktop - expanded**  
728px wide x 90px high

**Desktop - contracted**  
728px wide x 90px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



### SKYSCRAPER

**Desktop**  
120px wide x 600px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



### BOX

**Desktop**  
300px wide x 250px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link

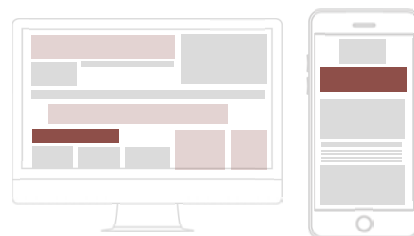


### TOP

**Desktop**  
468px wide x 60px high

**Mobile**  
300px wide x 100px high

**Plus**  
URL click-through link



### MEDIA & BUTTON

**Desktop**  
120px wide x 120px high

**Mobile**  
120px wide x 120px high

**Plus**  
URL click-through link



Mobile banners are on rotation

Please supply both desktop and mobile version

#### File type

- .jpeg
  - .png
  - .gif
  - Google DFP tag
  - html 5
- Flash files are not accepted.

#### Deadline date

A complete list of deadline dates can be found on page 10 of these specifications. Please make a note of these when planning your submissions.

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## PRODUCTLINE

Productline is our popular entry-level email marketing option for new product launches. It also provides a cost-effective platform for you to drip-feed your product information to a huge audience. As you build your full campaign, use Productline as a targeted tool to back up your high-visibility activity.

A premium Featured Productline option appears in an expanded middle section of a Productline email and is further promoted at [www.scientific-computing.com](http://www.scientific-computing.com)

- Both options comprise: headline, image, product description and web link
- Sent via email to opt-in database

