

SPECIAL EVENTS®



Ad
Specs

Material Guidelines

MATERIALS DUE

- We reserve the right to approve all creative prior to launch.
- We reserve the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news, feature, etc. must be clearly labeled as an “advertisement”.
- We are not responsible for errors in customer-created or third-party delivered advertisements.
- We are not responsible for errors in advertisements/placements which are submitted after the materials deadline.
- We do not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of “make-goods” will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- We reserve the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign.

MATERIALS SUBMISSION

Ad files are to be submitted via the SendMyAd portal at <https://informa.sendmyad.com>. With SendMyAd, you will be able to upload, review and approve your ads in a single process. SendMyAd flags quality issues that can affect deployment and suggests resolutions. The ad portal allows you to check and revise the ad. When the ad is ready, you will be able to approve and sign off on it. Select a media profile for and upload your ad material.

- If you are submitting multiple files, please choose “zip campaign” as type of placement.
- All ad placements require a clickthrough URL that will direct from the ad image, logo and/or text copy.
- If you are creating a vanity URL for use with your placement, it will need to be available 2 weeks prior and 2 weeks post e-mail launch.
- You can change out creative at any time during your campaign and we can swap out old creative for new.
- If you have any questions, please contact your Ad Operations Trafficker.

Ad Serving, Compatibility

3RD PARTY AD SERVING

- Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted.
- All 3PAS must be accompanied by anticaching documentation.
- All Rich Media must be accompanied by a standard GIF for use as fallback for non-rich media enabled browsers.
- All Rich Media must include a “target=_blank” command that will launch a new browser.
- Include referring URL.
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

WEB BROWSER COMPATIBILITY

We are aware that some rich media ads do not display using all browsers. Typically, this is seen in older versions of Mozilla Firefox and Microsoft Internet Explorer. Currently, this comprises approximately 10% of our users. We require a GIF ad to use in these instances. However, by signing the Insertion Order and submitting your rich media ad to us, you acknowledge that you have been informed of this and agree to the terms of your Insertion Order regardless of browser-related issues. Testing of creatives across browsers should be done prior to submission.

E-MAIL CLIENT COMPATIBILITY

Outlook 2007 uses Word 2007, and not Internet Explorer to render HTML e-mails. This has the following implications:

- No support for Animated GIFs. The image will be rendered as static, only the first frame will display. Ensure Animated GIFs have link in the first frame.
- No support for Flash or other plugins. E-mail was not designed for Flash, this is not a new issue as it has always been a problem. Please take this into consideration when designing your ads.

HTML5 Specifications

Informa supports HTML5 advertising on Informa sites. Ads created in HTML5 offer the benefit of working across devices and platforms. Advertisers are asked to submit their advertising tags or code via Informa's ad portal: <https://informa.sendmyad.com>.

- File size for HTML5 creatives is 200kb for max initial file load.
- Information on click macro implementation must be provided.
- Advertiser/Client must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying HTML5 will show the backup image.
- All HTML5 code must adhere to the ad guidelines and specifications for its respective ad unit.
- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions.
- Informa's ad server is Google DoubleClick for Publishers (Premium).
- Avoid using z-index as CSS layering styles can cause issues with elements on the website.
- Refrain from styling global elements like the body and universal tags (such as 1, h1, p, etc.) since these will interfere with the website's styles.

HTML5 ADS CAN BE SUBMITTED AS

- Third-party tag.
- DoubleClick Studio creatives directly pushed to our Google Ad Manager network from DC Studio.
- DoubleClick Campaign Manager tag (DCM inred).
- As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Informa HTML5 specs may be updated in the future.

HTML5 FAQs

There is a shift in web traffic to mobile devices as well as a decline in browser support for Flash. With the Flash changes, advertisers should be motivated to build ads that run on HTML5. Advertisers that move to HTML5 will have the benefit of being able to run the same creative across desktop, mobile and tablets.

WHAT IS HTML5?

HTML is the mark-up language used for the World Wide Web. Almost all web pages you visit on the internet are based around HTML code. HTML5 is simply the latest iteration of this mark-up language that allows for more dynamic, animated and interactive web pages. An HTML5 ad creative can be single HTML file or it can be a set of HTML files, CSS files, JS files and images contained in a folder or series of folders.

WHY IS HTML5 IMPORTANT NOW?

