Space & Availability

Your salesperson will work with you to determine dates available for ad placement(s) you would like to reserve.

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 materials 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.

Third Party Ad Tags

- Third-party tracking URLs must be live for 2 weeks prior and 4 weeks post deployment.

URL Information

- All ad placements require a clickthrough URL that will direct from the ad image, logo and/or text copy.
- If you are creating a vanity URL for use with your placement, it will need to be available 2 weeks prior and 2 weeks post e-mail launch.

Outlook 2007 eMail Rendering

Outlook 2007 uses Word 2007, and not Internet Explorer to render HTML e-mails. This has the following implications:

- No support for animated GIFs. The image will be rendered as static, only the first frame will display. Ensure animated GIFs have a link in the first frame.
- No support for Flash or other plugins. E-mail was not designed for Flash, this is not a new issue as it has always been a problem. Please take this into consideration when designing your ads.

Materials Submission

- Materials are due 15-business days prior to the newsletter deployment date
- Digital ads are to be submitted via email directly to Kirsten Stabler (kirsten.stabler@informa.com). A screenshot of your ad placement will be sent prior to newsletter deployment for full client approval
- .zip file language can stay the same
- IO language can stay the same
- If you have any questions, please contact Kirsten Stabler, Sr. Program Coordinator: kirsten.stabler@informa.com

Usage Rights of Submitted Ads

Fonts: Informa and the Foodservice Group brands require all fonts to be open source to avoid any usage fees from licensed fonts. Advertisers submitting materials must have the right to use the fonts present in the advertising creative submitted. If there is any doubt, open-source fonts must be used.

Images: Advertisers must have the rights to use all images included in advertising submitted.

Recipe Watch (NRN / RH) Dates

Product Watch (NRN / RH) Dates

Product Watch (SN) Dates