

# MEETINGSNET



# Ad Specs

**KNect 365**  
Meetings

an **informa** business

# Material Guidelines

## MATERIALS DUE

- 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.

# Ad Serving, Compatibility

## **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).

## **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.

## **E-MAIL 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.

# 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 Google Ad Manager 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**

- Google Ad Manager - Traffic HTML5 creatives: <https://goo.gl/JzDh00>
- Google Web Designer to build creatives in HTML5: <https://www.google.com/webdesigner>

# SPECIFICATIONS:

## Website

# SPECIFICATIONS: Standard Display Ads (Website)



Type	Dimensions	File Size	File Format
<ul style="list-style-type: none"> <li>• <b>Leaderboard</b></li> <li>• <b>Interscroller</b></li> </ul>	728x90 pixels (with 320x50 for mobile)	200kb max	JPEG, GIF, Animated GIF, HTML5  (no Flash, Java or Java Applet)
<ul style="list-style-type: none"> <li>• <b>Left Rectangle</b></li> <li>• <b>Right Rectangle</b></li> <li>• <b>Gallery Interstitial</b></li> </ul>	300x250 pixels		
<ul style="list-style-type: none"> <li>• <b>Half Page</b></li> </ul>	300x600 pixels		
<ul style="list-style-type: none"> <li>• <b>Billboard</b></li> </ul>	970x250 pixels		

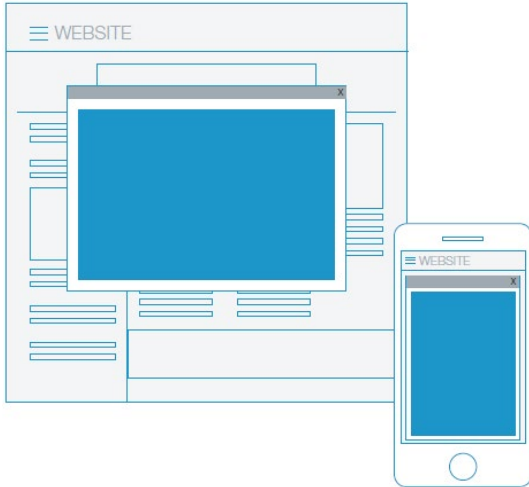
## ADDITIONAL INFORMATION

- Click-through URL required
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

## MATERIALS DUE

- 5 business days prior to campaign start

# SPECIFICATIONS: Welcome Ads (Website)



Type	Dimensions	File Size	File Format
<b>Welcome Ad</b>	640x480 pixels (with 300x416 for mobile)	200kb max	JPEG, GIF, Animated GIF, HTML5  (no Flash, Java or Java Applet)

## ADDITIONAL INFORMATION

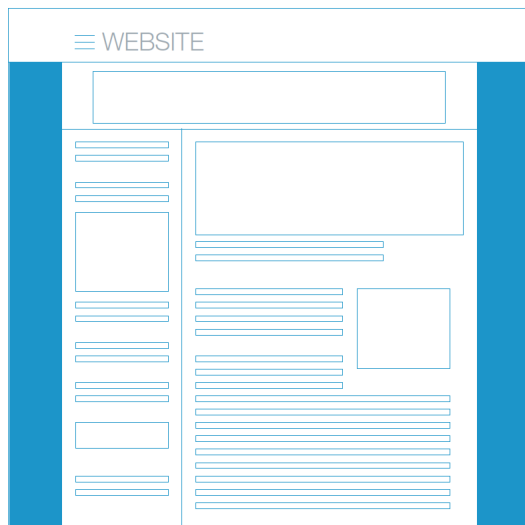
- Click-through URL required
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

## MATERIALS DUE

- 5 business days prior to campaign start



# SPECIFICATIONS: Site Skins (Website)



Type	Dimensions	File Size	File Format
Site Skin	1260x1024 pixels	200kb max	GIF or PNG

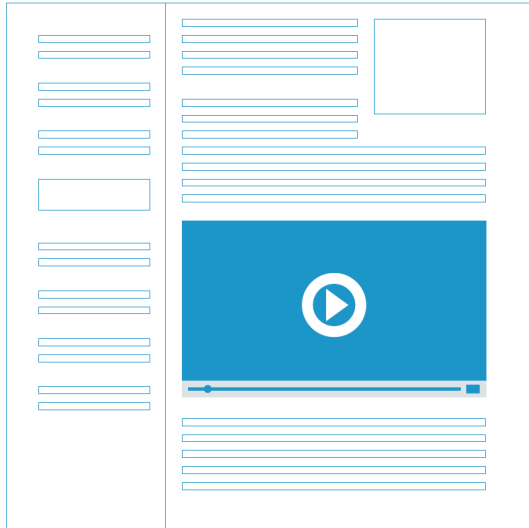
## ADDITIONAL INFORMATION

- 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
- Most 3rd Party tags accepted (standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted)
- All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

## MATERIALS DUE

- 10 business days prior to campaign start

# SPECIFICATIONS: In-Article Videos (Website)



Type	Dimensions	File Size	File Format
<b>In-Article Video</b>	Minimum: 640x360 pixels  Maximum: 1920x1080 pixels	20mb max	FLV, MP4, MOV, VAST, VPAID*, YouTube videokey  <i>*Might require additional testing and does not currently work on mobile</i>

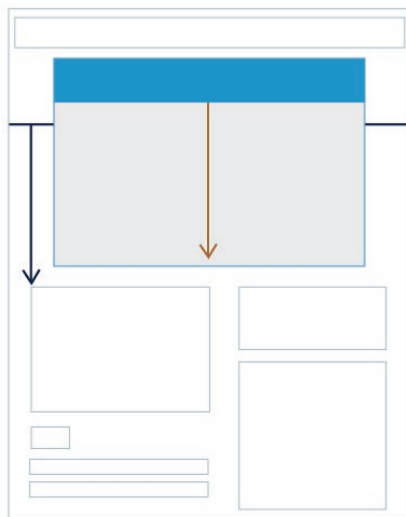
### ADDITIONAL INFORMATION

- 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 campaign start

# SPECIFICATIONS: Leaderboard Pushdown Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Leaderboard Pushdown Ad	970x90 pixels	970x415 pixels	Expanded unit “pushes” page content down rather than expanding over page content at user-initiated click. Closes via obvious “close” text or “X”

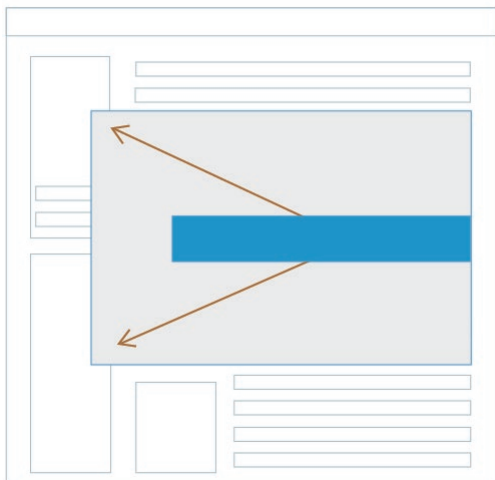
## ADDITIONAL INFORMATION

- **Client supplies:** 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- **Max Initial File Load Size:** 200K; 300K polite download
- **Borders:** Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- **Animation** on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- **Audio/Video** must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

## MATERIALS DUE

- 10 business days prior to campaign start

# SPECIFICATIONS: Interscroller Expandable Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
<b>Interscroller Expandable Ad</b>	728x90 pixels	970x700 pixels	Expands from center and above at mouse over or user-initiated click. Closes via obvious “close” text or “X”.

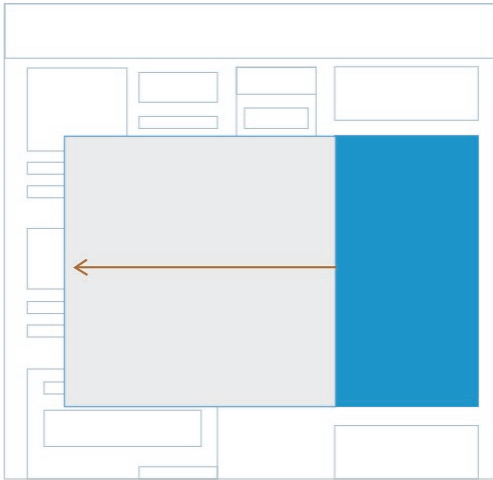
## ADDITIONAL INFORMATION

- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn’t mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

## MATERIALS DUE

- 10 business days prior to campaign start

# SPECIFICATIONS: Jumbotron Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
<b>Jumbotron Ad</b>	300x600 pixels	970x700 pixels	Expands to left at user-initiated click. Closes via obvious “close” text or “X”.

