

# Digital Ad Specs

## STANDARD DISPLAY ADS

### Rectangle

Prominent placement. Tablet and Smartphone display ad.

- 300x250
- **Device:** Any (Responsive)
- **Example:** <http://engage.informa.com/portfolio/rectangle/>

#### 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://engage.informa.com/portfolio/prestitial/>

#### 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://engage.informa.com/portfolio/leaderboard/>

#### 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

### Jumbotron

Full rich media interactivity. Half-Page page ad unit expands to one of our largest screen sizes on a 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://engage.informa.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 on a 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://engage.informa.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 on a 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

### 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 a user initiated click 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://engage.informa.com/portfolio/floor-footnote-ad/>

### 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 with a 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\* - AKA: Wallpaper - (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

### 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

### Film Strip

Large canvas, full rich media interactivity. High impact engagement features – scroll, click & 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://engage.informa.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.

## 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:** FIF, 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://engage.informa.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://engage.informa.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](mailto:Kathy.Jordan@farmprogress.com) 662-627-0165

**All other websites** and branded newsletter ad orders, send to: [AgDigital@penton.com](mailto:AgDigital@penton.com)

## Additional Contacts

### eBlasts and AgXtend Audience Extension

[Mary.Fox@farmprogress.com](mailto:Mary.Fox@farmprogress.com) 952-851-4725, Scheduling, material list and eblast forms  
[Justin.Lyman@informa.com](mailto:Justin.Lyman@informa.com) 913-967-1377, Counts and impressions

[Hannah.Ward@informa.com](mailto:Hannah.Ward@informa.com) 913-967-7237 – Digital ad materials and ad trafficker for AgXtend Audience Extension programs

### IndustryVoice :

[Jeremy.Wiest@informa.com](mailto:Jeremy.Wiest@informa.com) 970-203-2705 for the following: National Hog Farmer, Beef Vet, Beef Magazine and Feedstuffs

[Nicole.Bernholtz@informa.com](mailto:Nicole.Bernholtz@informa.com) 970-203-2770 for Farm Progress, Farm Futures, Farm Presses and Corn+Soybean Digest

### Custom Native Resource Center:

[Kalinda.Livingston@informa.com](mailto:Kalinda.Livingston@informa.com) 970-203-2791

## Digital Ad Materials

### Digital Materials – Websites, Newsletters and AgXtend Audience Extension

[Katie.Taylor@informa.com](mailto:Katie.Taylor@informa.com) 913-967-1804

### Website and eNewsletter Ad Traffickers:

[Garrad.Mathews@informa.com](mailto:Garrad.Mathews@informa.com) 913-967-1762

- BEEFmagazine.com
- NationalHogFarmer.com
- CornAndSoybeanDigest.com
- FarmIndustryNews.com
- Feedstuffs.com
- DeltaFarmPress.com
- SoutheastFarmPress.com
- SouthwestFarmPress.com
- WesternFarmPress.com

[Melissa.Peters@farmprogress.com](mailto:Melissa.Peters@farmprogress.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

[Hannah.Ward@informa.com](mailto:Hannah.Ward@informa.com) 913-967-7237

Trafficker for all AgXtend Audience Extension programs





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Agriculturist.

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