

Digital Ad Specs

STANDARD DISPLAY ADS

Rectangle

Prominent placement. Tablet and Smartphone display ad.

- 300x250
- **Device:** Any (Responsive)
- **Example:** <http://admarketing.penton.com>

SPECS

DESKTOP 300x250 (or 300x600 in the right rail only)

Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet. 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. Max size: 200KB

Welcome Ad

Displays "Sponsored Introduction" to the user on their first visit for a specified length of time with a countdown. A "continue" link is included to ensure optimal user experience.

- 640x480, 300x416
- Serves 1x per unique visitor, per day
- **Device:** Any (Responsive)
- **Example:** <http://admarketing.penton.com>

SPECS

DESKTOP and TABLET 640x480 **MOBILE** 300x416

Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet. Max Initial File Load Size: 200KB; 100KB host-initiated subload

Leaderboard / Interscroller

Highly visible. Desktop, Tablet and Smartphone display ad.

- 728x90, 320x50
- **Device:** Any (Responsive)
- **Example:** <http://admarketing.penton.com>

SPECS

DESKTOP 728x90

Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet. 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. Max size: 200KB

MOBILE 320x50

Acceptable formats: GIF, PNG, JPEG, HTML5 as 3rd party tags. Max size: 50KB

Sponsor Logo (for Category Page Sponsorship)

- 125x125
- 90x90
- **Device:** Any (Responsive)

SPECS

Acceptable formats: GIF, PNG, JPEG, 3rd party tag. Max Size: 50K

Digital Ad Specs

RICH MEDIA ADS

Film Strip

Large canvas, full rich media interactivity. High impact engagement features – scroll, click, hover & touch – allow user to explore up to 5 segments of the creative. Viewer controls ad experience.

- 300x600 with 300X3000 canvas
- **Device:** Desktop Only
- **Example:** <http://admarketing.penton.com/portfolio/filmstrip/>

SPECS

- Initial dimension: 300x600 Total Expanded dimension: 300x3000
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.)
- Action: 300x600 viewable window in which total ad size of 300x3000 scrolls (5-300x600 segments). Scroll is user initiated.
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- 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.

Interscroller Expander

Full rich media interactivity. Great user viewability, as the unit is positioned between two articles. Unit starts as a 728x90 leaderboard, and at user click, expands over the article area to 970x700. Available on Content Capability Pillar sites only.

- 728x90 expands to 970x700
- **Device:** Desktop Only
- **Example:** <http://admarketing.penton.com/portfolio/in-article-expandable/>

SPECS

- Initial dimension: 728x90 Expanded dimension: 970x700
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Expands from center and above at mouse over or user-initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- 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.

Digital Ad Specs

RICH MEDIA ADS

Jumbotron

Full rich media interactivity. Half-Page page ad unit expands to one of our largest screen sizes at user click. Opportunity to fit multiple assets – advertiser messaging, video, image gallery, product samples, etc. The viewer stays in control of the ad experience.

- 300x600 expands to 970x700
- **Device:** Desktop Only
- **Example:**
<http://admarketing.penton.com/portfolio/jumbotron/>

SPECS

- Initial dimension: 300x600 Expanded dimension: 970x700
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Expands to left at extended hover or user-initiated click. Closes via obvious “close” text or “X”.
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- 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.

Pushdown

Full rich media interactivity. Auto-expanding canvas allows for extended viewability of videos, photos, animations, etc. Seamlessly retracts after a set period, or if the user opts to close the ad.

- 970x90 expands to 970x415
- **Device:** Desktop Only
- **Example:**
<http://admarketing.penton.com/portfolio/pushdown/>

SPECS

- Initial dimension: 970x90 Expanded dimension: 970x415
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- 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”
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- 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.

Digital Ad Specs

RICH MEDIA ADS

Canopy*

Full rich media interactivity. Ad unit starts as a 728x90 or 970x90 leaderboard that turns into a persistent presence at the top of the site as user begins to scroll. At user click, expands into 970x250 canvas. (Display Separation, not to be sold at same time.)

- 728x90 expands to 970x250
- **Device:** Desktop Only
- **Example:** <http://admarketing.penton.com/portfolio/canopy/>

SPECS

- Initial dimension: 728x90 or 970x90 Expanded dimension: 970x250 Persistent dimension: 970x45
- Client supplies: All artwork assets, including designed layouts and instructions for interactive components. HTML5 will be executed for all Canopy rich media ad units
- Action: Unit starts as a leaderboard and expands at user-initiation click only. Persistent unit floats to the top of the browser at scroll. Mandatory click to collapse button in lower right corner of expanded unit.
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / PSD / Social Feeds
- 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.

