

Wealth Management and Wealth Management Real Estate (Formerly NREI) Digital Ad Guidelines & Specs

Updated 01/06/2021

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RUN-OF-SITE BANNER ADS

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Leaderboard/Interscroller	728x90 pixels & 320x50 pixels (mobile size required)	72 ppi 200 kb max	JPEG, GIF, PNG
Rectangle	300x250 pixels		Animated GIF Max # of loops: 3 Max # of frames: 4
Half page	300x600 pixels		

- Click-through URL required and should not be hard-coded
- Creative must be hosted through a third-party with a "STANDARD" ad tag
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Z-index of ad must be set low or as a "1"
- Backup JPEG, GIF or PNG (200kb max) required for delivery to mobile devices
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

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JUMBOTRON

Half-Page page ad unit expands to page width. Rich creative possibilities - advertiser messaging, video elements, product samples, etc. The viewer stays in control of the ad experience.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Initial unit	300x600 pixels	HTML5 3rd Party Tag	Initial: 200 kb max Polite: 300 kb max
Expanded unit	970x700 pixels		
Mobile	300x250 pixels	72 ppi 200 kb max	JPEG, GIF, PNG, most 3 rd party tags

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- **Action:** Expands to left at extended hover or user-initiated click. Closes via obvious “close, 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.
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Please notify us if your ad includes animation (moving imagery or text)

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FILMSTRIP

The Filmstrip is a high impact ad unit that features creative storytelling within a single ad creative. It is an engaging experience with numerous advertiser content possibilities.

AD UNIT	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Initial unit	300x600 pixels	HTML5 or 3rd Party Tag	HTML5: Initial: 200 kb max Polite: 300 kb max
Expanded unit	300x3000 pixels		
Mobile unit (non-expandable)	320x50 pixels	JPEG, GIF or PNG	72 ppi 200 kb max

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- All 3rd party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)
- **Action:** 300x600 viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments), scroll is user initiated
- **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
- **Frame Rate:** 24 FPS max
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls: Close X, Play, Pause, Rewind and Volume
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Creative Services available if needed, contact Penton for more information

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

- 10 business days prior to start date
- <http://engage.informa.com/portfolio/filmstrip/>

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PUSHDOWN

Allow advertisers to tell their stories in a seamless, attention-grabbing way. With videos, photos, and animation- the Pushdown can lead to specific audience actions.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Base Unit	970x90 pixels	HTML5 3rd Party Tag	Initial: 200 kb max Polite: 300 kb max
Expanded unit	970x415 pixels		
Mobile	320x50 pixels	72 ppi 200 kb max	JPEG, GIF, PNG, most 3 rd party tags

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- **Action:** expanded unit “pushes” page content down rather than expanding over page content at extended hover or user-initiated click. Closes via obvious “close” text or “X” upper right corner
- **Border:** 1-pixel border, creatives without border must have high contrast background color that doesn’t mimic the background color of the website.
- **Animation:** 15 sec max initial load. Host max video duration: 30 seconds
- **Video Format:** True Streaming preferred; Progressive Download on user initiation.
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Please notify us if your ad includes animation (moving imagery or text)
- Creative Services available if needed, contact Informa for more information.

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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 on the page. The Floor Ad can support social, video and custom content integrations.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Floor Ad	1200x90 pixels	72 ppi 200 kb max	JPEG, GIF, or PNG Supported assets: Videos, HTML source files, PSD, image crops

- **Action:** Persistent unit that sits at the bottom of the screen
- **Informa will execute production of this ad unit**
- **Client supplies:** All artwork assets, including designed layouts and instructions for interactive components.
- **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.
- **Audio acceptance:** user initiated only; must have visible functioning controls (Close X, play/pause, rewind, stop, volume)
- **Maximum video weight:** 1.2MB streaming video max
- Please notify us if your ad includes animation (moving imagery or text)
- Third party impression or third party click trackers can be provided.

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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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WELCOME AD/INTROSTITIAL/ROADBLOCK

Introstitial ad is served to every unique visitor on a white box overlaid on the website labeled “Sponsored Introduction” for approximately twenty seconds on the website. A “Continue” link is included to ensure optimal user experience. The close button should not be included on the ad.

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Standard Introstitial	640x480 pixels & 300x416 or 300x250 (mobile size required)	72 ppi 200 kb max	JPEG, GIF, PNG or 3rd Party Tag

For Animated GIFS:

- Max # of loops: 3
- Max # of frames: 4
- Close button should NOT be included on creative

RICH MEDIA AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Rich Media Introstitial	640x480 pixels & 300x416 or 300x250 (mobile size required)	72 ppi 200 kb max	3rd Party Tag

- 18 frames per second max
- Click-through URL required and should not be hard-coded
- Creative must be hosted through a third-party with a “STANDARD” ad tag
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Close button should NOT be included on creative
- Z-index of ad must be set low or as a “1”
- Backup JPEG, GIF or PNG (200kb max) required for delivery to mobile devices
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

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SITE SKIN

Site Skin provides branding on both sides of the page on the website.

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Site Skin	1510x1100 pixels (minimum) or 1700x1100 pixels (recommended)	72 ppi 200 kb max	JPEG, GIF, or PNG (static image)

- Informa will execute HTML5
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Screen resolution varies by visitor, but creative should be a single image designed based on standard screen resolutions (1510x1100) at 72 PPI – which allows for content to be centered within the creative
- Recommended 1700x1000 for widescreen monitors
- White or transparent gutter space in the center should be 1200 pixels wide.
- Keep branding and messaging inside 155 pixel wide area to left and right sides, content beyond 155 pixels may not be seen on all monitors.
- Approximately 200-250 bottom pixels that may not be seen on all monitors.
- Leave first 70 pixels of space from top clear of important content as it will not always be visible.
- URL required (entire wallpaper will be clickable)

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eNEWSLETTERS

Image Dimensions	File Size	Text Guidelines	File Formats
580x80, 580x327	72 ppi, 200 kb max	Optional- 60 words max with a headline	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.
180x150	72 ppi, 200 kb max	Optional- 60 words max with a headline	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.

- 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
- All creatives need a URL
- It is the advertiser's responsibility to maintain the link for the duration of the ad

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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)
- **Tags Accepted:** VAST, VPAID (Note: Please ensure the media file is within the XML is less than 4 MB)
- **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.

Also, if you upload an MP4 file we will have multiple media files to choose from and we choose the media file/quality based on a few things: The User's bandwidth/connection, User's bitrate, the Teads Player (Canvas vs. Non-Canvas), and Slot Size.

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

*VPAID does not currently work on mobile

*Please submit ASAP for testing

<http://engage.informa.com/portfolio/in-article-video/>

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IN-ARTICLE EXPANDER

This is a standard leaderboard that expands to full screen within the article area. Ad starts as 728x90 and expands to 970x700.

AD UNIT	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Initial unit	728x90 pixels	HTML5 or 3rd Party Tag	HTML5: Initial: 200 kb max Polite: 300 kb max
Expanded unit	970x700 pixels		
Mobile unit (non-expandable)	320x50 pixels	JPEG, GIF or PNG	72 ppi 200 kb max
		HTML5 or 3 rd party tag	HTML5: Initial: 200 kb max Polite: 300 kb max

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag
- All 3rd party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)
- **Panel activation/close:** on mouse over or click with clear and obvious “close” text or “X”
- **Expand direction:** center
- **Animation:** initial load should not last more than 15 seconds, unlimited for user initiated animation
- **Audio/Video acceptance:** user initiated only; must have visible functioning controls: Close X, Play, Pause, Rewind and Volume
- **Maximum video weight:** 1.2MB streaming video max
- URL required
- Creative Services available if needed, contact Penton for more information

MATERIALS DUE 10 BUSINESS DAYS PRIOR TO POSTING

- 10 business days prior to start date
- <http://engage.informa.com/portfolio/in-article-expandable/>

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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
Image Thumbnail Set	300x225 pixels, 240x90 pixels & 263x136 pixels	JPEG, GIF or PNG 200 kb max	15 word Headline, 40 words Brief Summary, URL required

- **Sidebar Native ads do not run images. All other placements require an image set free of logos and text**
- Third party impression or third party click trackers are allowed to run with Native Ads
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Why send multiple images? If you plan to deliver this ad creative to more than one native ad placement that may vary in aspect ratio for thumbnail, then upload additional images. Images should be free of text and logos as they are intended to serve as 'sponsored' content, looking similar to an article feed on the website.
- Brand-specific specifications may apply. Please contact your Informa Representative for detailed specifications and delivery instructions.
- Specifications to be updated as needed

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BILLBOARD

The Billboard is highly visible and a premium opportunity with larger real estate for client marketing. The unit loads into the top leaderboard position and remains open.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE FORMATS
Billboard Top Leaderboard	970x250 pixels (desktop only)	72 ppi 200 kb max	JPEG, GIF, or PNG HTML, Rich Media, 3 rd party tag, DoubleClick Studio creative or DCM tag.

- HTML5 as: 3rd party tag, DoubleClick Studio, DCM tag: All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Ad could include in-banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.

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REVEAL AD

Reveal Ad is a bold ad with an unexpected scroll-to-reveal appearance.

STANDARD AD UNIT	RECOMMENDED ARTBOARD/CANVAS SIZES	RECOMMENDED SAFE AREA SIZES	IMAGE FILE SIZES	FILE FORMATS
Reveal Ad	Desktop – 817w x 560h Tablet – 1024w x 1024h Mobile – 736w x 736h	Desktop – 817w x 560h Tablet – 768w x 988h Mobile – 320w x 568h	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
- All 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 – 817w x 560h
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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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'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) 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
- DoubleClick Studio creatives directly pushed to our GOOGLE AD MANAGER network from DC Studio
- DoubleClick Campaign Manager tag (DCM inred)

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.

Free resources on HTML5

- Google Ad Manager – Swiffy Help: <https://goo.gl/JzDh00>
- Google Web Designer to build creatives in HTML5: <https://www.google.com/webdesigner>
- How to build HTML5 ads: <https://www.doubleclickbygoogle.com/articles/how-build-html5-ads-step-step-workshop/>

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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 your Campaign Analyst.

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