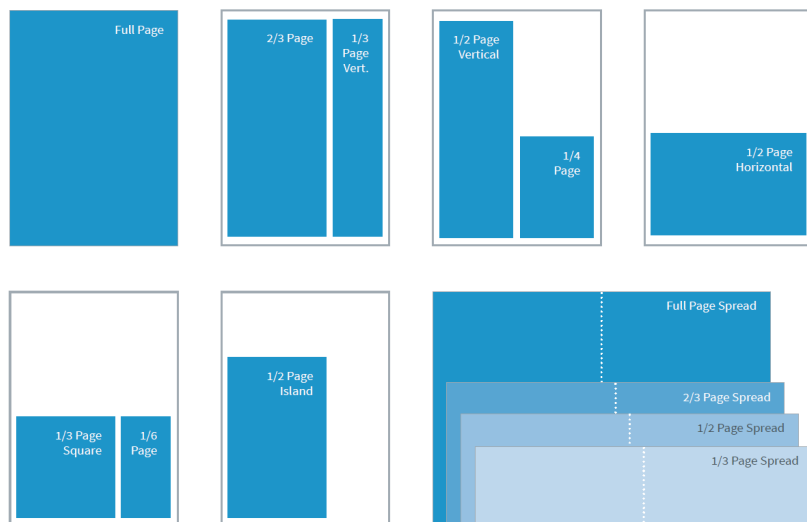
The Latest version of Chrome prevents Flash from automatically playing. Google didn't announce it was blocking ads but claiming to "intelligently pause content (like Flash animations) that aren't central to the webpage." Mozilla also made changes to disable Flash in Firefox.

FREE RESOURCES ON HTML5

- Google Ad Manager - Traffic HTML5 creatives: <https://goo.gl/JzDh00>
- Google Web Designer to build creatives in HTML5: <https://www.google.com/webdesigner>

SPECIFICATIONS: Magazine

SPECIFICATIONS: Magazine Ads



Type	Non-Bleed	Bleed*
Full Page	7" (w) x 10" (d)	7.5" (w) x 10.5" (d)
Full Page Spread	14.5" (w) x 10" (d)	15" (w) x 10.5" (d)
2/3 Page Spread	14.5" (w) x 6" (d)	15" (w) x 6.5" (d)
1/2 Page Spread	14.5" (w) x 4.625" (d)	15" (w) x 5.125" (d)
1/3 Page Spread	14.5" (w) x 3.125" (d)	15" (w) x 3.625" (d)
2/3 Page	4.5" (w) x 9.75" (d)	*Ads with bleed – extend bleed 0.125" beyond the trim.
1/2 Page Island	4.5" (w) x 7.25" (d)	
1/2 Page Vertical	3.375" (w) x 9.75" (d)	*All live matter not intended to bleed should be kept 0.25" from trim. Spread ads should allow a total of 0.1875" safety in gutter
1/2 Page Horizontal	7" (w) x 4.625" (d)	
1/3 Page Vertical	2.3125" (w) x 9.75" (d)	
1/3 Page Square	4.5" (w) x 4.625" (d)	
1/4 Page	3.375" (w) x 4.625" (d)	
1/6 Page	2.3125" (w) x 4.625" (d)	

SPECIFICATIONS: Magazine Ads (cont.)

GENERAL MAGAZINE SPECS

- Trim Size: 7.5" (w) x 10.5" (d)
- Printing Method: Web Offset
- Binding: Saddle-Stitch
- Paper: Cover printed on 70-lb. coated offset; text printed on 40-lb. coated groundwood finish
- Ink: SWOP standard and four-color process

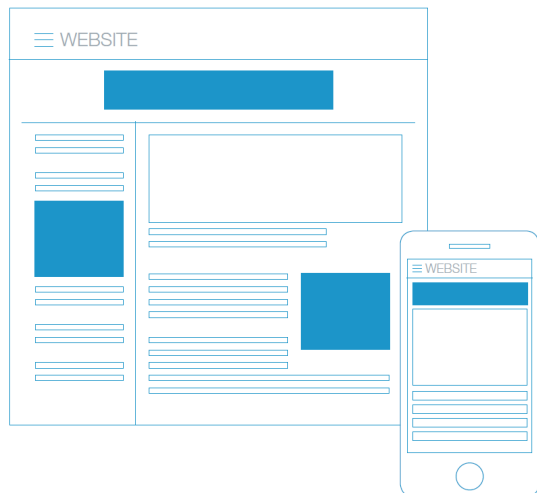
ADDITIONAL MAGAZINE INFORMATION

- PDF Format: Advertisers are encouraged to submit PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. For an Acrobat Creative Suite PDF export setting and more information on creating acceptable PDF files, visit <https://informa.sendmyad.com>.
- Preferred Applications: Ad layouts should be created using either Adobe InDesign® or QuarkXPress™.
- Proofs: Text and element proof required to assist in preflighting digital ad files. For critical color match, a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) is required. Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
- Photos: 300 dpi, actual size; CMYK color model
- Line Art/Text: 600 dpi minimum; CMYK color model. In Photoshop, black text should be created in black channel only to avoid registration problems.
- Color Tone Values: To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
- Color Mode: Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
- Lettering: Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided. Small CMYK or RGB black text will be converted to 100% black if possible.

