ADVANCED ENGINEERING

MORE exposure, MORE reach, MORE leads!

Capitalise on our extensive digital reach to boost your brand year-round

As a data-rich, digitally-driven company, Easyfairs is uniquely placed to provide you access to a vast community of OEMs, engineering and manufacturing supply chain professionals with an exciting range of digital campaigns.

Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and engaged audience throughout the year through Advanced Engineering's powerful network! Engineering's powerful network.

WEBSITE ADVERTISING

NEWSLETTER ADVERTISING & EMAIL CAMPAIGNS

SOCIAL MEDIA CAMPAIGNS

PAID ADVERTISING CAMPAIGNS NEW

by **EASYFAIRS**

Why Advanced Engineering?

Data-rich, digitally-driven...
and we're opening up
doors for you!

Target an extensive database of relevant industry profession

Target an extensive database of relevant industry professionals

Advanced Engineering is the UK's leading annual gathering of OEMs and engineering supply chain professionals, but maybe you're not aware that our community goes far beyond the two-day event.

Over the years that the event has been running, we have built up an impressive database of relevant contacts. We invest a lot in cleaning, enriching and building each year for our own marketing campaigns; and we are able to give you access to this in powerful ways.

With dedicated news pages, fortnightly newsletters, promotional email campaigns, hosted webinars, and paid advertising through audience extension campaigns, our digital advertising opportunities give you the chance to target a relevant, engaged audience of engineering professionals all year round.

Our far-reaching community spans: start-ups, SMEs, OEMs and more across: aerospace, automotive, composites, metals, connected manufacturing, marine, rail and defence. Specific profiles include: engineers, C-suite decision-makers, heads of departments, consultants, manufacturers and additional functions from across the entire supply chain.

Our digital campaigns therefore provide your business with a year-round platform to advertise to this community. You'll find all digital advertising options listed in this guide. Our team is happy to help if you have any questions about these commercial opportunities or targeting options.

OUR COMMUNITY

106,000+
Unique users per year
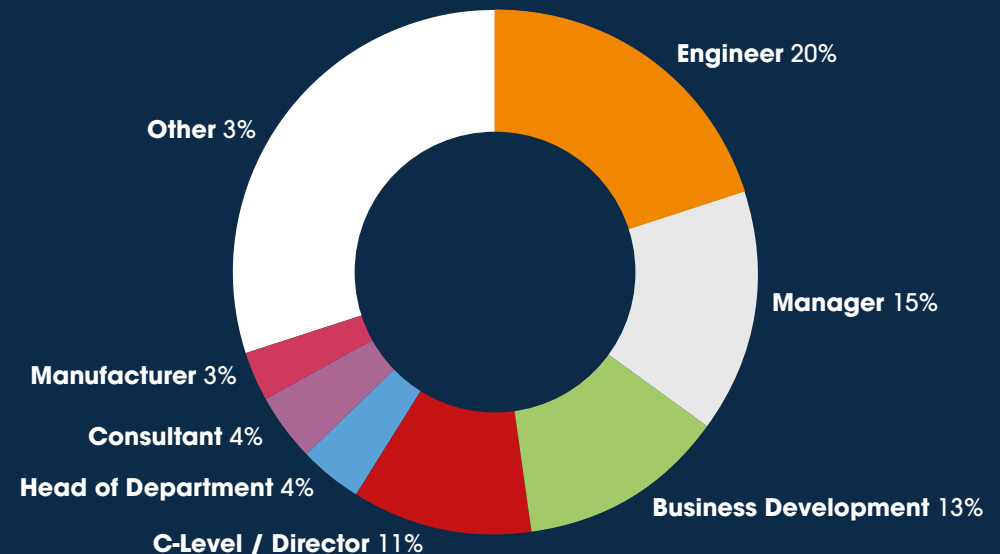
438,000+
Unique page views per year

72,000+
Newsletter database

12,500+
Social followers

JOB TITLE OVERVIEW

- **Engineer** 20%
- **Manager** 15%
- **Business Development** 13%
- **C-Level / Director** 11%
- **Head of Department** 4%
- **Consultant** 4%
- **Manufacturer** 3%
- **Other** 3%

Your gateway to engineering professionals 365 days a year...

With 40,000 website users per month and 368,000 pages views per year advancedengineeringuk.com offers unrivalled coverage of the latest news, industry developments and product innovations, bringing the industry together in one accessible online hub. Promote your business with a website advertising campaign by publishing your adverts to our engineering community.
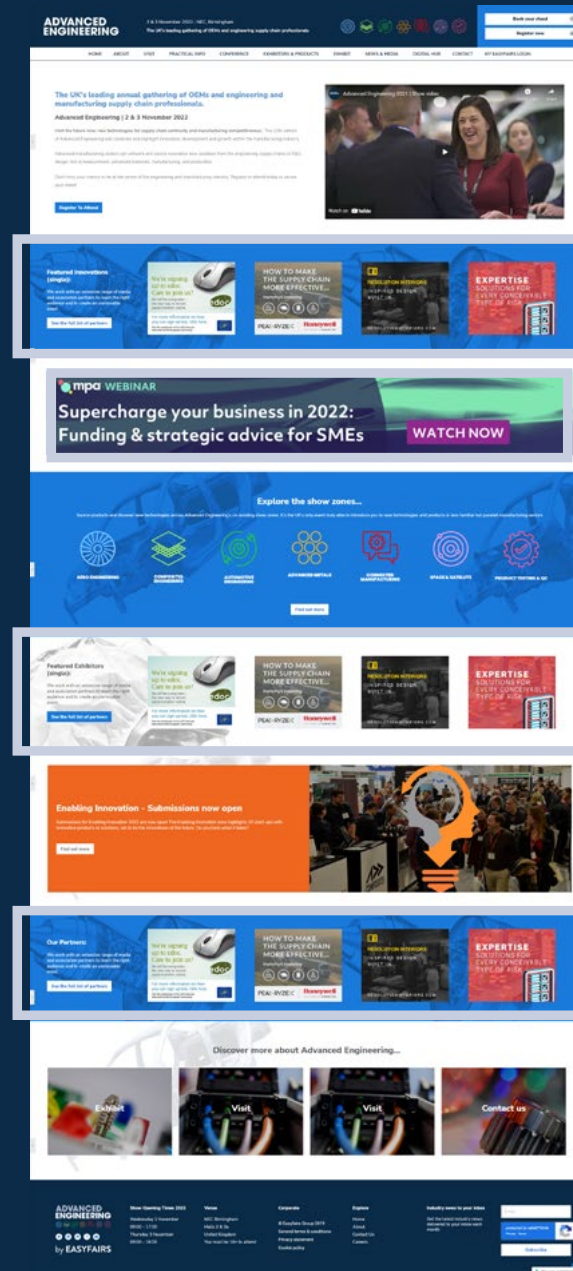
Preview our website advertisment options 👈

Take advantage of one of our great value packages below:

AD OPTIONS	Premium 3 months prior to event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Full width	£2,400	£1,200
Featured exhibitor	£600	£300
Featured innovation	£600	£300
Featured partner	£600	£300

Timeframe: All placement options are based on a 3-month duration.

Delivery: Banners are part of a rotating carousel.

FEATURED INNOVATION

FULL WIDTH

FEATURED EXHIBITOR

FEATURED PARTNER

Place your brand in front of a highly engaged audience in our live stream of news and articles

Using the latest AI technology, advancedengineeringuk.com hosts an automated feed of industry news, publishing content live time from our partners and industry news publishers. Ensure your brand is forefront of mind in this feed where the community consumes information in the moment.

Preview our **article** and **newsfeed** advertisement options. 👉

AD OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Article: Large	£1,200	£600
Article: Medium	£840	£420
News: Leaderboard top	£2,100	£1,050
News: Leaderboard footer	£1,200	£600
News: Featured content	£1,920	£960
News: MPU	£1,500	£750

