

Technology (DCK, IPro, AFCOM) - Digital Ad Guidelines & Specs

Updated 5/15/2024

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SPACE & AVAILABILITY

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

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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.

MATERIALS SUBMISSION

- Digital 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 and upload your ad material.
- If you are submitting multiple files, please choose “zip campaign” as type of placement.
- If you have any questions, please contact the Campaign Analyst.

HTML5 SPECIFICATIONS

Informa Engage supports HTML5 advertising on Informa Engage 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 Engage’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.

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- Informa Engage'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).

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

HTML5 FAQ

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.

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STANDARD ADS

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Leaderboard	728x90 pixels & 320x50 pixels (mobile-size needed)	72 ppi 200 kb max	JPEG, GIF, PNG, most 3 rd party tags Animated GIF Max # of loops: 3 Max # of frames: 4
Billboard	970x250 pixels		
Rectangle	300x250 pixels		
Half page <i>(desktop & tablet only)</i>	300x600 pixels		

RICH MEDIA AD UNIT	IMAGE DIMENSIONS	FILE SIZE INFORMATION	IMAGE FILE FORMATS
Leaderboard	728x90 pixels & 320x50 pixels (mobile-size needed)	72 ppi 200 kb max	HTML5, most 3 rd party tags <i>HTML5:</i> Initial: 200 kb max Polite: 140 kb max
Billboard	970x250 pixels		
Rectangle	300x250 pixels		
Half page <i>(desktop & tablet only)</i>	300x600 pixels		
Expandable Leaderboard	728x90 pixels (expands down to 728x315)		
Expandable Right Rectangle	300x250 pixels (expands left to 500x250)		

EXPANDABLE DETAILS

- Max number of panels: 4
- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- Panel activation/retraction with click button and clear and obvious “close” text
- Audio and video must be user initiated and must have clearly visible controls: “Close X”, “Play”, “Pause”, “Rewind”, “Volume”
- Backup JPEG, GIF or PNG (50 kb max) required for delivery to mobile devices If mobile users are to be excluded from your Rich Media impressions, please inform us in advance.
- URL required

MATERIALS DUE

- 5 business days prior to posting

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COMPANY/SPONSOR LOGO

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Company/Sponsor Logo	160x65 pixels	72 ppi 200 kb max	JPEG, GIF, PNG, HTML5, most 3 rd party tag Animated GIF Max # of loops: 3 Max # of frames: 4

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

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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) OR 1920x850 pixels (Full)	72 ppi 200 kb max	JPEG, GIF, PNG Video: .mp4

- **Image Only:**
1920x500 pixels (Half Version) OR 1920x850 (Full Version)
(GIF/JPG/PNG, 200kb max file size)
- **Video Only:**
1920x500 pixels (Half Version) OR 1920x850 (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).

MATERIALS DUE

- 10 business days prior to posting

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BOOKEND

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	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)

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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. The Floor Ad begins as a collapsed unit but on click, the ad spawns a 1120x410 canvas that can support social, video, and custom content integrations. This ad unit will run on desktop only due to its size.

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

- 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.

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MOBILE ADHESION

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

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE 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.

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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 bitrate: 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.

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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.

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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 3 rd 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

- Important content 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.

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NEWSLETTERS

POSITION	TEXT	IMAGE DIMENSIONS	IMAGE FILE TYPES
Banner	NA	300w x 250h	Image: JPG, PNG, or GIF (static) Flash not accepted. Linking URL (tied to graphic)
Banner	NA	728w x 90h	
Native Vertical Image/Text	Headline: 50 characters Body copy: 150 characters	300w x 250h <i>static image only</i>	

- We accept animated gifs, however it is our recommendation that the first frame of your animated gif be a stand-alone or call to action frame as some users may be unable to view them otherwise.
- Please note that if character count exceeds the max, file will be returned for revision, otherwise, complications with newsletter template may arise.
- It is the advertiser's responsibility to maintain the link for the duration of the ad
- URL required
- Third Party impression URLs or third party click trackers are allowed

MATERIALS DUE

- 5 business days prior to posting