SPACE & AVAILABILITY

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

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.

MATERIALS SUBMISSION

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 for and upload your ad material.
- If you are submitting multiple files, please choose "zip campaign" as type of placement.
- 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.
- You can change out creative at any time during your campaign and we can swap out old creative for new.
- If you have any questions, please contact your Ad Operations Trafficker.

WEBSITE / ENEWSLETTER COMPATIBILITY

WEB 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.

EMAIL CLIENT COMPATIBILITY
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 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.

AD OPERATIONS CONTACT:
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matt.bandes@informa.com
T: 913-967-1972

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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). 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.

HTML5 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 FAQS

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.

FREE RESOURCES ON HTML5
• DFP Premium - Swiffy Help: **https://goo.gl/JzDh00**
• DFP Small Business - Swiffy Help: **https://goo.gl/QsErtf**
• Google Web Designer to build creatives in HTML5: **https://www.google.com/webdesigner**

3RD PARTY AD SERVING

• Most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm accepted.
• All 3PAS must be accompanied by anticaching documentation.
• All Rich Media must be accompanied by a standard GIF for use as fallback for non-rich media enabled browsers.
• All Rich Media must include a "target=_blank" command that will launch a new browser.
• Include referring URL.
• All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).

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AD GUIDELINES: DIGITAL

WEBSITE: ROS & SPONSORSHIP
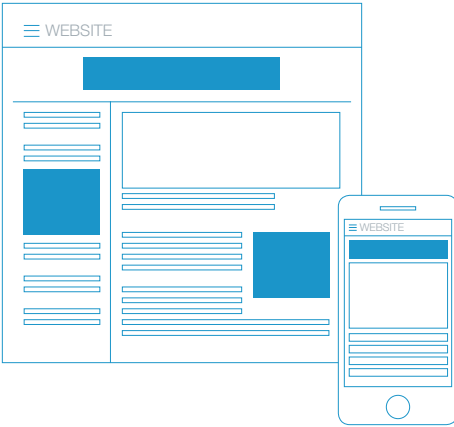
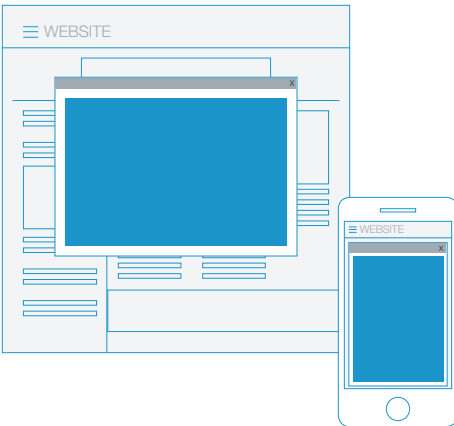| AD TYPE	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS
Leaderboard or **Interscroller**	728x90 pixels (with 320x50 for mobile)	200 kb max	JPEG, GIF, Animated GIF, HTML5, and most 3rd party tags (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted) Flash, Java and Java Applet not accepted
Rectangle	300x250 pixels		

DETAILS
• Click-through URL required
• Additional ad sizes required for delivery to mobile devices, noted above
• If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE
• 5 business days prior to start of campaign

WEBSITE: WELCOME AD

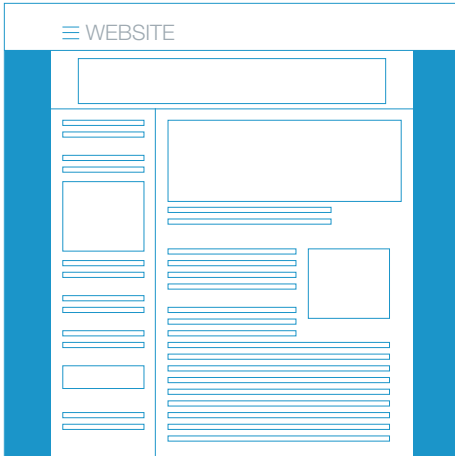| AD TYPE	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS
Welcome Ad	640x480 pixels (with 300x416 for mobile)	200 kb max	JPEG, GIF, Animated GIF, HTML5, and most 3rd party tags (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted) Flash, Java and Java Applet not accepted

DETAILS
• Click-through URL required
• Additional ad sizes required for delivery to mobile devices, noted above
• If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE
• 5 business days prior to start of campaign

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WEBSITE: SITE SKIN

| AD TYPE	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS
Site Skin	1260x1024 pixels	200 kb max	GIF or PNG

DETAILS
- Click-through URL required
- Visible images on left/right sides should be 150x1024 with the white center being 960x1024
- Creative should be delivered as a single image
- Smaller images can be tiled horizontally or vertically, but may require additional time for testing

MATERIALS DUE
- 10 business days prior to start of campaign

WEBSITE: IN-ARTICLE VIDEO
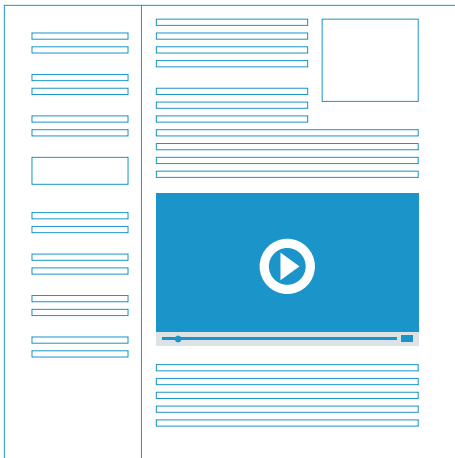
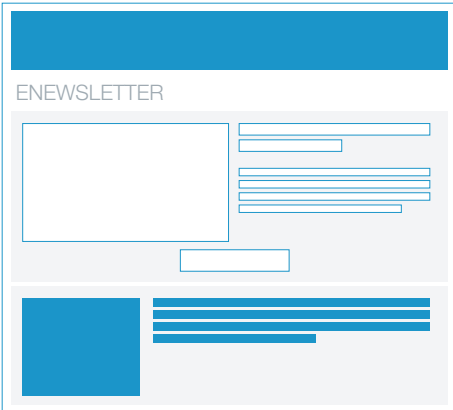| AD TYPE	VIDEO DIMENSIONS	VIDEO FILE SIZE	VIDEO FILE FORMATS
In-Article Video	Minimum: 640x360 pixels Maximum: 1920x1080 pixels	20 mb max	FLV, MP4, MOV, VAST, VPAID*, YouTube videokey *Might require additional testing and does not currently work on mobile

DETAILS
- Click-through URL required
- **Length:** 15-60 seconds is optimal
- **Aspect Ratio:** 16:9 (4:3 not supported)
- **CODEC:** Any except: ProRes 4444, HDV 720p60, Go2, Meeting 3 & 4, ER AAC LD, REDCODE
- **Sound Setting:** On

MATERIALS DUE
- 10 business days prior to start of campaign

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ENEWSLETTER: MEETINGSNET TODAY

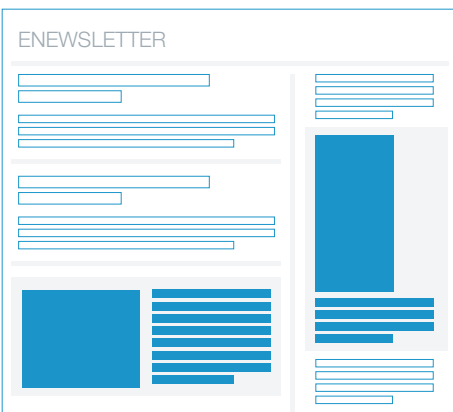| AD TYPE	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS	TEXT GUIDELINES
Leaderboard Ad	670x90 pixels	200 kb max	JPEG, GIF, or Animated GIF*	N/A
Text Ad	180x150 pixels		*Ensure important information is in the first frame	50 words copy 25 word headline

DETAILS
• Click-through URL required
• **Animated GIF specs:**
  • Max # frames: 4
  • Max # loops: 3
  • Max animation length: 15 seconds

MATERIALS DUE
• 5 business days prior to start of campaign

ENEWSLETTER: ASSOCIATION MEETINGS DIRECT / MEDICAL MEETINGS DIRECT

AD TYPE	IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS	TEXT GUIDELINES
Text Ad	180x150 pixels	200 kb max	JPEG, GIF, or Animated GIF*	50 words copy 25 word headline
Tower Ad	120x240 pixels		*Ensure important information is in the first frame	25 words copy

DETAILS
• Click-through URL required
• **Animated GIF specs:**
  • Max # frames: 4
  • Max # loops: 3
  • Max animation length: 15 seconds

MATERIALS DUE
• 5 business days prior to start of campaign

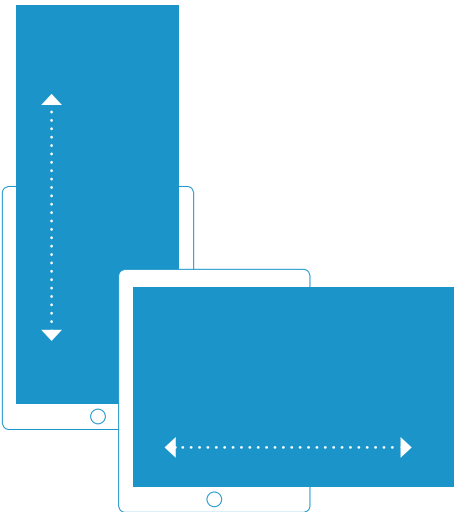## KNect 365 Meetings

APP & DIGITAL EDITION: **STATIC AD**
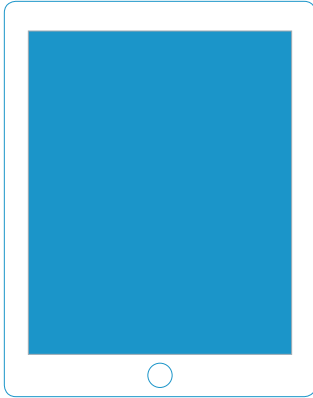
DETAILS
- **Portrait View:** 1536 pixels wide x 2048 pixels deep
- **Resolution:** 264 ppi
- **Color Mode:** RGB
- **Image Format:** PDF or JPG
- **Minimum Suggested Font Size:** 8pt
- We accept high resolution PDF files with fonts embedded and JPG files
- For illustrations, it is recommended to convert text to outline
- Website URL and social media links should be included on ad

MATERIALS DUE
- 10 business days prior to start of campaign

APP & DIGITAL EDITION: **SCROLLING AD**

DETAILS
- **Portrait View:** 1536 pixels wide x 2048 pixels deep
  - If ad scrolls DOWN: provide at least two separate PDF or JPG files to form static portion of ad
  - If ad scrolls ACROSS: ad should be designed accordingly having the width of two screens
- **Resolution:** 264 ppi
- **Color Mode:** RGB
- **Image Format:** PDF or JPG
- **Minimum Suggested Font Size:** 8pt
- We accept high resolution PDF files with fonts embedded and JPG files
- For illustrations, it is recommended to convert text to outline
- Website URL and social media links should be included on ad
- Include a DOWN or ACROSS arrow in the ad design
- Specify the order of the scrolling content by labeling: page 1, page 2, etc.

MATERIALS DUE
- 10 business days prior to start of campaign

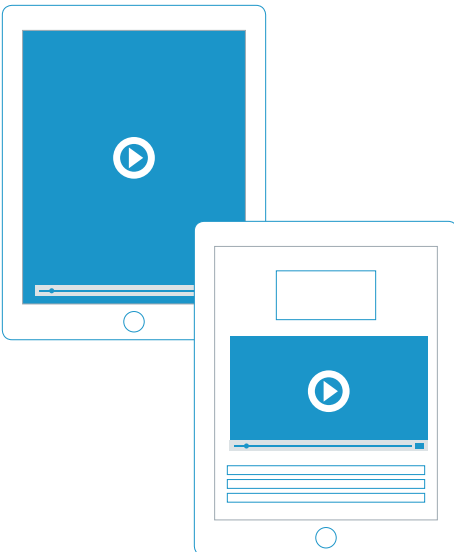**KNect 365 Meetings**

APP & DIGITAL EDITION: SLIDESHOW AD
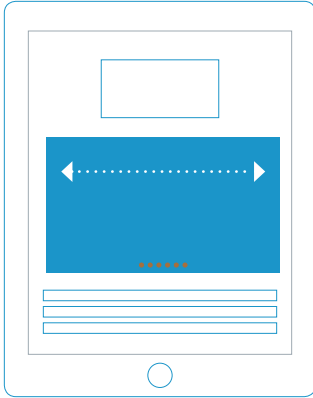
DETAILS
- **Portrait View:** 1536 pixels wide x 2048 pixels deep
- **Resolution:** 264 ppi
- **Color Mode:** RGB
- **Image Format:** PDF or JPG
- **Minimum Suggested Font Size:** 8pt
- We accept high resolution PDF files with fonts embedded and JPG files
- For illustrations, it is recommended to convert text to outline
- Website URL and social media links should be included on ad
- Slideshow is in a popup window over the static ad
- Images for the slideshow must all be the same orientation - all in portrait or all in landscape
- Up to 6 images
- Please provide JPG images, slideshow images need to be 4 or 5 inches wide and at least 264 dpi
- Specify the desired order of the slideshow & number the images accordingly

MATERIALS DUE
- 10 business days prior to start of campaign

APP & DIGITAL EDITION: VIDEO AD

DETAILS
- **Portrait View:** 1536 pixels wide x 2048 pixels deep
- **Resolution:** 264 ppi
- **Color Mode:** RGB
- **Image Format:** PDF or JPG
- **Minimum Suggested Font Size:** 8pt
- We accept high resolution PDF files with fonts embedded and JPG files
- For illustrations, it is recommended to convert text to outline
- Website URL and social media links should be included on ad
- Video is placed on top of the static portion to add interactivity
- Video can be in a popup window or inline with auto start
- A standard video button is placed onto the ad
- YouTube link needed for the Digital Edition that will be placed online
- **Video Specs:** File Format: MP4; File Size: 80 mb max; Codec: H.264; Resolution: 1280x720px; Sequence: 30 fps; Bitrate: 2mps
- **Audio Specs:**
  Codec: AAC-LC; File format: MP4; Bitrate: 128kbps

MATERIALS DUE
- 10 business days prior to start of campaign

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