SPECIFICATIONS:

Website

SPECIFICATIONS: Standard Display Ads (Website)



Type	Dimensions	File Size	File Format
<ul style="list-style-type: none"> • Leaderboard • Interscroller 	728x90 pixels (with 320x50 for mobile)	200kb max	JPEG, GIF, Animated GIF, HTML5 (no Flash, Java or Java Applet)
<ul style="list-style-type: none"> • Left Rectangle • Right Rectangle • Gallery Interstitial 	300x250 pixels		
• Half Page	300x600 pixels		
• Billboard	970x250 pixels		

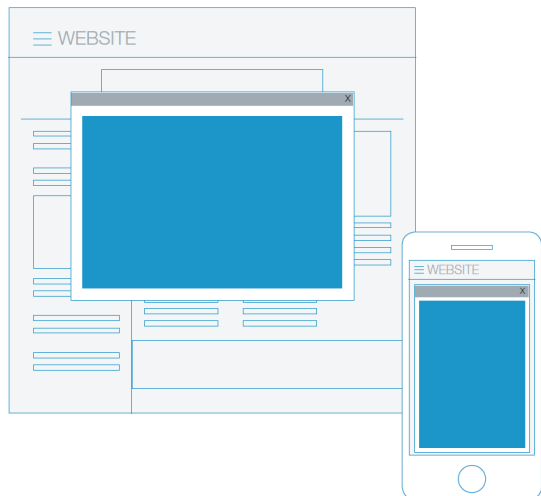
ADDITIONAL INFORMATION

- Click-through URL required
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

MATERIALS DUE

- 5 business days prior to campaign start

SPECIFICATIONS: **Welcome Ads** (Website)



Type	Dimensions	File Size	File Format
Welcome Ad	640x480 pixels (with 300x416 for mobile)	200kb max	JPEG, GIF, Animated GIF, HTML5 (no Flash, Java or Java Applet)

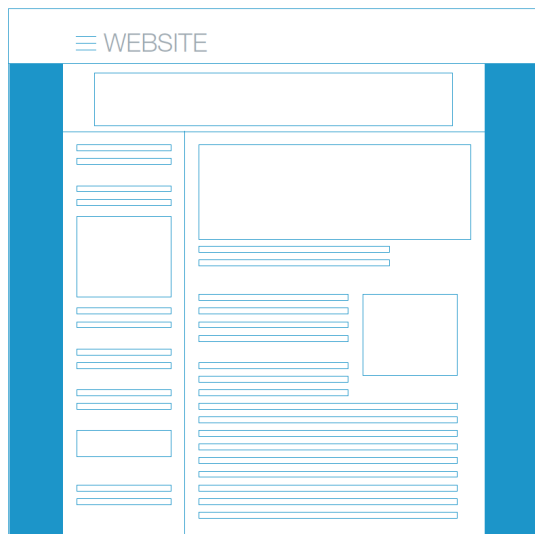
ADDITIONAL INFORMATION

- Click-through URL required
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

MATERIALS DUE

- 5 business days prior to campaign start

SPECIFICATIONS: Site Skins (Website)



Type	Dimensions	File Size	File Format
Site Skin	1260x1024 pixels	200kb max	GIF or PNG

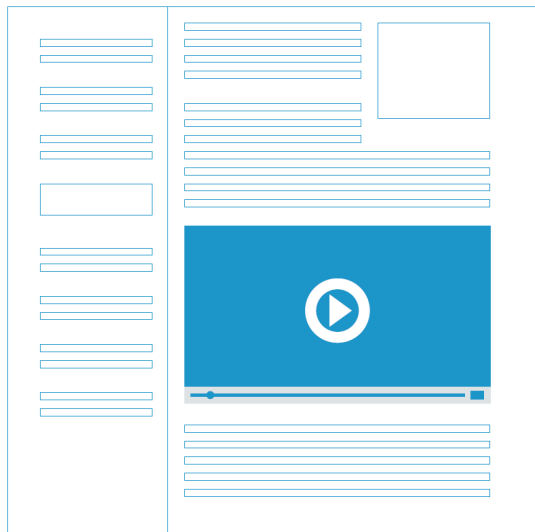
ADDITIONAL INFORMATION

- Click-through URL required
- Visible images on left/right sides should be 150x1024 with the white center being 960x1024
- Creative should be delivered as a single image
- Smaller images can be tiled horizontally or vertically, but may require additional time for testing
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: In-Article Videos (Website)



