

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

Contents

- SPACE & AVAILABILITY 1
- GENERAL GUIDELINES 2
- HTML5 SPECIFICATIONS 3
- STANDARD ADS 4
- LOGO 5
- WALLPAPER/SITE SKIN AD 6
- REVEAL AD 7
- WELCOME AD 8
- FLOOR AD 9
- MOBILE ADHESION 10
- IN-ARTICLE VIDEO 11
- NATIVE ADVERTISEMENT 12
- NEWSLETTER 13

SPACE & AVAILABILITY

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

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

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.

- 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).

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

STANDARD ADS

| STANDARD AD UNIT | IMAGE DIMENSIONS | IMAGE FILE SIZES | IMAGE FILE FORMATS |
|--------------------|--------------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Leaderboard | 728x90 & 320x50 (mobile ad) | 72 ppi 200 kb max | JPEG, GIF, PNG, HTML, Rich Media, 3 rd Party Tag Animated GIF Max # of loops: 3 Max # of frames: 4 |
| Rectangle | 300x250 pixels | | |
| Half Page | 300x600 pixels | | |

DETAILS

- Click-through URL required and should not be hard-coded
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant(HTTPS).
- HTML5 as: 3rd party tag, DoubleClick Studio, or DCM tag
- Animation Length: 15-20 seconds; Max # Looping: 3 times; Max # frames: 4
- Panel activation/retraction can be click with clear and obvious “close” text
- Audio and video must be user initiated
- Audio and video must have clearly visible controls: “Close X,” “Play,” “Pause,” “Rewind,” “Volume”
- Close Button: Close button is required on floating, expanding and pushdown units
- If mobile users are to be excluded from your impressions, please inform us in advance

MATERIALS DUE

- 5 business days prior to posting

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

LOGO

| | IMAGE DIMENSIONS | IMAGE FILE FORMATS | IMAGE FILE FORMATS |
|-----------------------------|------------------|--------------------|----------------------------------------------------------|
| Company/Sponsor Logo | 160 x 65 pixels | 72 ppi 40K max | JPEG, GIF, PNG, HTML5, most 3 rd party tag |

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

MATERIALS DUE

- 5 business days prior to posting

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

WALLPAPER/SITE SKIN AD

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/ 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 10 BUSINESS DAYS PRIOR TO POSTING

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

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 ([visual here](#))
Mobile – 320w x 568h ([visual here](#))
- 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

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

WELCOME AD/PRESTITIAL

Welcome ad/Prestitial is served to every unique visitor first thing upon arriving on the website for approximately 15 seconds. A “Continue” link is included to ensure optimal user experience.

| STANDARD AD UNIT | IMAGE DIMENSIONS | IMAGE FILE SIZES | IMAGE FILE FORMATS |
|-------------------|-------------------------------------------------------|----------------------|-------------------------------------------------------------|
| Welcome Ad | 640x480 pixels & 300x250 (needed for mobile) | 72 ppi 200 kb max | JPEG, GIF, Java, Iframe, most 3 rd party tags |

- All 3rd Party tags, and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Close button should not be included on creative
- **Video (optional)**
 - File Format: 3rd Party Creative Tag
 - 4MB Max file size
 - Time: 15 seconds
 - Video format options:
 - .mp4 Will auto run
 - Audio must be user-initiated
- Backup JPEG, GIF or PNG
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE

- 10 business days prior to posting

FLOOR AD/ADHESION (RUNS WITH MOBILE ADHESION)

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. As an option, the Floor Ad could begin as a collapsed unit but on click, the ad spawns an expanded canvas that can support social, video, and custom content integrations.

| AD UNIT | IMAGE DIMENSIONS | IMAGE FILE SIZE | IMAGE FILE FORMATS |
|-------------------------------------------|-----------------------------------------------------------------------------|----------------------------|----------------------------------------------------------------------------------------------|
| Base Unit | 1120x90 pixels (desktop only) 728x90 pixels (desktop and tablet) | 72 ppi 200 kb max | JPEG, GIF, or PNG Supported assets: Videos, HTML source files, PSD, image crops |
| Expanded unit <i>(optional)</i> | 1120x410 pixels (desktop only) 728x410 pixels (desktop and tablet) | | |

- 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.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

MOBILE ADHESION (RUNS WITH DESKTOP/TABLET FLOOR/ADHESION)

- Remains visible when scrolling.
- Persistent, above the fold ad placements.
- Clickable hotspots are available.

| | IMAGE DIMENSIONS | IMAGE FILE FORMATS | IMAGE FILE FORMATS |
|-------------------------------------------|------------------|----------------------|---------------------------------------------------------------|
| Base Unit | 320x50 pixels | 72 ppi 200 kb max | JPEG, GIF, or PNG |
| Expanded unit <i>(optional)</i> | 300x250 pixels | | Supported assets: Videos, HTML source files, PSD, image crops |

- **IMAGE SIZE:** 320x50; if expansion (300x250)
- **CLIENT SUPPLIES:** All creative assets, including designed layouts, pre-built animations and instructions for interactive components; Informa will execute final tag for all mobile adhesion ad units.
- **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 on initial and expanded states.
- Informa will produce the ad tag for this unit; no third-party tags supported.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

IN-ARTICLE VIDEO

Provide an interactive experience to potential clients with in-article videos. Utilize this high-impact placement to generate brand awareness within an editorial article of 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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FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

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.

MATERIALS DUE

- 5 business days prior to posting

FoodService Director Digital Ad Guidelines & Specs

Updated 11-13-2024

NEWSLETTER

| POSITION | IMAGE DIMENSIONS | FILE SIZE | IMAGE FILE TYPES |
|------------------------------------------------|-----------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Leaderboard | 728x90 and 300x50 (mobile) | 72 ppi Max File Size 40 KB | 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. Linking URL (tied to graphic) |
| Rectangle | 300x250 | | |
| Large Rectangle | 600x400 and 300x50 (mobile) | | |
| Featured Product/ Recipe/ Video | 200x143 image | 72 ppi Max File Size 40 KB | 300 characters of copy or less (including spaces) "Sponsored by" (Please indicate how you would like this to read "Sponsored by Garcia Foods") |

- HTML5 is not accepted
- All creative must have a 1pt border around it in a color other than white
- eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
- Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
- We recommend animated. GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
- Link to URL needed for all sizes. Mobile and desktop version must use same link.

MATERIALS DUE

- 10 business days prior to deployment