Timeframe: All placement options are based on a 3-month duration.
Delivery: Banners are part of a rotating carousel.
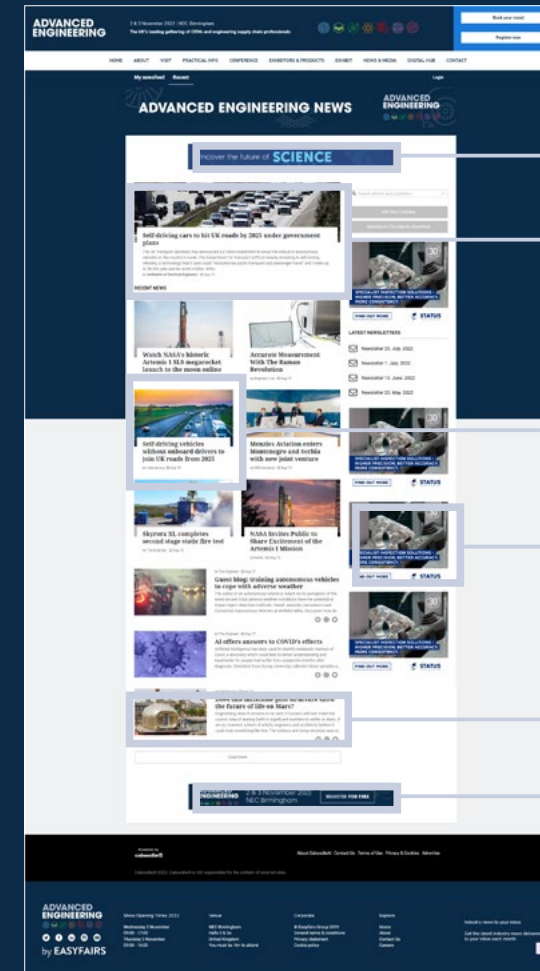
NEWS: LEADERBOARD TOP

ARTICLE: LARGE

ARTICLE: MEDIUM

NEWS: MPU

NEWS: FEATURED CONTENT

NEWS: LEADERBOARD FOOTER

Get your ad front and centre
to cut through the noise

Pop-ups offer a high-impact advertising tactic to make sure your brand is noticed. Available across the full website, ensure you get noticed immediately and drive leads directly to your website.

AD OPTIONS	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Large	£1,200	£600
Medium	£900	£450
Small	£600	£300

Timeframe: All placement options are based on a 3-month duration.

Delivery: Pop ups are available on a page by page basis.
Large right hand side banner is not displayed on mobile.

Preview Large 👉

Preview Medium 👉

Preview Small 👉

The perfect way to get your brand
directly in prospect inboxes!

Newsletter advertising

Our fortnightly newsletter presents an ideal opportunity to advertise your business alongside a roundup of the latest news and thought-provoking content. The mobile-friendly newsletters are received by over 72,000 relevant industry professionals and provide an excellent opportunity to place your brand forefront of mind.

Solus campaigns

Looking to send your branded email to a specifically relevant segment of the community? Our third party opt-in database of more than 9,000 subscribers provides an efficient way to expand your prospect universe.

AD OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	**Standard** (Year round, excluding 3 months prior to event)
Top banner	£2,210	£1,105
Lower banner	£1,360	£680
Sponsored content block	£1,700	£850
Sponsored content block & post on website	£2,210	£1,105
Newsletter takeover (exclusive rights to advertising)	£4,250	£2,125
Solus email campaign (your branded HTML)	£5,100	£2,550

Contact our team for detailed data information and targeted send options. We will provide you with post-campaign open and click through statistics.

TOP BANNER

Preview Newsletter 👉

SPONSORED CONTENT BLOCK

LOWER BANNER

Leverage the power
of social networks

The Advanced Engineering content team is highly active on social channels, attracting a highly engaged and fully interested audience of engineering professionals.

As such, our posts are seen by thousands of followers every day, providing you the opportunity to promote your products and services to a targeted audience of professionals as they engage with their social feeds. Select a format and frequency below to target our social community with your own advertising via posts and stories.

AD OPTIONS	PRICE PER CAMPAIGN	
	Premium 3 months before event (limited opportunities)	**Standard** (Year round, excluding 3 months prior to event)
1 post on all 4 channels	£1,200	£600
1 post & 1 story on all 4 channels	£2,100	£1,050
Takeover	£1,800	£900