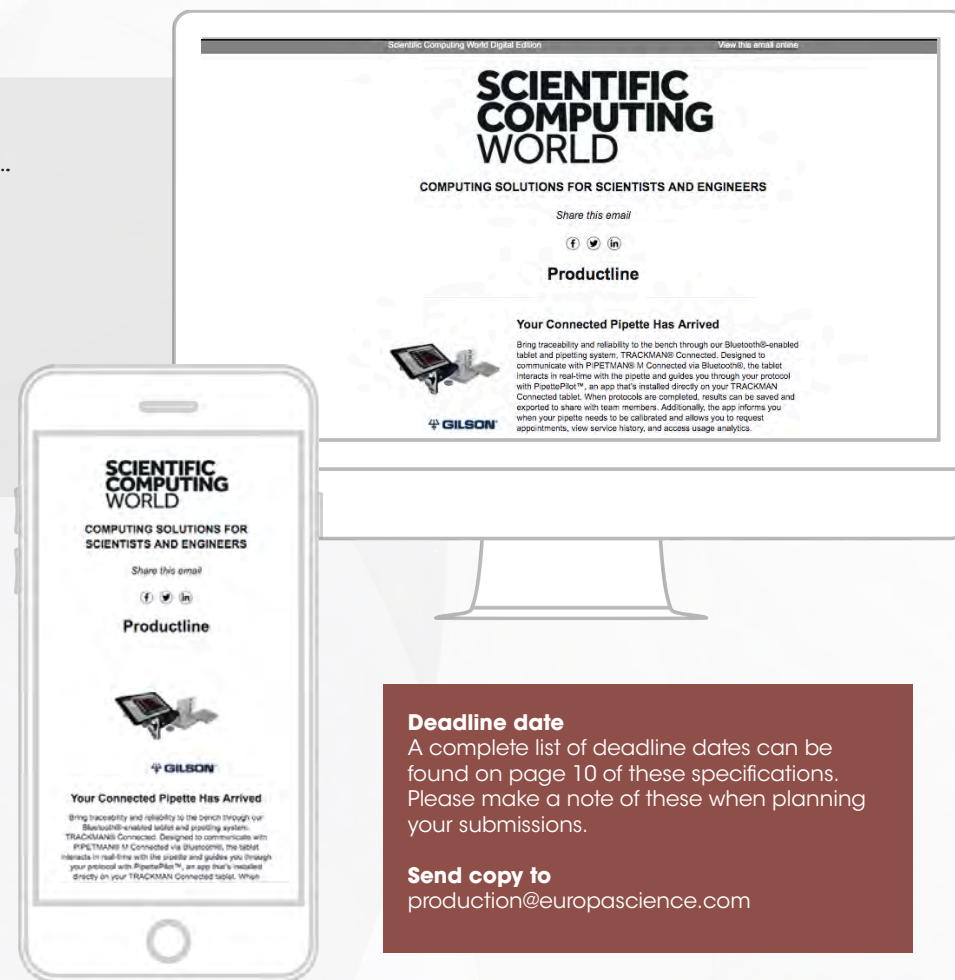
## SPECIFICATION

### Productline

- Up to eight words in title
- Up to 40 words body text
- A 190 x 190 image (jpg, png, 72dpi, RGB)
- A destination URL

### Featured Productline

- Comprises headline
- Up to 100 to 120 words body text
- A 300 x 300 image (jpg, png, 72dpi, RGB)
- A destination URL



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### NEWSLINE

We have three monthly emails covering laboratory informatics, HPC, and modelling and simulation respectively. Here, we collate a mix of news stories, analysis and opinion, feature content, conference reports, upcoming events and more. Our new responsive design ensures your branding advert is seen on both desktop and mobile devices.

- **Our essential content surrounds your brand**
- **GDPR-compliant opt-in readership**
- **Limited availability each issue**

