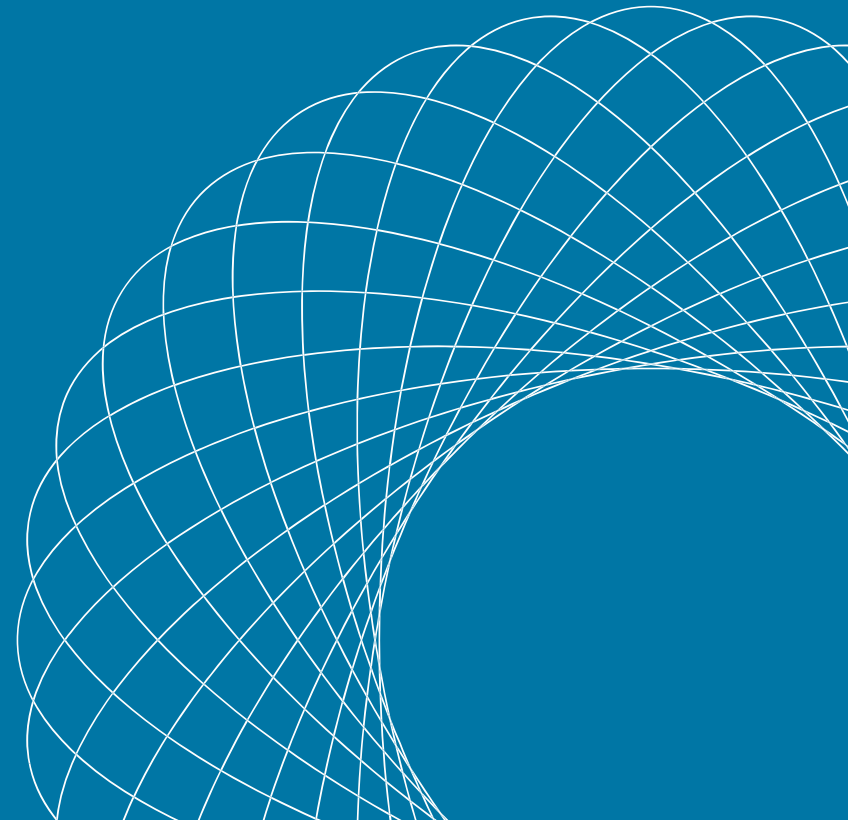


# Audience Extension Specifications

Update 02.13.2019



# Audience Extension: Web Ad Specifications

With Audience Extension, Penton users are located on the “open” web (outside Penton) through display banners. To create these banners, you will need at least two images in the dimensions specified below and a destination URL. Before you launch your Audience Extension campaign, be sure to read through the information below and contact us with any questions.

## Accepted file formats

JPG, GIF, HTML5 or approved 3<sup>rd</sup> party tags.

*\*Note: All 3<sup>rd</sup> Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)*

## File size

200KB Max Initial File Load (refer to IAB specs)

## Most popular ad sizes

We recommend that campaigns are launched with, at minimum, the four ad sizes listed below.

- Medium rectangle: 300 × 250
- Leaderboard: 728 × 90
- Wide skyscraper: 160 × 600
- Large Rectangle: 300 × 600

## Additional Ad Sizes

We also support these additional ad sizes.

Since we are only able to serve an ad if the available ad space matches, performance of less popular ad sizes may not be as high.

- Mobile leaderboard: 320 × 50, 300 × 50\*
- Banner: 468 × 60
- Rectangles: 336 × 280, 180 × 150
- Skyscraper: 120 × 600
- Billboards: 970x90, 970x250

*\*Additional mobile sizes as well as IAB Rising Star units may be available. Please inquire if interested.*

## Additional Requirements

**Animation:** Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

**Border:** Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.

**Expansion:** Due to the variability of the ad serving environment, expandable ads are NOT supported at this time.

**3<sup>rd</sup> Party Tags:** All campaigns with 3<sup>rd</sup> party tags must provide reporting to Informa.

## Destination URL

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly to third-party vendors, unless linking to a ticket distributor for an event.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows

## Branding

- To prevent fraud, ad content and branding must include or carry the logo that matches the page where the user is being directed upon click. Ads that do not adhere to this spec will be rejected when the campaign is loaded.

# Audience Extension: HTML5 Requirements

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**Ads created in HTML5 offer the benefit of working across devices and platforms.**

- File Size for HTML5 creatives is increased to 200KB for Max Initial File Load
- HTML5 ads can be submitted as:
  - 1) 3rd party tag (*must be SSL compliant*)
  - 2) DoubleClick Studio creatives directly pushed to our DFP network from DC Studio
  - 3) DoubleClick Campaign Manager tag (DCM InRed)
  - 4) Self-contained HTML5 creative - in a single code snippet with all files hosted remotely
- Advertiser or Creative agency will be asked to provide information on click macro implementation. Also, advertiser or agency 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. Penton's ad server is Google DoubleClick for Publishers (Premium).

As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Penton HTML5 specs may be updated in the future.