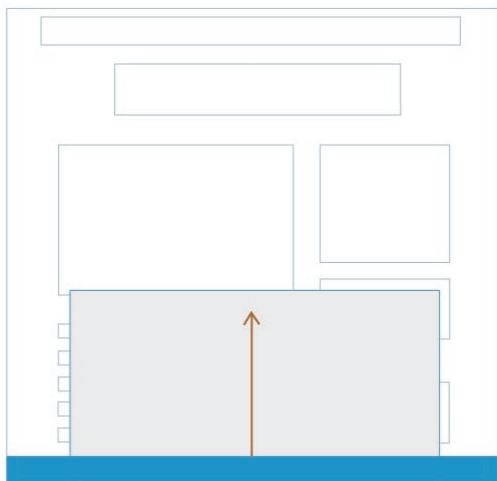
## ADDITIONAL INFORMATION

- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, or DCM tag)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

## MATERIALS DUE

- 10 business days prior to campaign start

## SPECIFICATIONS: Floor Ads (Website)



Type	Initial Dimensions	Expanded Dimensions	Action
Floor Ad	970x40 pixels 970x90 pixels	970x410 pixels	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".

### ADDITIONAL INFORMATION

- Client supplies: all creative assets, including designed layouts, pre-built animations and instructions for interactive components (Informa will execute final tag for all floor ad units)
- Max Initial File Load Size: 200K; 300K polite download
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD / Social Feeds

### MATERIALS DUE

- 10 business days prior to campaign start

# SPECIFICATIONS: E-Newsletters

# SPECIFICATIONS: E-Newsletter Ads



MEETINGSNET TODAY



ASSOCIATION MEEETINGS DIRECT  
MEDICAL MEETINGS DIRECT

Type	Dimensions	File Size	File Format	Text Guidelines
Leaderboard Ad	670x90 pixels	200kb max	JPEG, GIF, or Animated GIF*	N/A
Text Ad	180x150 pixels		<i>*Ensure important information is in the first frame</i>	50 words copy
Tower Ad	120x240 pixels			25 words copy

## ADDITIONAL INFORMATION

- Click-through URL required
- 3rd party ad serving not accepted
- Animated GIFs: 4 frames max; 3 loops max; 15 seconds max

## MATERIALS DUE

- 5 business days prior to campaign start



# SPECIFICATIONS:

E-mails

# SPECIFICATIONS: Custom E-Blasts (E-mail Campaigns)



Type	Dimensions	File Size	File Format
Custom E-Blast	Width: 600 pixels  Height (recommended): 600 pixels	40kb max  Images no larger than 32kb	HTML (inline coding)

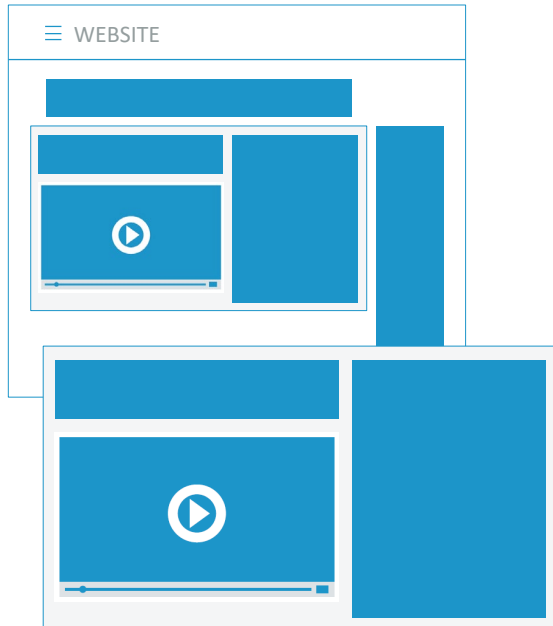
### ADDITIONAL INFORMATION

- Click-through URL required

### MATERIALS DUE

- 7 business days prior to e-mail deployment

# SPECIFICATIONS: Video Postcards (E-mail Campaigns)



Video Landing Page	Length	File Size	File Format
<b>Video</b> (hosted on our website)	3-5 minutes	90mb max	Flash
<b>Display Ads</b> (surrounding video on our website)	(1) 728x90 pixels (1) 160x600 pixels	200kb max	JPEG, GIF, Animated GIF, HTML5  (no Flash, Java or Java Applet)
E-mail	Dimensions	File Size	File Format
<b>E-Postcard</b>	300x400 pixels	40kb max	HTML (inline coding)

### ADDITIONAL INFORMATION

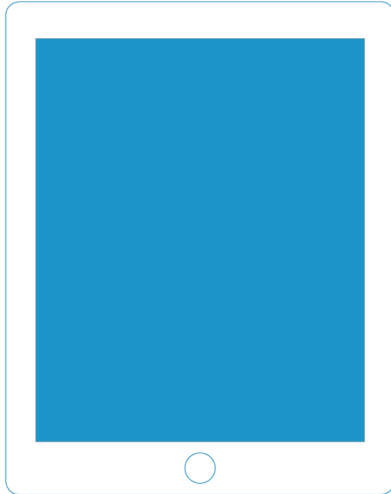
- Company logo required

### MATERIALS DUE

- 10 business days prior to e-mail deployment

# **SPECIFICATIONS:** Interactive Magazine

# SPECIFICATIONS: **Static Ads** (Interactive Magazine)



Type	Dimensions	Resolution	File Format
Static Ad	1536x2048 pixels	264 ppi	PDF or JPG (RGB color mode)