### SPECIFICATIONS

#### Newsline banner

##### Desktop

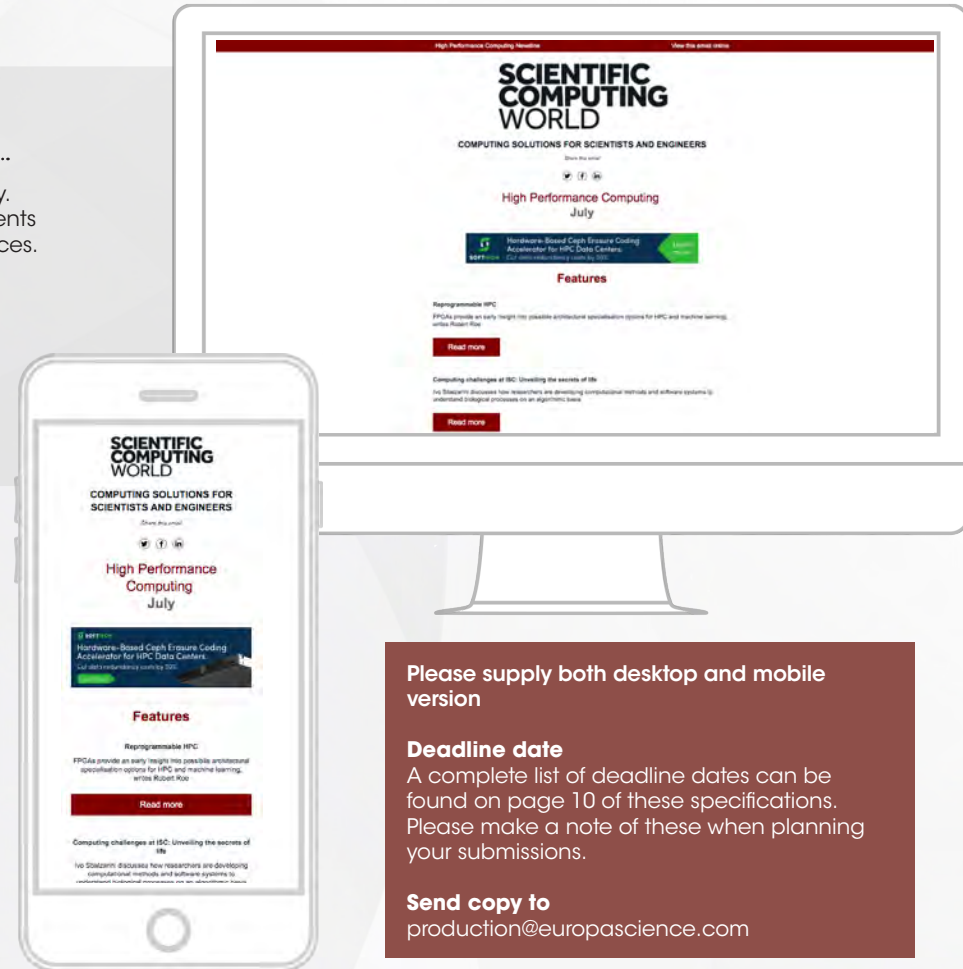
468px wide x 60px high

##### Mobile

300px wide x 100px high

##### Plus

A destination URL



Please supply both desktop and mobile version

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## DIGITAL EDITION – SPONSORSHIP BANNER

Scientific Computing World is published in traditional print, as well as a digital version.

The print version is sent by post, but the digital version is sent via a dedicated subscription email – you can sponsor this email.