# Audience Extension: Image Requirements

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In addition to formatting requirements, we check your image content for compliance with network and our partner's policy. If the policy pertains to a specific network, we will indicate such in the policy description. Keep in mind that although these policies refer specifically to images used in ads, images on ad destinations are subject to review for appropriateness as well. Please make sure that your ads are not in violation with the following policies to avoid delays in campaign approval:

## Adult Content

Please make sure that any content used in your ads or destination landing pages are appropriate for all ages. We cannot move forward with approval if your ads contain nudity, graphic language, or adult concepts.

## Alcohol

We cannot approve any ads that depict alcohol or alcohol consumption.

## Body Images

Inline with our policy on adult content, you may not use sexualized images. Avoid nudity (implied or explicit), unnecessary skin exposure or cleavage, or other tactics designed to solicit a sexual response. Facebook does not permit the use of ad images that imply ideal or undesirable body image, including "Before and After" photos, images that imply unlikely results, or images that draw unnecessary attention to body parts.

## Brand Notification

Your visitor should be able to have a clear understanding of where they will be going if they click on your ad. In accordance with this policy, we require that the brand shown on the ad match the brand of the destination landing page.

## Shock Value

In addition to ensuring that your ad images are tasteful and family-safe, we do not permit advertisers to use images that are visually disturbing, gory, or designed to shock or scare.

## Spam tactics

- Tactics designed to mislead a visitor are strictly prohibited. We cannot approve ads that: Imitate computer functions such as system messages, progress bars, or virus warnings
- Mimic the function of other types of media, such as appearing to be an embedded video
- Initiate prompts to download files or software after the click

## Special Interests

Ads are not permitted to use, or imply knowledge of, sensitive conditions or personal information. This is in line with our "Special Interests" policy as defined in our partner's [Site Requirements](#).

## Weapons

Your ads should not depict gratuitous violence. In the same vein, we cannot approve ads that contain pictures of guns or other firearms.

# Audience Extension: Facebook Specs

**File Format:** JPEG, GIF (static), PNG. No 3<sup>rd</sup> party creative tags accepted.

**File size:** Maximum 1MB

**Ad Sizes:** Ratio 1.9:1, 1200 × 628 (recommended).  
ANIMATION IS NOT ACCEPTED.

**Facebook Company Page URL (required):**

Advertiser's Facebook Page Admin will need to accept a request from Informa Engage to run advertising before the campaign can start. You can respond to the request by logging in to Facebook page as an admin, and choosing SETTINGS and PAGE ROLES. Advertisers without a Facebook Page will not be able to utilize this tactic. Please reach out to [Aeops@penton.com](mailto:Aeops@penton.com) to discuss options.

**Text Message:** 90 characters recommended for smaller screens. Can accept up to 500 but all may not display.

**Headline (required):** 25 characters recommended

**Link Description (required):** 145 characters / max 2 lines

**Display URL:** Facebook determines the display URL to show based on the website URL you direct traffic to.

**20% Text Limit:** Although not a *requirement*, we recommend that less than 20% of the supplied image can be text.

**Destination URL**

- Must redirect to external (non-Facebook) link
- Newsfeed ads cannot redirect to an external site with an embedded video

**Ad text requirements**

- No word used in the creative can be longer than 20 characters
- The following characters are not allowed: @ > # \$ % ^ & \* ( ) <
- Excessive capitalization is not permitted
  - OK: Joe's Widgets welcomes advertisers with a FREE two week trial.
  - Not OK: JOE'S WIDGETS welcomes ADVERTISERS with a FREE TWO WEEK TRIAL.


Text

Image

Headline

Link Description

Display URL



The screenshot shows a Facebook sponsored advertisement. At the top left is the Jasper's Market logo and name, with 'Sponsored' and a small icon below it. To the right is a 'Like Page' button. The main text of the ad reads: 'It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.' Below this is a large, high-quality image of a golden-brown tart topped with several slices of fresh figs. Underneath the image is the headline 'Fig Tart with Almonds' and a link description: 'The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.' Below the description is the website URL 'WWW.JASPERS-MARKET.COM'. At the bottom of the ad, it shows engagement metrics: '96 Likes 4 Comments 14 Shares' and three icons for 'Like', 'Comment', and 'Share'.

# Audience Extension: Landing Page Requirements

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This section describes basic website content and structural elements that we use to evaluate your website for network eligibility.

You may choose to create a dedicated landing page for your display campaign. The section below describes the landing page elements we look for.

In addition to complying with general website content considerations, your landing page must comply with the following requirements to be approved:

- Your landing page must contain sufficient brand notification.
  - Your business should be clearly associated with landing page content.
  - Your main website's homepage and privacy policy must be accessible from your landing page.
  - If your landing page contains a unique offer not available on your website, it must disclose the terms of the offer clearly and completely.
  - Any claims must be verifiable.
  - Any collection or processing of personal information must be done on a secure server (https://).
- If you intend to use your landing page for your Facebook News Feed campaign, keep in mind that News Feed ads are not permitted to link to pages that contain an embedded video, regardless of whether the video is the focus of the page.

