Contents

SPACE & AVAILABILITY

This document lists the advertising slots for the website. Your salesperson will work with you to determine actual available dates placement(s).

GENERAL GUIDELINES

- 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 material 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.

HTML5 SPECIFICATIONS

Informa supports HTML5 advertising on Informa sites. Ads created in HTML5 offer the benefit of working across devices and platforms.

- 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) for any browsers incapable of displaying HTML5.
- 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
  - All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- DoubleClick Studio creatives directly pushed to our DFP network from DC Studio.
- DoubleClick Campaign Manager tag (DCM inred).

STANDARD ADS

STANDARD AD UNIT

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Leaderboard	728x90 & 320x50 (mobile ad)	72 ppi 200 kb max	JPEG, GIF, PNG, HTML, Rich Media, 3rd Party Tag Animated GIF Max # of loops: 3 Max # of frames: 4
Rectangle	300x250 pixels		
Half Page	300x600 pixels		

DETAILS

- Click-through URL required and should not be hard-coded
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- HTML5 as: 3rd party tag, DoubleClick Studio, or DCM tag
- Animation Length: 15-20 seconds; Max # Looping: 3 times; Max # frames: 4
- Panel activation/retraction can be click with clear and obvious "close" text
- Audio and video must be user initiated
- Audio and video must have clearly visible controls: "Close X", "Play", "Pause", "Rewind", "Volume"
- Close Button: Close button is required on floating, expanding and pushdown units
- <u>If mobile users are to be excluded from your impressions, please inform us in advance</u>

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING

LOGO

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Company/Sponsor Logo	160 x 65 pixels	72 ppi 40K max	JPEG, GIF, PNG, HTML5, most 3rd party tag

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- HTML5 File size info: Initial load- 200 kb max; Polite Load- 300 kb max

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING

WALLPAPER/SITE SKIN AD

Offers advertisers the opportunity to brand around a web site by leveraging traditionally unused portions of the page. Covers the left and right rails on a page (rails must be "clickable").

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Site Skin/ Wallpaper	1920x1080 pixels (high resolution)	72 ppi 200 kb max	JPEG, GIF, or PNG (static image)

- Informa will execute HTML5
- See visual example here and template
- A single static jpg/png/gif placed into the background of the site
- Max artboard/canvas dimension of 1920W x 1080H
- Center content well must remain completely blank/white (1120W)
- Top 120 pixels of the artboard may contain background graphics but no logo, call to action or other important messaging. (This area will be covered by the site menu until user scrolls)
- Artwork sits on either side of center content well like side-pillars and beginning under the 120 px menu allowance
  160W x next 400H (each pillar) is visible on most low-resolution screens
  400W x next 960H (each pillar) is visible on higher resolution screens
- Third party impression and third party click trackers are supported.
- URL required (entire wallpaper will be clickable)

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

REVEAL AD

Reveal Ad is a bold ad with an unexpected scroll-to-reveal appearance.

STANDARD	ARTBOARD/ CANVAS SIZE	IMAGE FILE SIZES	AD UNIT FILE FORMATS
Reveal Ad	Desktop – 680w x 460h Tablet – 1024w x 1024h Mobile – 736w x 736h *Note: Please see copy safe areas below	72 ppi 200 kb max; 100KB host-initiated subload	JPEG, GIF, PNG, Rich Media, most 3rd party tags

- *All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).*
- Close button not required.
- If ad features animation & audio, audio sound initiated by user click only.

Background Overflow Imagery/Canvas
- Background overflow ensures the ad fills the full ad area on larger devices.

Safe Area
- <u>Important content</u> should be constrained to the safe area and the safe area should be oriented in the center of the artboard/canvas.
- Recommended safe area sizes, centered to the artboard/canvas are:

  Desktop – 680w x 460h

  Tablet – 768w x 988h ([visual here](#))

  Mobile – 320w x 568h ([visual here](#))
- On the most common smaller screen sizes / resolutions, the only visible area will be the safe area – but if the user happens to have a larger screen size / resolution, they will see the safe area plus some of the background overflow.
- Some custom, rich media production may be necessary to serve Reveal animation ads.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

WELCOME AD

Introstitial ad is served to every unique visitor first thing upon arriving on the website for approximately 15 seconds. A "Continue" link is included to ensure optimal user experience.

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Welcome Ad	640x480 pixels & 300x250 (needed for mobile)	72 ppi 200 kb max	JPEG, GIF, Java, Iframe, most 3rd party tags

- All 3rd Party tags, and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Close button should not be included on creative
- **Video (optional)**
  File Format: 3rd Party Creative Tag
  4MB Max file size
  Time: 15 seconds
  Video format options: .mp4
  Will auto run
  Audio must be user-initiated
- Backup JPEG, GIF or PNG
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

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FLOOR AD

The Floor Ad is a fixed, adhesion ad unit that sits at the bottom of the browser, remaining persistently in the user's view even as they scroll down the page. As on option, the Floor Ad could begin as a collapsed unit but on click, the ad spawns an expanded canvas that can support social, video, and custom content integrations.

AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS
Base Unit	1120x90 pixels (desktop only) 728x90 pixels (desktop and tablet)	72 ppi 200 kb max	JPEG, GIF, or PNG Supported assets: Videos, HTML source files, PSD, image crops
Expanded unit (*optional*)	1120x410 pixels (desktop only) 728x410 pixels (desktop and tablet)		

- Informa will execute production of this ad unit
- **Client supplies:** All artwork assets, including designed layouts and instructions for interactive components
- **Action:** 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"
- **Border:** 1-pixel border, creatives without border must have high contrast background color that doesn't mimic the background color of the website
- **Animation:** initial load should not last more than 15 seconds, unlimited for user-initiated animation
- Base unit must contain the phrase "expand"
- Close Button required on both base unit and expandable unit (close button that can sit either inside or outside of the creative) Informa can place the close button.
- **Audio acceptance:** user initiated only; must have clearly visible functioning controls: Close X, Play, Pause, Rewind and Volume
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Third Party impression or third party click trackers are accepted.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

MOBILE ADHESION

- Remains visible when scrolling.
- Persistent, above the fold ad placements.
- Clickable hotspots are available.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Base Unit	320x50 pixels	72 ppi 200 kb max	JPEG, GIF, or PNG Supported assets: Videos, HTML source files, PSD, image crops
Expanded unit (*optional*)	300x250 pixels		

- **IMAGE SIZE:** 320x50; if expansion (300x250)
- **CLIENT SUPPLIES:** All creative assets, including designed layouts, pre-built animations and instructions for interactive components; Informa will execute final tag for all mobile adhesion ad units.
- **FILE SIZE:** 200KB max (initial); 300KB max (polite download)
- **ACTION:** Persistent unit that sits at the bottom of the screen; Closes via obvious "close" text or "X".
- BORDERS: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- **ASSETS FOR PRODUCTION:** Videos, HTML5 source files, JPEG/PSD, Social Feeds
- **ANIMATION:** 15 seconds Max (initial load); Unlimited (user-initiated action)
- **VIDEO:** 1.1MB Max additional file size allowed for host-initiated video; unlimited file size for user-initiated video
- **AUDIO:** Muted on initial load
- **AUDIO/VIDEO CONTROLS:** Must have visible functioning controls (play/pause, mute, stop)

ADDITIONAL INFORMATION
- **ANIMATED GIF:** Animations should be limited to three loops, with a maximum of four frames.
- **CLOSE BUTTON:** Close "X" is required in upper right-hand corner on initial and expanded states.
- Informa will produce the ad tag for this unit; no third-party tags supported.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

IN-ARTICLE VIDEO

Provide an interactive experience to potential clients with in-article videos. Utilize this high-impact placement to generate brand awareness within an editorial article 500 words or more. Your company's video is placed directly into the top half of the article and automatically plays once as the user scrolls down to read. Audio is enabled as the user's cursor is placed over the video. Simple engagement features include click, hover, and touch and volume control.

- **Video Format: MP4**
- **Dimension:** 1280x720 (responsive to the page level)
- **Max File Size:** 4 MB
- **Video Duration:** 30 second video or shorter
- **Settings:**
  Recommended coded: H.264
  Recommended max size: 960 width
  Recommended max birate: 768kbps
- **Aspect Ratio:** 16:9 (4:3 not supported)
- **FPS:** 24
- **Sound Setting: ON**
- **URL:** provide 1 linking URL for redirect.

Note that the 4:3 aspect ratio is supported but the player will have black bars since the player will have a 16:9 aspect ratio.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

BILLBOARD

The Billboard is highly visible and a premium opportunity with larger real estate for client marketing.
The unit loads into the top leaderboard position and remains open.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE FORMATS
Billboard Top Leaderboard	970x250 pixels (desktop only)	72 ppi 200 kb max	JPEG, GIF, or PNG HTML, Rich Media, 3rd party tag, DoubleClick Studio creative or DCM tag.

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag: All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Ad could include in-banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING

NATIVE ADVERTISEMENT

Native advertising runs like an ad but looks like an article and infeed headline. Use your content or content developed exclusively by Informa experts for brand building and thought leadership. Your content is promoted with a prominent headline infeed and as sponsored content running alongside Informa brand related articles.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	TEXT
Native Advertisement	250x250 pixels	JPEG, GIF or PNG 100 kb max	Headline: 50 characters (max) Summary: 150 characters (max)
Native Featured (Homepage)	480x270 pixels	JPEG, GIF or PNG 100 kb max	Headline: 50 characters (max) Summary: 150 characters (max)

- Third party impression or third party click trackers are allowed to run with Native Ads
- Static image only.
- URL required.

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING

NEWSLETTER

POSITION	IMAGE DIMENSIONS	FILE SIZE	IMAGE FILE TYPES
Leaderboard	728x90	72 ppi Max File Size 40 KB	JPEG, GIF, PNG and animated GIF. Animated GIFs need to have all important info in first frame. Max of 3 loops and max of 4 frames. Linking URL (tied to graphic)
Rectangle	300x250		
595x350	595x350		
In-Stream	180x150 image	72 ppi Max File Size 40 KB	Headline: 50 characters (max) Body Copy: 150 characters (max)
Featured Product/Recipe/ Classified	180x150 image	72 ppi Max File Size 40 KB	Headline: 50 characters (max) Body Copy: 150 characters (max)

- HTML5 is not accepted
- All creative must have a 1pt border around it in a color other than white
- eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
- Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
- We recommend animated. GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
- Link to URL needed for all sizes. Mobile and desktop version must use same link.

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING