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
- Internal redirects, redirects, Java, iFrame and standard ad calls are accepted.
- Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex.
- All other vendors should be run by your ad trafficker for testing and verification.
- Anti-caching documentation is required.
- All 3rd Party ad tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

Browser Compatibility
We are aware that some rich media ads do not display using all browsers. Typically, this is seen in older versions of Mozilla Firefox and Microsoft Internet Explorer. Currently, this comprises approximately 10% of our users. We require a GIF ad to use in these instances. However, by signing the Insertion Order and submitting your rich media ad to us, you acknowledge that you have been informed of this and agree to the terms of your Insertion Order regardless of browser-related issues. Testing of creatives across browsers should be done prior to submission.

Materials Submission
- Materials are due 5 business days prior to start of campaign.
- Digital ad files are to be submitted via email to EngageASG.Food@informa.com.
- Send insertion orders to: orders@informa.com (fax: 913.514.7000)
- If you have any questions, please contact Campaign Managers Jackson Bush: jackson.bush@informa.com (Restaurant Hospitality and Nation's Restaurant News), Annie Mantala: annie.mantala@informa.com (CSP Daily News and Supermarket News), Kashana Samuels: kashana.samuels@informa.com (FoodService Director and Restaurant Business).

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 email: EngageASG.Food@informa.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.
- 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.

HTLM5 ads can be submitted as:

- Third-party tag.
- 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 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 a 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.

Free resources on HTML5:

- DFP Premium and DFP Small Business: Swiffy Help
- Google Web Designer to build creatives in HTML5

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.