Type	Dimensions	File Size	File Format
In-Article Video	Minimum: 640x360 pixels Maximum: 1920x1080 pixels	20mb max	FLV, MP4, MOV, VAST, VPAID*, YouTube videokey <i>*Might require additional testing and does not currently work on mobile</i>

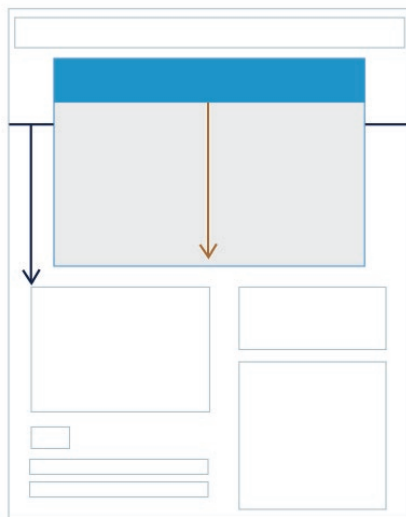
ADDITIONAL INFORMATION

- Click-through URL required
- Length: 15-60 seconds is optimal
- Aspect Ratio: 16:9 (4:3 not supported)
- CODEC: Any except: ProRes 4444, HDV 720p60, Go2, Meeting 3 & 4, ER AAC LD, REDCODE
- Sound Setting: On

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: Leaderboard Pushdown Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Leaderboard Pushdown Ad	970x90 pixels	970x415 pixels	Expanded unit “pushes” page content down rather than expanding over page content at user-initiated click. Closes via obvious “close” text or “X”

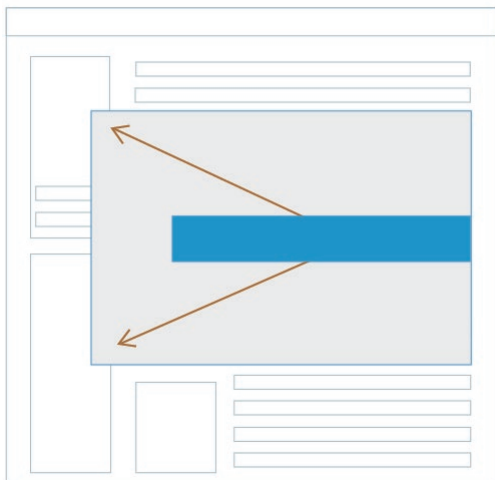
ADDITIONAL INFORMATION

- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: Interscroller Expandable Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Interscroller Expandable Ad	728x90 pixels	970x700 pixels	Expands from center and above at mouse over or user-initiated click. Closes via obvious “close” text or “X”.

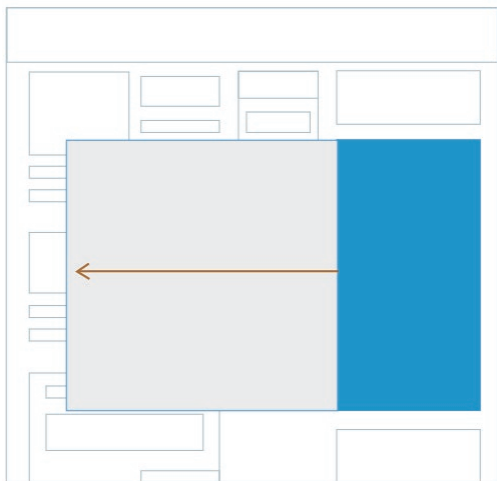
ADDITIONAL INFORMATION

- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: Jumbotron Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Jumbotron Ad	300x600 pixels	970x700 pixels	Expands to left at user-initiated click. Closes via obvious “close” text or “X”.