* Farm Progress will produce this ad for a fee, no third party tags supported

Mobile Adhesion*

Remains visible when scrolling. Persistent, above the fold ad placements. Available in standard banner sizes. Clickable hot spots are available.

- 1x1 as 320x50 expands to 320x540
- **Devices:** Smartphone & Tablet Only
- **Example:**
<http://admarketing.penton.com/portfolio/mobile-adhesion/>

SPECS

SMARTPHONE STANDARD WIDE BANNER

- Dimension: Creative 320x50 served as a 1x1 ad
 - Acceptable Formats: GIF, PNG, JPEG, Animated GIF, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
 - Max Initial File Load Size: 50KB; 200KB host-initiated subload
- *Rich Media ad production required if a third party tag is not submitted.

TABLET LEADERBOARD

- Dimension: creative 728x90 served as a 1x1 ad
 - Acceptable Formats: GIF, PNG, JPEG, Animated GIF, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
 - Max Initial File Load Size: 50KB; 200KB host-initiated subload
- *Rich Media ad production required if a third party tag is not submitted.

Digital Ad Specs

RICH MEDIA ADS

Floor*

Full rich media interactivity. Fixed, adhesion that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page. Begins collapsed, on click or extended hover the ad spawns a larger canvas that can support social, video and custom content integrations. (Display Separation, not to be sold at same time)

- **Device:** Desktop Only
- Serves 1x per unique visitor, per day
- **Example:** <http://admarketing.penton.com>

SPECS

- Initial dimension: 1200x90 Expanded dimension: 1200x410
- Client supplies: all creative assets, including designed layouts and instructions for interactive components. Penton will execute HTML5 for all Floor ad units.
- Action: Persistent unit that sits at the bottom of the screen. Expands up from center at extended hover or user initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD / Social Feeds
- 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.

* **Farm Progress will produce this ad for a fee, no third party tags supported**

Site Skin* (Out-of-page)

Offers advertisers the opportunity to brand around a web site by leveraging traditionally unused portions of the page. Covers the left and right rails on a page (rails must be "clickable"). (Display Separation, not to be sold at same time)

- **Device:** Desktop Only
- **Example:** <http://admarketing.penton.com/portfolio/page-wrap/>

SPECS

- Notes: Creative should be delivered as an image – either as EPS (Photoshop) or .AI (Illustrator) file. The width across the Penton network is 1200 pixels. Ad should be designed for dimensions 1510x1100 allowing for the site to be centered within the creative. Recommend 1700x1100 for widescreen monitors. 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. Leave first 60 pixels of space from top clear of important content as it will not always be visible
- Instructions: Begin with a 1510 pixel wide x 1100 pixel high blank image. Create message content to be placed in two separate 155 pixel wide towers, placed on opposite edges of the blank canvas. Keep all-important text/call to action/logos above the bottom quarter of creative space and below the top 60 pixels of creative space (approximately 200-250 bottom and 60 top pixels that may not be seen on all monitors). If you wish to accommodate widescreen monitors (1700 pixel width max allowed), follow steps 1 and 2, then change your canvas width to 1700 pixels. You may place any design elements on the outsides of the towers, but please keep your important content (message, call to action, etc) within the original 155 pixel wide towers.
- Maximum file size: 200KB. URL required: Entire wallpaper will be clickable or you can use multiple clicks (left and right). Tracking pixels can be supported.
- Lead time: All materials are due at least 10 business days prior to launch.

* **Farm Progress will produce this ad for a fee, no third party tags supported**

Digital Ad Specs

RICH MEDIA ADS

Rectangle Expandables

This format is available in all in-page units. The advertisement expands either in width or height (not both) when the user mouses over or clicks on the ad. This unit must be provided as a third party ad tag.

- **Device:** Desktop Only
- **Example:** <http://www.nebraskafarmer.com/?testAd=tonya>
- 300x250 (left or right rail) or 300x600 (right rail only)

SPECS

Client supplies: Rich Media ad as 3rd party tags or HTML5 as a 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5. In-Banner Video not supported.

Action: On mouse over or click with clear and obvious “close” text.

Expand direction: Left rail units should expand to the right; and right rail units should only expand to the left. In general, the expansion should not exceed twice the original width or height.

Max Initial File Load Size: 200KB; 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.

SMARTPHONE APP ADS

The following applies to ads for *Farm Futures* APP, *Farm Progress* APP, *Growing Degree Days* APP.

Device: Smartphones (Android or iOS only)

Ad Size: 320x50. Clickthrough to landing page image of 300x600 (advertiser supplied, 50k file with specs below) or a link

Ad File Types: GIF, PNG, JPEG, Max file size 50k. Static file only. No looping or animation.