Contact our team for detailed data information and targeted send options. We will provide you with post-campaign open and click through statistics.
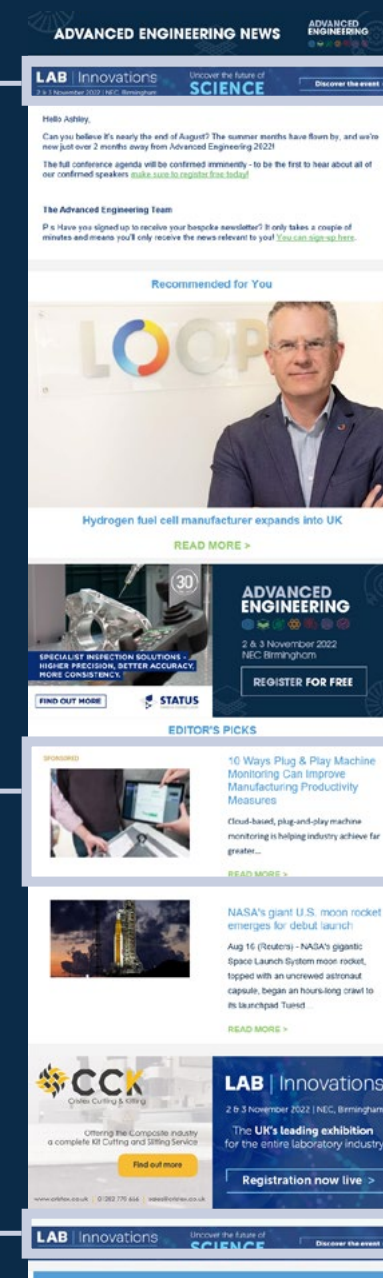
@advancedenguk
6,927 followers

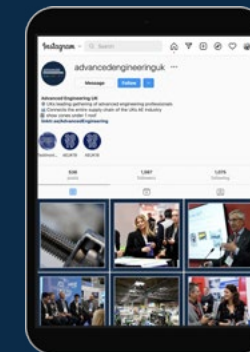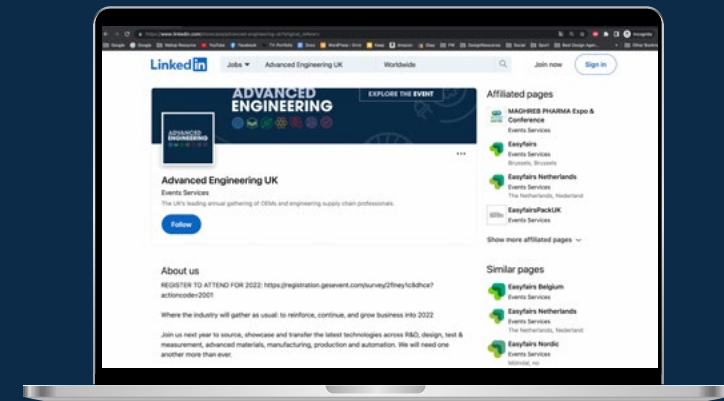Advanced Engineering
2,001 followers

Advanced Engineering UK
2,064 followers

@advancedengineeringuk
1,577 followers

Get broader reach for your brand
to the engineering community right across the web!

Paid advertising through search networks and social channels is a booming business. But to really capitalise on the power of this opportunity, you need to have the basis of an extensive database.

This is where Advanced Engineering comes in! We are able to offer you a far wider reach across the internet by using our database, our website traffic, our social channels and the power of our vast network to advertise your products and services when they browse sites across the web.

Using tracking technology we showcase your brand by retargeting our community of OEMs and engineering supply chain professionals on search and social networks they visit. Target professionals in the key sectors of aerospace, automotive, civil, rail, transport, space, medical, marine and all other stakeholders in the engineering industry who visit the Advanced Engineering website.

Ask the team for case studies on audience extension so you can see how these campaigns can contribute to the promotion of your business!

CHOOSE HOW MANY AD VIEWS YOU REQUIRE		
Impressions (Views)	CPM (cost per thousand)	Cost
250,000	£45	£11,250
500,000	£45	£22,500
750,000	£45	£33,750
1,000,000	£40	£40,000

Type: Audience extension campaigns are sold on an impression/view basis.

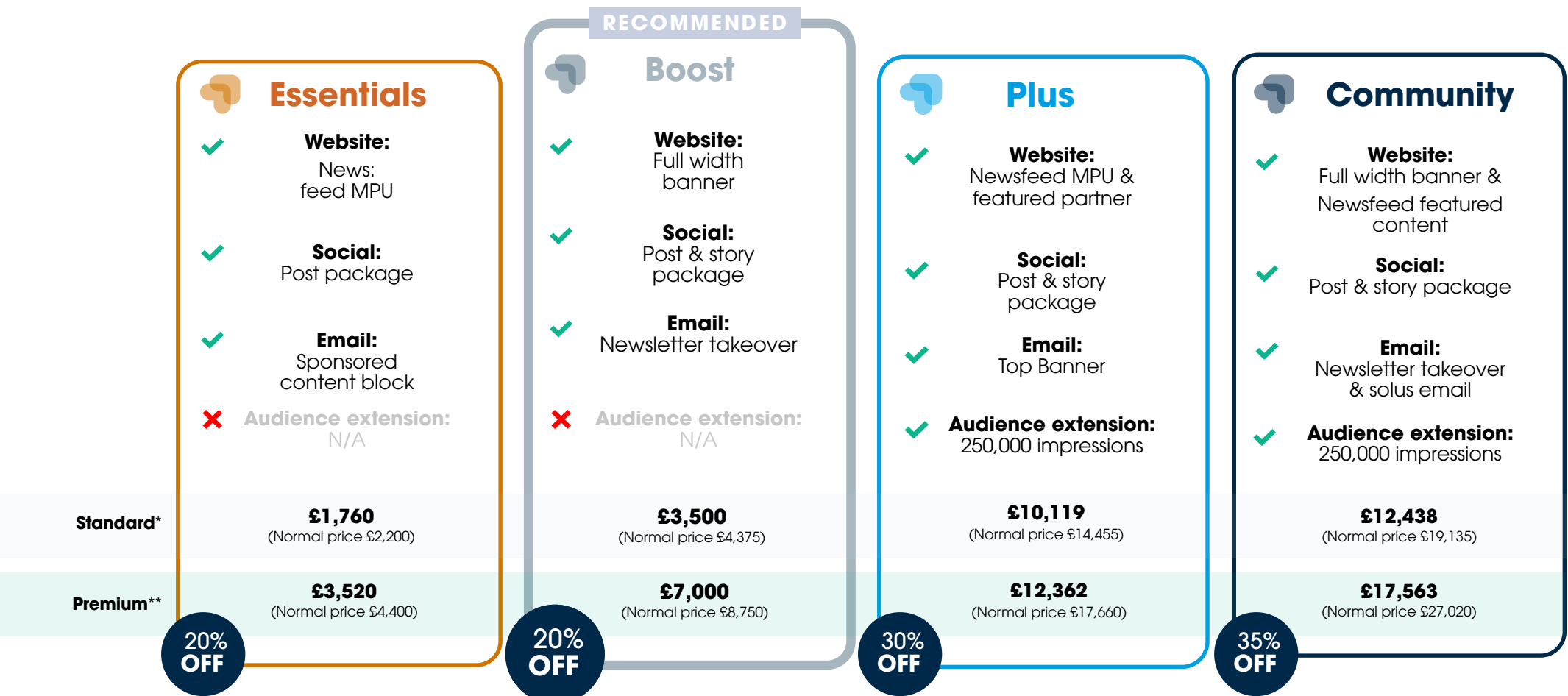**Volume:** Minimum volume that can be purchased is 250,000 impressions.

Duration: Campaign length is dependent on the number of impressions purchased.

Make sure you make an impact with a multi-channel package

As a marketing professional, you know that impact is only made by multiple touchpoints and reinforcing your message and brand. Therefore, taking advantage of our packages across all channels will ensure your brand has lasting and meaningful visibility, leaving an impression and gaining you leads for the long term.

RECOMMENDED

Essentials

- ✔ **Website:** News: feed MPU
- ✔ **Social:** Post package
- ✔ **Email:** Sponsored content block
- ✖ **Audience extension:** N/A

Boost

- ✔ **Website:** Full width banner
- ✔ **Social:** Post & story package
- ✔ **Email:** Newsletter takeover
- ✖ **Audience extension:** N/A

Plus

- ✔ **Website:** Newsfeed MPU & featured partner
- ✔ **Social:** Post & story package
- ✔ **Email:** Top Banner
- ✔ **Audience extension:** 250,000 impressions

Community

- ✔ **Website:** Full width banner & Newsfeed featured content
- ✔ **Social:** Post & story package
- ✔ **Email:** Newsletter takeover & solus email
- ✔ **Audience extension:** 250,000 impressions

	Essentials	Boost	Plus	Community
Standard*	£1,760 (Normal price £2,200)	£3,500 (Normal price £4,375)	£10,119 (Normal price £14,455)	£12,438 (Normal price £19,135)
Premium**	£3,520 (Normal price £4,400)	£7,000 (Normal price £8,750)	£12,362 (Normal price £17,660)	£17,563 (Normal price £27,020)

20% OFF   **20% OFF**   **30% OFF**   **35% OFF**

Ready to make your brand fly?