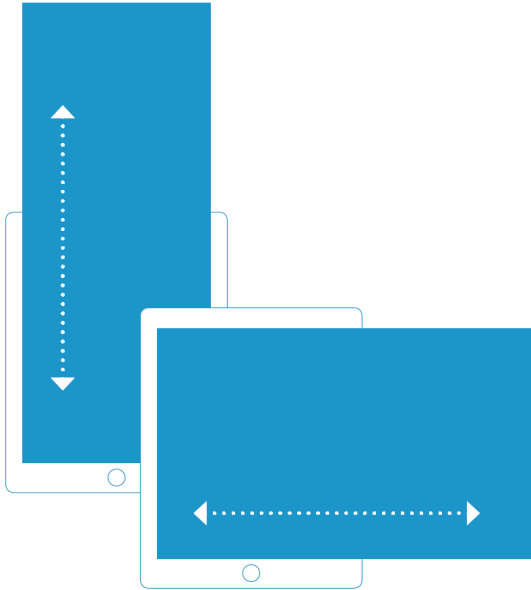
## ADDITIONAL INFORMATION

- 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
- Suggested minimum font size: 8pt

## MATERIALS DUE

- 10 business days prior to campaign start

# SPECIFICATIONS: Scrolling Ads (Interactive Magazine)



Type	Dimensions	Resolution	File Format
Scrolling Ad	1536x2048 pixels  <b>If ad scrolls DOWN:</b> provide at least two separate PDF or JPG files to form static portion of ad  <b>If ad scrolls ACROSS:</b> ad should be designed accordingly having the width of two screens	264 ppi	PDF or JPG (RGB color mode)

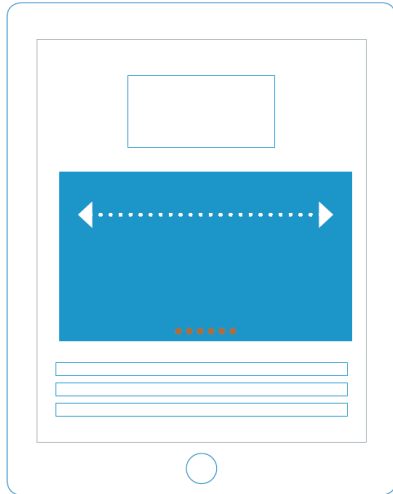
### ADDITIONAL INFORMATION

- 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
- Suggested minimum font size: 8pt
- 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 campaign start

# SPECIFICATIONS: Slideshow Ads (Interactive Magazine)



Type	Dimensions	Resolution	File Format
Slideshow Ad	1536x2048 pixels	264 ppi	PDF or JPG (RGB color mode)

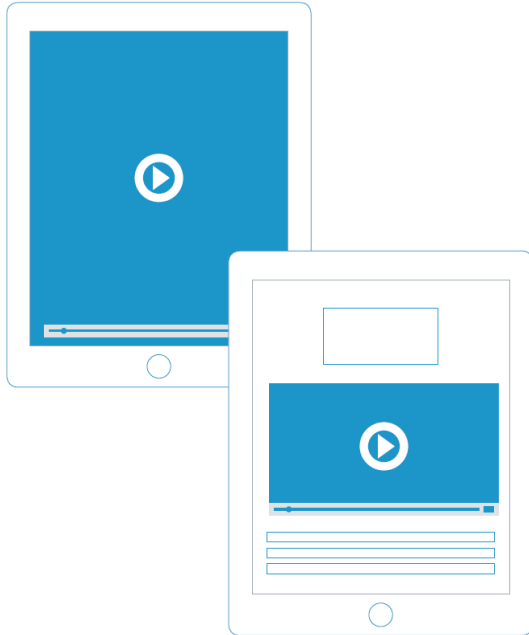
### ADDITIONAL INFORMATION

- 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
- Suggested minimum font size: 8pt
- 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 campaign start

# SPECIFICATIONS: Video Ads (Interactive Magazine)



Type	Dimensions	Resolution	File Format
Video Ad	1536x2048 pixels	264 ppi	PDF or JPG (RGB color mode)

## ADDITIONAL INFORMATION

- 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
- Suggested minimum font size: 8pt
- 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
- File Size: 50mb max

## MATERIALS DUE

- 10 business days prior to campaign start