Wealth Digital Ad Guidelines & Specs

Updated 11-26-2024

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. 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) 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).

RICH MEDIA

- 3rd party tag, HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5
- Max Size: 200KB
- Looping 3 Times
- Animation Length: 15-20 seconds
- Video: Non-user initiated
- Audio: User initiated
- Audio/Video Buttons: Buttons are required for Play, Pause, Rewind, Volume
- Mute: Clickable mute button is required
- Close Button: Close button is required on floating, expanding and push down unit

RUN-OF-SITE BANNER ADS

IMAGE	STANDARD AD UNIT	DIMENSIONS FILE SIZES	FORMATS
Leaderboard	728x90 pixels & 320x50 pixels (mobile size required)	72 ppi 200 kb max	JPEG, GIF, PNG Animated GIF Max # of loops: 3 Max # of frames: 4
Rectangle	300x250 pixels		
Half page	300x600 pixels		

- Click-through URL required and should not be hard-coded
- Creative must be hosted through a third-party with a "STANDARD" ad tag
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Z-index of ad must be set low or as a "1"
- Backup JPEG, GIF or PNG (200kb max) required for delivery to mobile devices
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE 5 BUSINESS DAYS PRIOR TO POSTING

JUMBOTRON

Half-Page page ad unit expands to page width. Rich creative possibilities - advertiser messaging, video elements, product samples, etc. The viewer stays in control of the ad experience.

IMAGE	FILE SIZE	DIMENSIONS	FILE FORMATS
Initial unit	300x600 pixels	HTML5 3rd Party Tag	Initial: 200 kb max Polite: 300 kb max
Expanded unit	970x700 pixels		
Mobile	300x250 pixels	72 ppi 200 kb max	JPEG, GIF, PNG, most 3rd party tags

- 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).
- **Action:** Expands to left at extended hover or user-initiated click. Closes via obvious "close, 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.
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Please notify us if your ad includes animation (moving imagery or text)

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

FILMSTRIP

The Filmstrip is a high impact ad unit that features creative storytelling within a single ad creative. It is an engaging experience with numerous advertiser content possibilities.

AD UNIT	DIMENSIONS	FILE FORMATS	
Initial unit	300x600 pixels	HTML5 or 3rd Party Tag	HTML5: Initial: 200 kb max Polite: 300 kb max
Expanded unit	300x3000 pixels		
Mobile unit	320x50 pixels		
(non-expandable)		JPEG, GIF or PNG	72 ppi 200 kb max

- 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)
- **Action:** 300x600 viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments), scroll is user initiated
- **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
- **Frame Rate:** 24 FPS max
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls: Close X, Play, Pause, Rewind and Volume
- **Maximum video weight:** 1.2MB streaming video max
- URL required

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING
- http://engage.informa.com/portfolio/filmstrip/

Wealth Digital Ad Guidelines & Specs

PUSHDOWN

Allow advertisers to tell their stories in a seamless, attention-grabbing way. With videos, photos, and animation- the Pushdown can lead to specific audience actions.

IMAGE	IMAGE FILE SIZE	DIMENSIONS	FILE FORMATS INFORMATION
Base Unit	970x90 pixels	HTML5 3rd Party Tag	Initial: 200 kb max Polite: 300 kb max
Expanded unit	970x415 pixels		
Mobile	320x50 pixels	72 ppi 200 kb max	JPEG, GIF, PNG, most 3rd party tags

- 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).
- **Action:** expanded unit "pushes" page content down rather than expanding over page content at extended hover or user-initiated click. Closes via obvious "close" text or "X" upper right corner
- **Border:** 1-pixel border, creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- **Animation:** 15 sec max initial load. Host max video duration: 30 seconds
- **Video Format:** True Streaming preferred; Progressive Download on user initiation.
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- URL required
  - Please notify us if your ad includes animation (moving imagery or text) Creative Services available if needed, contact Informa for more information

eNEWSLETTERS

Image Dimensions	File Size	File Formats
728x90	200 kb max	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.
Native Newsletter Text Ad	100 kb max	Image Dimensions: 180x150 pixels File Format: JPEG, GIF or PNG File Size 100kb, 72 ppi Headline: 50 Characters Body Copy: 150 Characters

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 on the page. The Floor Ad can support social, video and custom content integrations.

