

# License Global Digital Ad Guidelines & Specs

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## STANDARD AD UNITS

Placed above the fold. High viewability. Can serve as rich media unit

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
<b>Leaderboard</b>	728x90 pixels & 320x50 pixels (needed)	72 ppi  200 kb max	JPEG, GIF, PNG, 3 <sup>rd</sup> Party tag. Animated GIF: Animation Length 15- 20 seconds Max # of loops: 3 Max # of frames: 4
<b>Rectangle</b>	300x250 pixels		

### HTML5 as:

3rd party tag, DoubleClick Studio creative, or DCM tag.

### MATERIALS DUE

- 10 business days prior to posting

## Floor Ad

Full rich media interactivity. Fixed, adhesion that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page. Begins collapsed, on click the ad spawns a larger canvas that can support social, video and custom content integrations.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
<b>Collapsed Size</b>	1120x90 pixels	72 ppi 200 kb max	JPEG, GIF, or PNG <b>HTML5 as:</b>
<b>Expanded Size (Optional)</b>	1120x410 pixels		3rd party tag, DoubleClick Studio creative, or DCM tag (not usable for expanding version)
<b>Mobile Size</b>	320x50 pixels		

- **Client supplies:** all creative 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:** 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.

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## MATERIALS DUE

- 10 business days prior to posting

## 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”)

**Acceptable Formats:** PNG, JPEG

**Artboard/Canvas Dimensions:** 1920x1080; center content will remain completely blank, artwork sits on either side. Dimensions are different per brand/website, so please contact representative for a template and/or a

Photoshop PSD file for reference:

[https://assets.informa.com/advert/markets/skin\\_templates/License\\_Global\\_SiteSkin\\_Template\\_SC.psd](https://assets.informa.com/advert/markets/skin_templates/License_Global_SiteSkin_Template_SC.psd)

JPEG file for reference:

[https://assets.informa.com/advert/markets/skin\\_templates/License\\_Global\\_SiteSkin\\_Template\\_SC.jpg](https://assets.informa.com/advert/markets/skin_templates/License_Global_SiteSkin_Template_SC.jpg)

## MATERIALS DUE

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## BILLBOARD

Highly visible banner in desktop environments. Large ad size is attention grabbing.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
<b>Billboard</b>	970x250	GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative or DCM tag.	Initial: 200 kb max

*All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).*

- 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag).  
*All 3<sup>rd</sup> Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).*
- Expandable functionality is not accepted in this ad unit

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- 10 business days prior to posting
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## In-Article Video

The advertiser will own all the standard banner ads on the page

	DIMENSIONS	FILE FORMATS	FILE SIZE INFORMATION
Video	960x540	MP4	4 mb (VAST/VPAID tags are <b>not</b> accepted)

- **Length:** 30 seconds video or shorter
- **Setting:** Recommended coded: H.264 & max bitrate: 768kbps
- **Aspect Ratio:** 16:9 (4:3 not supported)
- **FPS:** 24

## MATERIALS DUE

- 10 business days prior to posting

## NATIVE ADS

Native advertising runs like an ad but looks like an article. Used for brand-building and thought-leadership. Promotion via prominent content running alongside / between Informa brand-related articles. Visibility in multiple positions throughout the website.

Required materials:

- 250x250 pixels image AND 480x270 pixels image
- File Size: 200Kb Max
- Headline: 50 Max Characters
- Summary: 150 Max Characters for a summary
- Click URL

## 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

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- Mute: Clickable mute button is required
- Close Button: Close button is required on floating, expanding and push down uni

## Big Sky

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

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

- **Image Only:**

1920x500 pixels for half version.

Note: Some brands may sell a **Super Big Sky** version. Please work with your campaign manager if you were sold a Super version. Super Big Sky specs are 1920x850 pixels. (GIF/JPG/PNG, 200kb max file size)

- **Video Only:**

1920x500 pixels (Half)

4MB max file size

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).

## MATERIALS DUE

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## NEWSLETTERS

	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
<b>Rectangle Ad</b>	300x250	200 kb max	JPEG, GIF, PNG Animated GIF Max # of loops: 3 Max # of frames: 4
<b>Leaderboard</b>	728x90		

- URL required for all eNewsletter ads
- Looping = 3 times (GIF) Frames = 4 (GIF)
- Accepted Formats – JPEG, Animated or Static GIF. Rich media is not accepted for eNewsletter placements.
- Outlook users cannot see animated GIFs, therefore it is our recommendation that the first frame of your Animated GIF be a stand-alone or call to action frame.

### MATERIALS DUE

- 10 business days prior to newsletter deployment