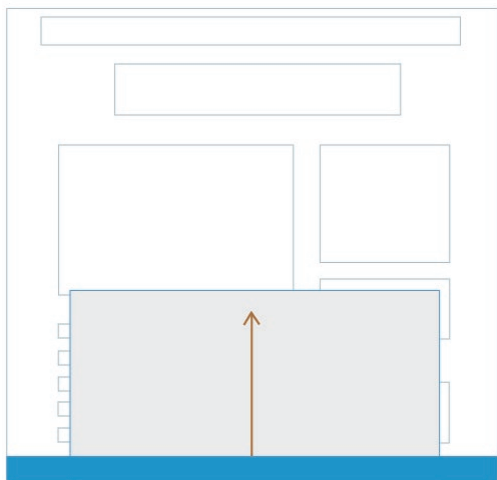
ADDITIONAL INFORMATION

- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: Floor Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Floor Ad	970x40 pixels 970x90 pixels	970x410 pixels	Persistent unit that sits at the bottom of the screen. Expands up from center at user initiated click. Closes via obvious “close” text or “X”.

ADDITIONAL INFORMATION

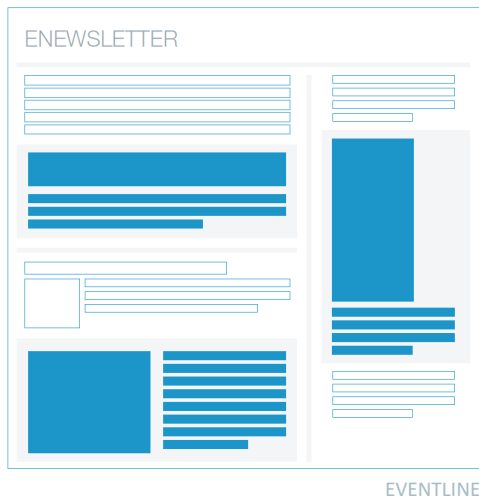
- Client supplies: all creative assets, including designed layouts, pre-built animations and instructions for interactive components (Informa will execute final tag for all floor ad units)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD /Social Feeds

MATERIALS DUE

- 10 business days prior to campaign start

SPECIFICATIONS: E-Newsletters

SPECIFICATIONS: E-Newsletter Ads



Type	Dimensions	File Size	File Format	Text Guidelines
Top Text Ad	468x70 pixels	200kb max	JPEG, GIF, or Animated GIF*	50 words copy
Text Ad	180x150 pixels		<i>*Ensure important information is in the first frame</i>	50 words copy
Tower Ad	120x240 pixels			25 words copy

ADDITIONAL INFORMATION

- Click-through URL required
- 3rd party ad serving not accepted
- Animated GIFs: 4 frames max; 3 loops max; 15 seconds max

MATERIALS DUE

- 5 business days prior to campaign start

SPECIFICATIONS:

E-mails

SPECIFICATIONS: Custom E-Blasts (E-mail Campaigns)



Type	Dimensions	File Size	File Format
Custom E-Blast	Width: 600 pixels Height (recommended): 600 pixels	40kb max Images no larger than 32kb	HTML (inline coding)

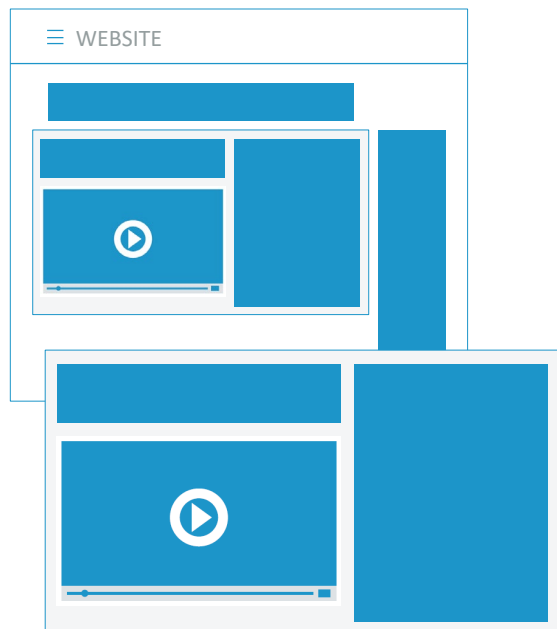
ADDITIONAL INFORMATION

- Click-through URL required

MATERIALS DUE

- 7 business days prior to e-mail deployment

SPECIFICATIONS: Video Postcards (E-mail Campaigns)



Video Landing Page	Length	File Size	File Format
Video (hosted on our website)	3-5 minutes	90mb max	Flash
Display Ads (surrounding video on our website)	(1) 728x90 pixels (1) 160x600 pixels	200kb max	JPEG, GIF, Animated GIF, HTML5 (no Flash, Java or Java Applet)
E-mail	Dimensions	File Size	File Format
E-Postcard	300x400 pixels	40kb max	HTML (inline coding)

ADDITIONAL INFORMATION

- Company logo required

MATERIALS DUE

- 10 business days prior to e-mail deployment