informa markets

Advertising Specs

CLICK HERE FOR:

- ■ Website Image Ads
- ■ Digital Ad Specs
- ■ Sponsored Content
- ■ E-Newsletter

Website Image Ads

Acceptable Formats: *GIF, PNG, JPG, HTML, Rich Media, 3rd party tag

HTML5 as: 3rd party tag, DoubleClick Studio creative, or DCM tag

Maximum Animation Length: 15 seconds

Leaderboard Ad
Dimensions: 728W x 90H pixels
File Size: 200k Maximum

Leaderboard Ad
728 x 90

Mobile Leaderboard Ad
Dimensions: 320W x 50H pixels
File Size: 200k Maximum

Mobile Leaderboard Ad 320 x 50

Left Rectangle/Right Rectangle Ad
Dimensions: 300W x 250H pixels
File Size: 200k Maximum

Rectangle Ad
300 x 250

Floor Ad*
Dimensions: 1200W x 90H pixels
File Size: 200k Maximum
*JPG or PNG only - No animation supported - Please include an obvious "x" or "close" text on top right corner the ad

Floor Ad
1200 x 90

Mobile Floor Ad*
Dimensions: 320W x 50H pixels
File Size: 200k Maximum
*JPG or PNG only - No animation supported - Please include an obvious "x" or "close" text on top right corner the ad

Mobile Floor Ad 320 x 50

Welcome Ad
Dimensions: 640W x 480H pixels
File Size: 200k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.

Welcome Ad
640 x 480

Mobile Welcome Ad
Dimensions: 300W x 250H pixels
File Size: 200k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.

Mobile Welcome Ad
300 x 250

Sponsored Content

Sponsored Content Linked to Your Site

• Headline – Max word count 15 words

• Summary of 160 characters or less

• Direct URL to a page or article on your site

• Logo - High Res .eps format

Sponsored Content Housed on Our Site

• Headline – Max word count 15 words

• Summary of 160 characters or less

• Horizontal image: jpg format, sized at 1540 px x 800 px, 72 dpi. Image only - no text or logos.

• Article of your desired length, provided as a Word document to be housed on our website.

• Your article can include a video component, if desired. (Video title & MP4 required, if applicable)

• Logo - High Res .eps format

• Category: Select one -

    • Ingredients

    • Healthy living

    • Business resources

E-Newsletter Sponsorship

E-Newsletter Specs

Newsletter Box/Rectangle
Dimensions: 180W x 150H pixels
File Size: 200k Maximum

File Type: JPG only

NO Flash or animated gifs

Rectangle Ad
180 x 150

Newsletter Leaderboard
Dimensions: 670W x 90H pixels
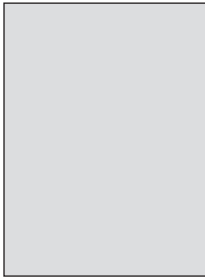File Size: 200k Maximum

File Type: JPG only

NO Flash or animated gifs

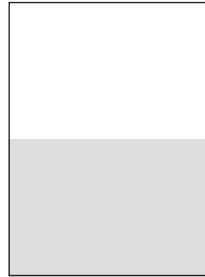**Leaderboard Ad**
670 x 90

DIGITAL Ad Specs:

Full Page

Trim Size: 8.125" x 10.875"
Safety Area: 8.125" x 10.875"

- • **Minimum resolution:** 150dpi
- • **Color:** RGB

1/2 Page Horizontal

Trim Size: 8.125" x 5.375"
Safety Area: 8.125" x 5.375"

- • **Minimum resolution:** 150dpi
- • **Color:** RGB

Color: RGB
Resolution: Minimum 150 dpi
File type: PDF - Acrobat 5.0 (PDF 1.4)
- • All fonts embedded
- • Convert Spot Color to RGB
- • RGB color
- • Untag CMYK ICC Profiles
- • Knockout overprinting for all objects.

To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile: https://virgo.sendmyad.com

For Questions, please contact your Program Manager.

Contact Information

Digital & Website ads-
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