## SPECIFICATIONS

### Newsline banner

#### Desktop

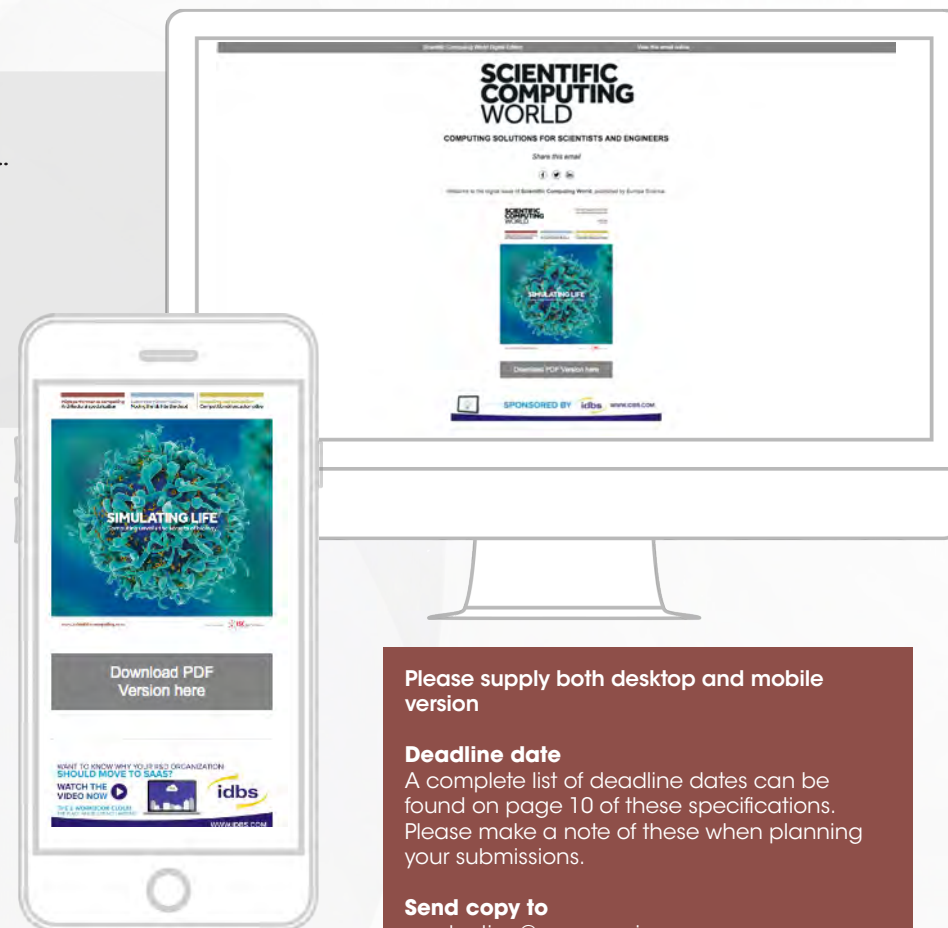
468px wide x 60px high

#### Mobile

300px wide x 100px high

#### Plus

A destination URL



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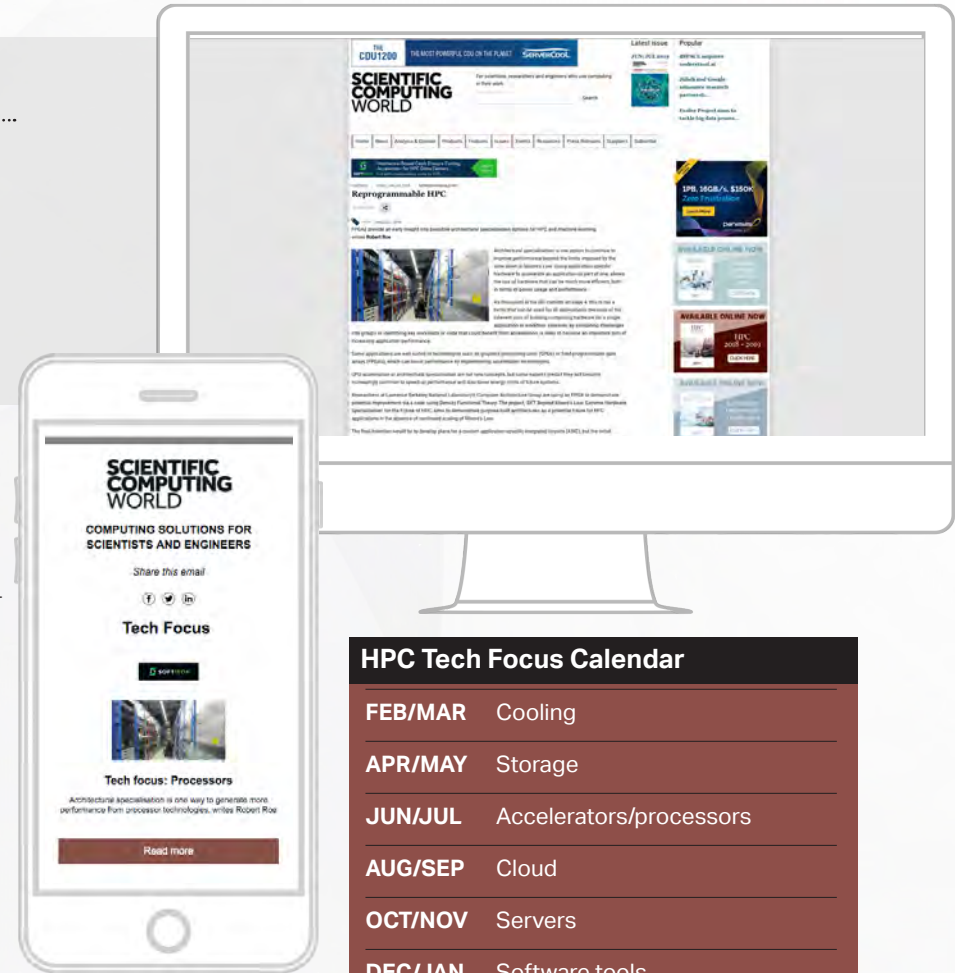
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### TECH FOCUS

Every issue, HPC Tech Focus will concentrate on a particular technology, deliver an editorial overview of the area and then outline, in more depth, the available and relevant products.

HPC Tech Focus will be distributed across all platforms, including the magazine, online and via email.

Free editorial submissions continue to be welcome, but will be heavily edited to form part of the round-up.



### OPTIONS

#### LEAD SPONSOR

As a lead sponsor of 'Tech Focus' you will receive:

- Exclusive branding on magazine article
- Exclusive branding on the website
- Sole sponsor branding on the email version
- One x enhanced product entry in the magazine
- Top-line enhanced product on the email version.