## Audience Extension: Pre-Roll Ad Specs

Field	Specific Requirements
Max Ad Length	:30 seconds
Unit Size	400x300 or larger (video player size); actual player size varies in a live environment
Ad Format	MP4 or FLV or Web M
Max File Load Size	PLAYTIME: 100MB max upload
Video Aspect Ratio	16:9 recommended, 4:3 okay
Video Frame Rate	24-25 or 29-30
3 <sup>rd</sup> Party/TM Served?	TM Served/3 <sup>rd</sup> Party /VPAID
Tracking Pixel	Impression, click redirect, and event
3 <sup>rd</sup> Party Tracking Tags	Yes
Tag Preferences (iframe/JavaScript/Standard/Dart Internal Redirects)?	Standard
1x1 Accepted?	Yes
Vast Compliant?	Yes

Field	Specific Requirements
Rich Media Enable	No
Expand Direction	N/A
Close Button Required	No
Max Bits/Second	1-2MB
CODEC	H.264
Audio (Auto or User- initiated)	Auto
Audio Code	MP3 or AAC
Click Through	URL or redirect tag
Click Through URL Limit	2048 characters
Flash Player, AS, Frame Rate	N/A
Max Animation Length	N/A

# Audience Extension: Network In-Feed Native Ads

## \*Required Fields

Creative Field	Specific Requirements
<b>*Title</b>	Max 25 characters. The title is where the main storyline gets told and should be as detailed as possible to help engage the user. Note: This will not be displayed on all Native inventory.
<b>*Body/Description</b>	Recommended < 140 characters with a max of 300 including all spaces and punctuation.
<b>*Image</b>	The main image to be used in the placement. This can be a JPG, GIF, or PNG file and is recommended to be at least 1200 x 628px with 1.91:1 ratio.
<b>*Icon</b>	A smaller version of the image to be displayed on mobile devices. This can be a JPG, GIF, or PNG file, and should be at least 150 x 150px with a 1:1 ration required.
<b>*Landing Page</b>	The URL the user will be taken to when they click on the creative. Must include http:// or https://
<b>*Sponsored By</b>	The brand name that the user should associate with the creative. The length must be no more than 25 characters.
<b>Call to Action Text (optional)</b>	Recommended, maximum 15 characters including all spaces and punctuation.

*Please be sure that the images do not contain words, text overlays, call to action buttons, or other items that have the potential to throw off the dynamic auto-cropping that occurs on some widgets.*



## Audience Extension: Facebook Video Specs

Creative Field	Specific Requirements
<b>Text</b>	125 Characters or less recommended* (more than 125 may be truncated)
<b>Headline</b>	25 Characters recommended
<b>Link Description</b>	30 Characters
<b>Aspect Ratio</b>	16:9 recommended
<b>Video</b>	H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan
<b>Audio</b>	Stereo AAC audio compression, 128kbps + preferred
<b>Support for CC</b>	Yes

Field	Description
<b>File Size</b>	2GB max
<b>Length</b>	120 minutes max. * Recommended 60 sec or less for Instagram compatibility
<b>Thumbnail Image</b>	1200x675 px Your thumbnail image may not include more than 20% text. *Image will be autogenerated if not specifically provided.
<b>Bitrate</b>	No limit for files under 1GB using 2-pass encoding. Otherwise, 8MB/sec for 1080p and 4MB/sec for 720p.
<b>Resolution</b>	Minimum 720p
<b>Frames</b>	30 fps max
<b>Recommended File Formats</b>	MP4 or MOV * (recommended) also accepted avi (AVI Video)                      flv (Flash Video) m4v (MPEG-4 Video)                mpeg (MPEG Video) mpeg4 (MPEG-4 Video)            mpg (MPEG Video) qt (QuickTime Movie)              wmv (Windows Media Video)

## Audience Extension: LinkedIn Sponsored Content Specs

Field	Specific Requirements
<b>Introductory Text</b>	150 Characters or less recommended. Max of 600* (more than 150 may be truncated)
<b>Headline</b>	70 Characters Max recommended
<b>Description Text</b>	Less than approx. 100 Characters to avoid truncation. *Note that in most cases Description Text will not be shown unless image size is smaller than 200px.
<b>Image Aspect Ratio</b>	1.91:1 ratio (1200x627px) recommended Must be larger than 400px in width
<b>Image Format &amp; Size</b>	JPG, GIF, PNG. Animated GIF not accepted. No 3 <sup>rd</sup> party tags. Must be less than 2MB.
<b>Landing Page URL</b>	URLs must start with http or https URLs longer than 23 characters are shortened by the LinkedIn URL shortener.
<b>Video</b>	Not Supported at this time

Topic	Description
<b>Advertiser Permissions</b>	Advertiser will need to assign specific permissions to Informa Engage to create your Sponsored Content ad to be shared in your target user's News Feed. Please inform your LinkedIn admin that they will receive a request via Email in order to facilitate this.