Whether you know what package you want to book or want to find out a little more, our team is here to help you. Please get in touch today.

FAQs:

1. Do you provide reporting? How can I check the success of my campaign?

We advise partners to include UTM links on all advertising directing to your websites – this means you can track website traffic and leads in your Google Analytics in real time over any date range. We provide reporting for:

(a) solus email campaigns – these will be distributed post campaign

(b) audience extension campaigns – you will be given an automated reporting link for audience extension campaigns, to monitor impressions and clicks throughout

Outside of this reporting will rely on the UTM tracking links you provide.

2. What is the difference between standard and premium pricing?

Premium pricing is reserved for the 3 months prior to our live event – this is because we see an influx of engagement from our community during this time frame.

Standard pricing refers to any time of year excluding the 3 months before our event; you will target the same community throughout the year but your promotion won't be part of the extensive marketing campaign we execute before our events.

3. How can I book a campaign?

We can't wait to get your campaign live. Give our team a call and book in the campaign or package you are looking to advertise with. We will let you know when the next available launch date is and inform you of the timeline and process of getting your adverts live.

We look forward to hearing from you,

The Advanced Engineering team!

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Specifications for creatives

Website Specifications

Your ad will appear on our 5 most visited pages: homepage, visit, exhibit, conference & about.

Available formats: .JPG, .PNG, .GIF.

Best practice

- Be clear and concise
- Provide a clear call to action
- Use high quality visuals
- Use smooth animation
- Consider your ad on mobile – the same file will be used for different screen sizes, make sure text is visible and legible

Next steps

Once you have decided on your ideal advert type please send your creative to your sales and marketing contact. The team will review the files you send across and let you know if it is suitable for publishing.

At the same time you can also send your UTM tracked landing page link.

If you have any questions about the creative specification or file types please send your request to your marketing contact.

We require payment in full prior to publishing.

WEBSITE	
Type	Dimensions px
Full width	2000x320
Featured exhibitor	300x250
Featured innovations	300X250
Featured partner	300x250
Article large	300x800
Article medium	476X249
News: Leaderboard top	728x90
News: Leaderboard footer	728x90
News: Featured content	234x150
News: MPU	300x250

POP-UP	
Type	Dimensions px
Large	300x600
Medium	476x249
Small	300x250

Email Specifications

Newsletter advertising

Available formats: .JPG, .PNG, .GIF.

Best practice

- Be clear and concise
- Provide a call to action
- Use high quality visuals
- Use smooth animation
- Consider your ad legibility on mobile

Next steps

Once you have decided on your ideal advert type please send your creative or HTML file to your sales and marketing contact. The team will review the files you send across and let you know if it is suitable for publishing.

At the same time you can also send your UTM tracked landing page link.

If you have any questions about the creative specification or file types please contact your marketing contact.

We require payment in full prior to publishing.

Solus campaign

Timeline: HTML required no later than 1 week before scheduled send date.

Specs & best practice

- Maximum 600 pixels width (any height)
- 72dpi for image resolution
- Background images, animated GIFs, videos and image mapping aren't supported on all email systems. If used, ensure you send image files and alternative text
- Only web safe fonts should be used for text e.g. Arial, Verdana, Helvetica, Tahoma, Trebuchet MS, Times New Roman
- Minimum legible font size is 12 pixels
- Review your email on multiple devices to ensure responsiveness. We encourage responsive coding

TYPE	DIMENSION PX
Top banner	600x100
Lower banner	600x100
Sponsored content block	300x250
Sponsored content block & post on website	300x250
Newsletter takeover (exclusive rights to advertising)	600x100, 300x250

Social Specifications

Best practices

- Length of post copy is not limited on Facebook, Instagram or LinkedIn, but social sites often cut off text longer than 140 characters with 'See more'

- For Twitter the maximum post length, including hashtags and URLs, is 280 characters

- Hyperlinks are not possible in Instagram posts, so take this into account when sending over copy

- Videos are also usable on all social platforms

- .Gifs are usable on Twitter, Facebook and LinkedIn; maximum video size is 4GB

- You are able to send over different captions for each social platform, please ensure you highlight which platform you would like each caption to be associated with, including any links and hashtags

Asset requirements

- Max image size: 150 KB

- Max video size: 4GB

- Non-animated image formats: .JPEG, .PNG, .GIF

- Animated image format: .GIF, .SWF (Flash), .ZIP (HTML5)

Next steps

Once you have decided on your ideal advert type please send your creative to your sales and marketing contact. The team will review the files you send across and let you know if it is suitable for publishing.

