

Automotive News Europe

The Long Read

Supplier Spotlight

Interview of the Month

Analyst's View

Segment Analysis

Focus on Electrification

Latest Launches

Europe by the Numbers

Specs & Screenshots

Each exclusive sponsorship includes:

- Newsletter banner ads
- Newsletter Thought Leadership Box
- Website interstitial ad
- Website banner ads

Newsletter Specs

Top Leaderboard



| Placement | Format | Ad Size | Max Size | Third Party Serving | Other Requirements |
|------------------------|--------------|---------|----------|---------------------|--------------------|
| Top Leaderboard | GIF/JPEG/PNG | 728x90 | 80KB | Not allowed | Static images only |
| Top Leaderboard Mobile | | 300x250 | | | |

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How minicars will survive by electrifying and evolving

European car buyers still want minicars, for their ease of parking, low cost and fuel efficiency. But automakers say new emissions rules that require costly modifications are making them economically unfeasible. So, how can the key entry-level segment be saved?

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[Learn more](#)

*All email ads must have a distinct border


*Please send all creative assets to AdOps-AutoNews@crain.com

Thought Leadership Box Specs

| Client Supplies | Ad Size | Linking URL | Format | Max File Size | Notes |
|-----------------|---------|---------------------|--------------|---------------|--|
| Logo | 120x60 | Yes, please provide | GIF/JPEG/PNG | 20KB | — |
| Headline | N/A | | N/A | N/A | 75 characters max, including punctuation and spaces |
| Summary Copy | | | .doc/.docx | | 550 characters max, including punctuation and spaces |
| Outbound Link | | | N/A | | 50 characters max, including punctuation and spaces |

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WE MAKE IDEAS 

Automotive News Europe

THE LONG READ

Monday, May 04, 2020




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[Learn more](#)

← Thought Leadership Box

Website Ads

| Website Ads | | | |
|------------------|--------------|---------|----------|
| Placement | Format | Ad Size | Max Size |
| Top Leaderboard | GIF/JPEG/PNG | 728x90 | 80KB |
| Medium Rectangle | | | |
| Half Page | | | |
| Interstitial | | 970x550 | |
| | | 640x558 | |
| | | 300x250 | |

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Website Ads examples

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Interstitial
←

Website Ads examples

The image shows a screenshot of the Automotive News Europe website with three specific advertisements highlighted by green arrows and labels:

- Top Leaderboard:** A horizontal banner at the top of the page with a black background and white text that reads "WE MAKE IDEAS" and the Italdesign logo.
- Medium Rectangle:** A vertical advertisement on the right side of the page featuring the Italdesign logo and the website URL "www.italdesign.it".
- Half Page:** A large vertical advertisement on the right side of the page with a black background, white text "WE MAKE IDEAS", and a stylized brain graphic.

The website background includes a red banner at the top with the text "NEW PRODUCTS" and "Dramatic changes are happening at unprecedented speeds. Sign up for our ALL NEW monthly newsletters to stay informed." Below this is the "Automotive News Europe" logo and navigation menu. The main content area on the left features several article snippets under the heading "THE LONG READ", including one about the auto industry's lessons from the 2008 recession.