#### ENHANCED PRODUCT

When you supply your relevant product to the editorial team, an enhanced product entry will be highlighted within the design of the article, making them stand out from the rest of the piece. You will also have a highlighted entry on the email and web versions of the article.

### SPECIFICATIONS

#### LEAD SPONSOR

- High-res image
- 160-word summary of relevant product
- URL link
- Company name and logo
- 468px w x 60px h & 300px w x 100px h
- Link to three pieces of content; (e.g. white papers, video, case study)

#### ENHANCED PRODUCT

- High-res product image
- 160-word summary of relevant products
- URL link
- Company name and logo

#### HPC Tech Focus Calendar

FEB/MAR	Cooling
APR/MAY	Storage
JUN/JUL	Accelerators/processors
AUG/SEP	Cloud
OCT/NOV	Servers
DEC/JAN	Software tools

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### WEBCASTS

Webcasts are an editorially-driven web product, providing the industry with an interactive discussion platform.

#### Co-sponsor an existing webcast:

Your logo on the webcast page and all pre- and post-event publicity; plus receive the leads of attendees.

- Topics announced regularly (or suggest one!)
- Promoted in magazine, online and via email

#### Sole sponsor:

Let us host your webcast; we'll provide you with a moderator from our editorial team, plus all the technology to put it together. We'll promote it for you too.

### SPECIFICATIONS

#### LEAD SPONSOR

- Webinar title
- Date and time
- Company logo
- High-res image
- Webinar description
- Speakers – name and job title
- .PPX presentation file
- Date set for all speakers to do a test
- Email address for each speaker
- All webcasts are audio only, commentary over powerpoint slides
- Upgrades available for: MP4 file, screen share, video of speakers. PDF



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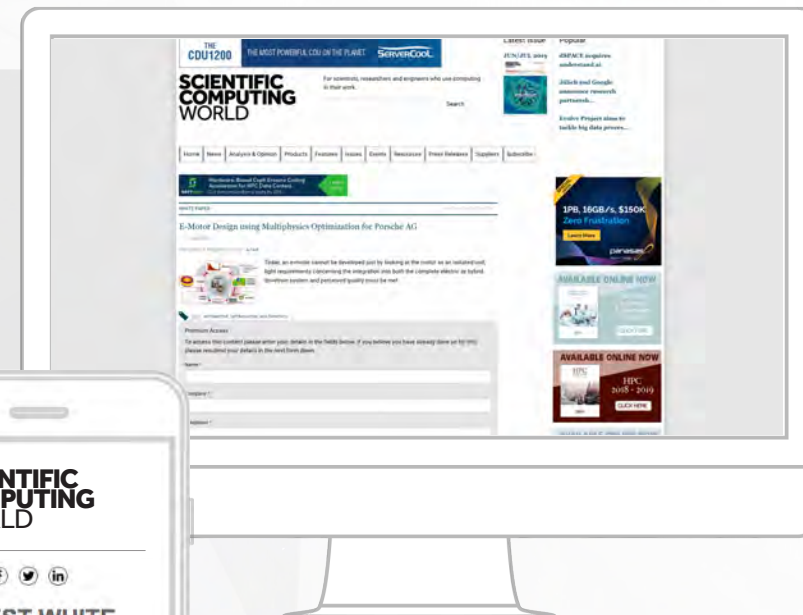
### WHITE PAPERS

White papers have become a hugely important part of the marketer's armoury. A well-written and interesting white paper transforms you very quickly from merely 'involved' in a technology, to 'expert'.