At the same time you can also send your UTM tracked landing page link.

If you have any questions about the creative specification or file types please contact your marketing contact.

We require payment in full prior to publishing.

TYPE	DIMENSION PX
Facebook post	1200x628
Facebook story	1080x1920
Instagram post	1080x1080
Instagram story	1080x1920
LinkedIn post	744x400
LinkedIn story	1080x1920
Twitter image	800x418

Audience Extension Specifications

As an advertiser, you will need to create the banner ads we upload to search and social networks as part of audience extension. Here is all the information you need to create; static banners, video banners or a combination of both.

Best practices

- Include your brand logo (if using animation, this needs to be on every frame)
- Use a clear CTA (call to action)
- Include USPs such as prices, promotions and exclusives
- Create variations of your banners e.g. busy conference image and a product image

Asset requirements

- Max size: 150 KB
- Non-animated image formats: .JPEG, PNG, .GIF
- Animated image format: .GIF, SWF (Flash), .ZIP (HTML5)
- HTML5 Formats: Zip containing HTML and optionally .CSS, .JS, .GIF, .PNG, .JPEG, .SVG responsive or standard)
- Animation length and speed:
  - Animation length must be 30 seconds or shorter
  - Animations can be looped, but the animations must stop after 30 seconds
  - Animated GIF ads must be slower than 5 fps
  - Flash ads must be 24 fps or slower

Size guide

Most common banner sizes: 300x250, 728x90, 970x250, 160x600, 336x280, 468x60,300x600, 320x50, 320x100.

LEADERBOARD
468x60 banner
728x90 leaderboard
930x180 top banner
970x90 large leaderboard
970x250 billboard
SKYSCRAPER
120x600 skyscraper
160x600 wide skyscraper
300x600 half-page
300x1050 portrait
SQUARE AND RECTANGLE
200x200 small square
240x400 vertical rectangle
250x250 square
250x360 triple widescreen
300x250 inline rectangle
336x280 large rectangle
580x400 netboard
MOBILE
300x50 mobile banner
320x50 mobile banner
320x100 large mobile banner

Video best practices

- Grab attention within the first 2 seconds
- Communicate visually so users can understand your message even without audio
- Don't overlay text, logos or buttons
- 30 seconds or less. Uploading different video lengths can help you to tell different stories. But keep the total individual video length under 30 seconds
- Animations can be looped, but the animations must stop after 30 seconds
- Animated .GIF ads must be slower than 5 fps
- Flash ads must be 24 fps or slower

Next steps

If you are launching an audience extension campaign our team will require further information to get the campaign live. When you have confirmed your order we will send you a short form to complete to ensure its success.

The team will review the files you send across and let you know if it is suitable for publishing.

If you have any questions about the creative specification or file types please reach our to your marketing contact.

We require payment in full prior to publishing.

Video specs

- 1920x1080 (16:9 ratio) - mandatory
- 1080x1350 (4:5 ratio) - recommended
- 1080x1080 (4:4 ratio) - recommended
- 1080x1920 (9:16 ratio) - recommended
- 1440x1080 (4:3 ratio)
- File types: .AVI, .M4V, .MOV, .MP4, .MPEG, .MPG, .OGV, .WEBM, .WMV
- Maximum file size: 1 GB
- Recommended duration: 15 seconds, 20 seconds, 30 seconds, 60 seconds, 90 seconds. You can supply one or a number of video files
- File name can't be longer than 50 characters and only ASCII characters are allowed
- VAST: Display & Video 360 supports the VAST 2.0, VAST 3.0, and VAST 4.0 specifications. You can also use VAST wrappers, but we recommend limiting to only 2 wrappers to avoid issues with serving on exchanges

Asset requirements - YouTube

- Must be public
- Recommended duration: 15 seconds, 20 seconds, 30 seconds, 60 seconds, 90 seconds
- You can supply one or a number of video files

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