IMAGE   IMAGE   IMAGE

Wealth Digital Ad Guidelines & Specs

Updated 11-26-2024

	DIMENSIONS	FILE FORMATS	FILE FORMATS
Base Unit	1120x90 pixels	72 ppi 200 kb max	JPEG, GIF, or PNG
Expanded unit (optional)	1120x410 pixels		Supported assets: Videos, HTML source files, PSD, image crops

Action: *Persistent unit that sits at the bottom of the screen*

- **Informa will execute production of this ad unit**
- **Client supplies:** All artwork assets, including designed layouts and instructions for interactive components.
- **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.
- **Audio acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- Please notify us if your ad includes animation (moving imagery or text)
- Third party impression or third party click trackers can be provided.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

MOBILE ADHESION

- Remains visible when scrolling.
- Persistent, above the fold ad placements.

Wealth Digital Ad Guidelines & Specs

Updated 11-26-2024

	IMAGE DIMENSIONS	FILE FORMATS	FILE FORMATS
Mobile Adhesion	320x50 pixels	72 ppi 200 kb max	JPEG, GIF, or PNG Supported assets: Videos, HTML source files, PSD, image crops

- **IMAGE SIZE:** 320x50
- **Informa will execute production of this ad unit**
- **CLIENT SUPPLIES:** All creative assets, including designed layouts, pre-built animations and instructions for interactive components
- **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.
- Third party impression or third party click trackers can be provided.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

SITE SKIN

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	DIMENSIONS	FILE FORMATS	FILE FORMATS

Bookend/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 5 BUSINESS DAYS PRIOR TO POSTING

IN-ARTICLE VIDEO

Provide an interactive experience to potential clients with our new 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

http://engage.informa.com/portfolio/in-article-video/

NATIVE ADVERTISEMENT

Native advertising runs like an ad but looks like an article and infeed headline. Your content is promoted with a prominent headline infeed and as sponsored content running alongside Informa brand related articles.

Required materials:

250x250 pixels image AND 480x270 pixels image

File Size: 200Kb Max

Headline: 50 Max Characters

Summary: 150 Max Characters for a brief summary

Click URL

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.

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	IMAGE FILE DIMENSIONS	FILE FORMATS	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

REVEAL AD

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

Wealth Digital Ad Guidelines & Specs

Updated 11-26-2024

IMAGE FILE SIZES   DIMENSIONS/FILE FORMAT

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

  Mobile – 320w x 568h
- 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 HTML5 SPECIFICATIONS

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

Big Sky

A large, full-width and responsive ad experience utilizing static text and imagery, video creative for high impact.

IMAGE	IMAGE	IMAGE STANDARD AD UNIT	DIMENSIONS	
FILE SIZES	**FILE FORMATS**			
Big Sky		1920x500 pixels (Half)	72 ppi 200 kb max	JPEG, STATIC GIF, PNG Video: .mp4

- **Image Only:**
  1920x500 pixels (Half Version)
  (GIF/JPG/PNG, 200kb max file size)
- **Video Only:**
  1920x500 pixels (Half Version)
  4MB max file size
  Video format options: .mp4
  30 seconds or less total run
  time Will autorun, muted
- Third party impression or third party click trackers are allowed.
- NOTE: Please ensure any text or logos are readable when resized to mobile display area (approx. 415 width).

Super Big Sky

A large, full-width and responsive ad experience utilizing static text and imagery, video creative for high impact.

IMAGE STANDARD AD UNIT	IMAGE FILE SIZES	IMAGE FILE FORMATS	DIMENSIONS
Big Sky 1920x850 pixels (FULL)		72 ppi 200 kb max	JPEG, STATIC GIF, PNG Video: .mp4

- **Image Only:**
  1920x850 pixels (Full Version)
  (GIF/JPG/PNG, 200kb max file size)
- **Video Only:**
  1920x850 pixels (Full Version)
  4MB max file size
  Video format options: .mp4
  30 seconds or less total run
  time Will autorun, muted
- Third party impression or third party click trackers are allowed.
- NOTE: Please ensure any text or logos are readable when resized to mobile display area (approx. 415 width).