- **Featured on our White Paper page**
- **Promoted via email campaign**
- **Highlighted via house advert in magazine**
- **Option to include data capture form to collect leads**

### SPECIFICATIONS

- .pdf of the whitepaper (max 10mb)
- A brief summary (max 30 words)
- A description (optional)
- A lead image in 3:2 ratio, 72dpi, RGB



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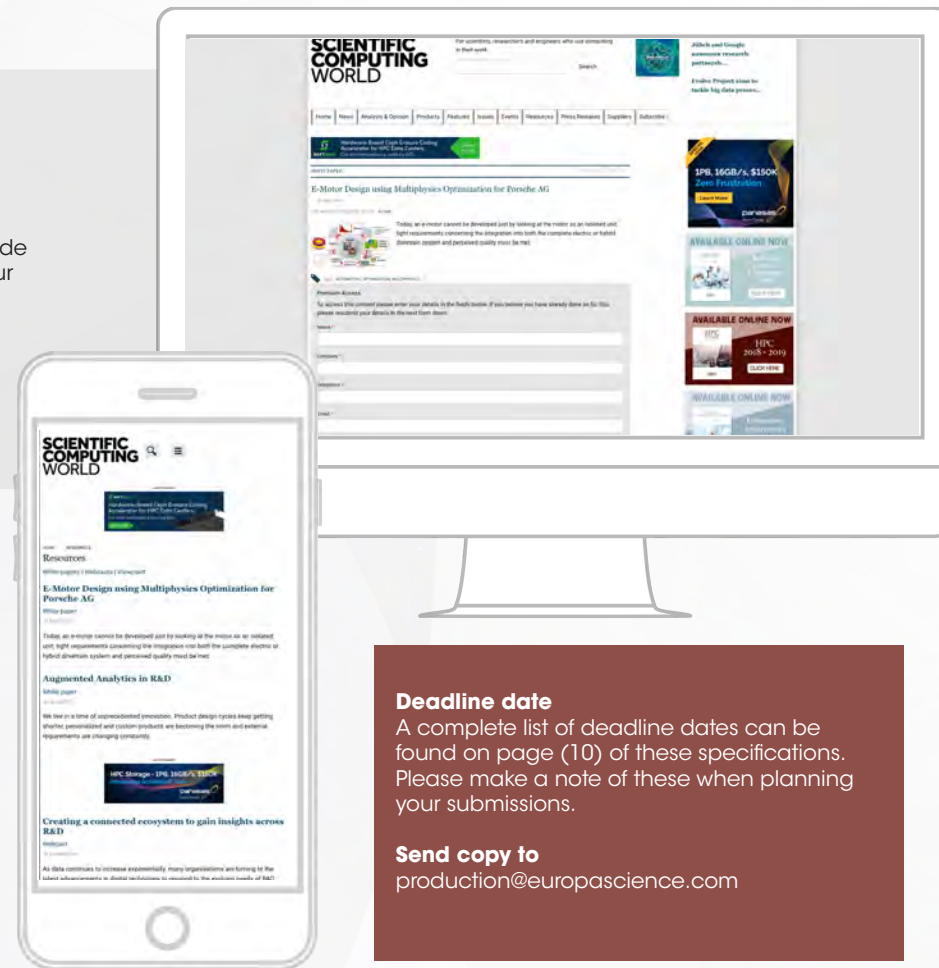
### VIEWPOINT

Viewpoint represents an opportunity for your company to demonstrate thought leadership. From your CEO to your technical director and beyond, you will have more expertise in your company than you realise, and more often than not, they'll have the experience and knowledge to form an opinion on industry-wide matters that others will be interested to hear. Raise their personal profile, and show how the expertise within your company places you above your competitors.

- **Viewpoint appears online only but is promoted via the magazine (as part of our own house adverts, and via email on the newswire)**

### SPECIFICATIONS

- Comprising approximately 750 words
- A lead image in 3:2 ratio, 72dpi, RGB
- 10- to 15-word headline
- Summary



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Month	Advert copy deadline
January	19 December 2018
February	28 January 2019
March	25 February 2019
April	26 March 2019
May	25 April 2019
June	28 May 2019
July	25 June 2019
August	26 July 2019
September	27 August 2019
October	25 September 2019
November	25 October 2019
December	26 November 2019



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