Digital Ad Specs

VIDEO ADS and eNEWSLETTER ADS

In-Article Video

Optimal user experience and viewability through in-article placement. Auto plays when more than 50% in view on user's screen. Audio starts on mouse rollover. Video disappears from body of article once played to completion, making it less intrusive to the user's experience. Premium environment for short 30-60 second videos.

- **Device:** Any (Responsive)
- **Example:** <http://admarketing.penton.com/portfolio/in-article-video/>

SPECS

- **File Type:** .mp4
- **Max file size:** 20MB
- **Ratio:** 16:9
- **Dimension:** 1280x720 (Responsive to the page level)
- **Tags Accepted:** 1x1, VAST, VPAID JS (HTML); all tags must be SSL only
- **Video Duration:** 15/30 sec
- **FPS:** 24

** Brand-specific specifications may apply. Please contact your Penton Representative for detailed specifications and delivery instructions*

Video PreRoll on AgXtend

Short clip that precedes editorial video content. The duration of pre-roll videos will vary from site to site but is typically between :10 to :15 seconds in length.

- **Device:** Any (Responsive)
- **Example:** <http://admarketing.penton.com/portfolio/pre-roll/>

SPECS

- Size: 640x360 at 16:9 ratio
- Acceptable formats: FLV (streaming Flash). Minimum bit rate of 700kbps. Maximum bit rate of 1500 kbps. Lead time: 10 days. VAST compliant.
- * Brand-specific specifications may apply. Please contact your Penton Representative for detailed specifications and delivery instructions.

NEWSLETTER ADS

Newsletter Rectangle

Prominent placement inside an email newsletter

- **Device:** Any (Responsive)

SPECS

- File types accepted: JPG, GIF static only. No rotating, animated or rich media
- Image Size: 300x250 plus up to 25 words of supporting text
- Max. file size: 50k

Digital Ad Specs

Digital Orders

Farm Press website and branded newsletter ad orders, send to: Kathy.Jordan@farmprogress.com 662-627-0165

All other websites and branded newsletter ad orders, send to: AgDigital@penton.com

Additional Contacts

AgXtend & Audience Extension:

Justin.Lyman@penton.com 913-967-1377

IndustryVoice :

Greg.Eyster@penton.com 970-203-2724

Custom Native Resource Center:

Kalinda.Livingston@penton.com 970-203-2791

Digital Ad Materials

Address ad file or ad material questions for website and newsletter ads as follows:

Austin.Willard@penton.com 913-967-1323

- BEEFmagazine.com
- NationalHogFarmer.com
- CSDigest.com (Corn + Soybean Digest)
- FarmIndustryNews.com
- Feedstuffs.com

Melissa.Peters@penton.com 630-524-4587

- AmericanAgriculturist.com
- BeefProducer.com
- DakotaFarmer.com
- FarmFutures.com
- FarmProgressShow.com
- Feedstuffs.com
- HayExpo.com
- HuskerHarvestDays.com
- IndianaPrairieFarmer.com
- KansasFarmer.com
- MichiganFarmer.com

Kathy.Jordan@farmprogress.com 662-627-0165

- DeltaFarmPress.com
- SoutheastFarmPress.com
- SouthwestFarmPress.com
- WesternFarmPress.com



AMERICAN
Agriculturist.

BEEF.

BEEF Vet.

Beef
Producer.

Corn+
Soybean
Digest.

Dakota Farmer.

DELTA
FarmPress.

Farm Futures.

Feedstuffs.

Feedstuffs
FoodLink.

INDIANA
Prairie Farmer.

Irrigation Extra.

Kansas Farmer.

Michigan Farmer.

Missouri Ruralist.

Nebraska Farmer.

National
Hog Farmer.

Ohio Farmer.

Prairie Farmer.

SOUTHEAST
FarmPress.

SOUTHWEST
FarmPress.

**Tack'n
Togs.**

The Farmer.

Wallaces Farmer.

WESTERN
FarmPress.

WESTERN
Farmer-Stockman.

WISCONSIN
Agriculturist.

USAgriculture
Masterfile.

Ag CEU
Online.



HUSKER
HARVEST
DAYS. 2017

Farm Futures.
Business Summit.

Farm Futures.
Ag Finance Boot Camp.



NEW YORK
FARM SHOW.



THE AG DATA
CONFERENCE.



Farm Futures.
Xchange.

Farm Progress
America.

MAX ARMSTRONG'S
Midwest Digest.

This Week In
AgriBusiness.

**Agriculture's
most powerful
information
network.**

Our insights / Your success

ONLINE ■ PRINT ■ DATA ■ EVENTS ■ BROADCASTING

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Clarksdale, MS 662 624 8503

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