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SPACE & AVAILABILITY

This document lists the advertising slots for the website. 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 material 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.

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MATERIALS SUBMISSION

- Digital 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 and upload your ad material.
- If you are submitting multiple files, please choose “zip campaign” as type of placement.
- If you have any questions, please contact Ad Solutions Group Campaign Analyst.

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.

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STANDARD AD UNITS

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Leaderboard	728x90 pixels & 320x50 pixels (needed)	72 ppi	JPEG, GIF, PNG
Rectangle	300x250 pixels	200 kb max	Animated GIF Max # of loops: 3 Max # of frames: 4
Half page	300x600 pixels		

RICH MEDIA AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Leaderboard	728x90 pixels & 320x50 pixels	72 ppi	HTML5	<i>HTML5:</i> Initial: 200 kb max Host-initiated subload: 140 kb max
Rectangle	300x250 pixels	200 kb max	3rd Party Tag	
Half page	300x600 pixels			

EXPANDABLE DETAILS

- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative or DCM tag.
 - *All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).*
- Panel activation/retraction upon click with clear and obvious “close” text
- 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.
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE

- 5 business days prior to posting

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WELCOME AD

The Welcome ad is served to every unique visitor on a white box overlaid on the website labeled “Sponsored Introduction” for approximately twenty seconds on the website. A “Continue” link is included to ensure optimal user experience. The close button should not be included on the ad.

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Welcome Ad	640x480 pixels & 300x416 pixels (needed)	72 ppi 200 kb max; 100KB host- initiated subload	JPEG, GIF, PNG, Rich Media, most 3 rd party tags

RICH MEDIA AD UNIT	IMAGE DIMENSIONS	IMAGE RESOLUTION	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Welcome Ad	640x480 pixels & 300x416 pixels (needed)	72 ppi	HTML5 3rd Party Tag	Initial: 200 kb max 100KB host-initiated subload

- 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag).
All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).
- Close button not required
- 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.
- Time: 15 seconds
- Backup JPEG, GIF or PNG
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE

- 10 business days prior to posting

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SITE SKIN

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”).

STANDARD AD UNIT	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Site Skin	1510x750 pixels (small resolution) or 1920x1080 pixels (high resolution)	72 ppi 200 kb max	JPEG, GIF, or PNG (static image)

SPECS for Site Skin

A single static jpg/png/gif OR animated gif placed into the background of the site.

- Max artboard/canvas dimension of 1920W x 1080H
- Center content well must remain completely blank/white (1200W)
- Top 165 pixels of the artboard must remain completely blank/white. Artwork starts at pixel 166H.
- Artwork sits on either side of center content well like side-pillars
- 155W x next 585H (each pillar) is visible on most low-resolution screens
- 360W x next 915H (each pillar) is visible on higher resolution screens
- Top 228 pixels of visible artwork should contain background color/image but must not contain important logos/messaging as it will be covered by site header until user scroll.
- Please reference template file.

MATERIALS DUE

- 10 business days prior to posting

Updated 02/26/2019 (v002-2)

PUSHDOWN

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.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Base Unit	970x90 pixels	HTML5 3rd Party Tag	Initial: 200 kb max Host-initiated subload: 300 kb max
Expanded unit	970x415 pixels		

- 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag).
- *All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS).*
- **Action:** expanded unit “pushes” page content down rather than expanding over page at user-initiated click. Closes via obvious “close” text or “X”
- **Border:** Creatives without border must have high contrast background color that doesn’t mimic the background color of the website.
- **Animation:** Animation on initial load should not last more than 15 seconds. Unlimited for user-initiated animation.
- **Video Format:** True Streaming preferred; Progressive Download on user initiation.
- **Audio/Video acceptance:** Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load.
- **Maximum video weight:** 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.
- Creative Services available if needed, contact Informa for more information.

MATERIALS DUE

- 14 business days prior to posting

Updated 02/26/2019 (v002-2)

FLOOR AD

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 the ad spawns a larger canvas that can support social, video and custom content integrations.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	IMAGE FILE FORMATS
Base Unit	1200x90 pixels	72 ppi	JPEG, GIF, or PNG
Expanded unit	1200x410 pixels	200 kb max; 300KB host-initiated subload	Supported assets: Videos, HTML source files, PSD, Social Feeds

- Informa will execute HTML5
- **Client supplies:** all creative assets, including designed layouts and instructions for interactive components.
- **Action:** 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”.
- **Border:** Creatives without border must have high contrast background color that doesn’t mimic the background color of the website.
- **Animation:** Animation on initial load should not last more than 15 seconds. Unlimited for user-initiated animation.
- **Audio/Video acceptance:** Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load.
- **Maximum video weight:** 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

MATERIALS DUE

- 14 business days prior to posting

Updated 02/26/2019 (v002-2)

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 15-60 second videos.

- **Dimension:** 1280x720 (Responsive to the page level)
- **Max File Size:** 20MB
- **Video Format:** .mp4
- **Length:** 15/60 seconds
- **Aspect Ratio:** 16:9 (4:3 not supported)
- **Tags Accepted:** 1x1, VAST, VPAID JS (HTML); all tags must be SSL only
- **FPS:** 24
- **URL:** provide 1 linking URL for redirect

*VPAID does not currently work on mobile

*Please submit ASAP for testing

MATERIALS DUE

- 14 business days prior to posting

Updated 02/26/2019 (v002-2)

BILLBOARD

Large canvas, full rich media interactivity. The ad unit serves in the top leaderboard position providing immediate site sign on impact. It offers the opportunity to incorporate in-banner videos and rich media executions. Because of the large format size, the unit only appears on desktop devices.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Initial unit	970x250	HTML5 3rd Party Tag	Initial: 200 kb max Host-initiated subload: 300 kb max
Expanded unit	850x700 pixels		

- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as 3rd party tag, DoubleClick Studio creative or DCM tag.
- Ads can include in-banner video or social media in rich media versions. Audio off at start and use controls required for “Close X”, Play, Pause, Rewind and Volume.
- Max file size: 200KB

MATERIALS DUE

- 14 business days prior to posting

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eNEWSLETTERS

	IMAGE DIMENSIONS	IMAGE FILE SIZES	TEXT GUIDELINES	IMAGE FILE FORMATS
Dimensions	300x250	200 kb max	25 words maximum	JPEG, GIF, PNG

- Text (25 word maximum) if applicable to placement
- URL required for all eNewsletter ads
- Optional: animated creative specs
- Looping = 3 times (GIF)
- Frames = 4 (GIF)
- Accepted Formats – JPEG, Animated or Static GIF. Rich media is not accepted for enewsletter placements.
- Outlook users cannot see animated GIFs, therefore it is our recommendation that the first frame of your Animated GIF be a stand-alone/branded or call to action frame.

MATERIALS DUE

- 5 business days prior to newsletter deployment

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INDUSTRYVOICE – REQUIRED MATERIALS

- Industry Voice native advertising runs like an ad but looks like an article and infeed headline. Use your content or content developed exclusively by our experts for brand building and thought leadership. Your content is promoted with a prominent headline infeed and as sponsored content running alongside Farm Progress brand related articles.

MATERIALS DUE

All Materials Due: Approximately 2 Weeks (10 business days) Prior to Publish Date.

*IndustryVoice placement will not occur until ALL materials are received in the appropriate format/size (see below) and have been approved.

MATERIALS CONTACTS

Please submit the following materials to the appropriate IndustryVoice contact.

- Crop brands contact Nicole Bernholtz at nicole.bernholtz@informa.com or 970-203-2770.
- Livestock brands contact Jeremy Wiest at jeremy.wiest@informa.com or 970-203-2705.

General Content Guidelines:

Content should be:

- Newsworthy
- Exclusive

Content should not be:

- Promotional in nature
- A press release

Types of Content Include:

- White paper
- Industry overview
- Tips and recommendations
- Predictions about the industry
- Insights into ongoing R&D

*All content is subject to editorial review & changes

Updated 02/26/2019 (v002-2)

IndustryVoice, continued

Content Type Guidelines:

*Please note that you will select ONE of the following three options. Please do not provide materials for all three.

1. ARTICLE SUBMISSION

- Article length: between 300 - 600 words
- Submit in a separate Word.docx format
- Include a headline - 70 character maximum (including spaces)
- Include a summary - 160 character maximum (including spaces)
- Include no more than 3 photos relating to the article (see Photo/Image Guidelines below)
- Include a thumbnail photo set relating to the article (see Photo/Image Guidelines below)
- Optional: A short caption to accompany each or the in-article images- 30 word maximum.

2. VIDEO SUBMISSION

- YouTube or Vimeo link is preferred
- If submitting a video file:
 - MP4 or .Mov format.
 - 1920 x 1080 or 1280 x 720 Aspect ratio
 - Video length: between 2 to 3 minutes
 - Include a headline - 70 character maximum (including spaces)
 - Include a summary - 160 character maximum (including spaces)
 - Include a video content description - 80 word maximum
 - Include a thumbnail photo set relating to the article and feature image (see Photo/Image Guidelines below)

3. PHOTO GALLERY SUBMISSION

- Up to 10-12 images sized 770x400 px
- Include a headline - 70 character maximum (including spaces)
- Include a summary for the placement as a whole - 160 character maximum (including spaces)
- Include a short caption to accompany each of the images - 30 word maximum.
- Include a thumbnail photo set relating to the placement as a whole for digital promotions (see Photo/Image Guidelines below)

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IndustryVoice, continued

PHOTO/IMAGE GUIDELINES

Featured article image –runs at the top of the article. **For ARTICLE submissions only.**

- 1540x800 px
- The lower third of the image should be free of text or any vital information, as it will be partially obstructed by automated formatting:



A dominant duo: fungicides and insecticides on soybeans

*Videos hosted on YouTube and Vimeo are able to have an optional featured image. Videos submitted in any other format are not able to have a featured image.

In-article image(s) - these are used/seen within the body of the article. **For Articles and Photo Galleries Only.**

- 770x400
- All files must be JPEG, GIF or PNG less than 200KB

Thumbnail image(s) for article promotion – Needed for all three submission types.

This is used only for promotional purposes and only 1 set of images is necessary.

- 300x225 px
- 263x136 px
- 240x90 px
- All files must be JPEG, GIF or PNG less than 200KB

In-Article Ad Inclusion. Not included in standard IV posting

A NEW ad must be supplied – current or existing ads will not be accepted.

In-article ad to be featured in the righthand spot of the placement

- 300x250 - All files must be JPEG, GIF or PNG less than 200KB
- URL to accompany ad

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APP ADS

	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Dimensions	320 w x 50 h	50 kb max	JPEG, GIF (no animated gifs), PNG

- URL required for all app ads
- Accepted Formats – JPEG, Static GIF, PNG. Rich media is not accepted for app placements.

MATERIALS DUE

- 10 business days prior to newsletter deployment

Updated 02/26/2019 (v002-2)

AUDIENCE EXTENSION: PRE-ROLL VIDEO AD SPECS

Field	Specific Requirements
Max Ad Length	:30 seconds
Unit Size	400x300 or larger (video player size); actual player size varies in a live environment
Ad Format	MP4 or FLV or Web M
Max File Load Size	PLAYTIME: 100MB max upload
Video Aspect Ratio	16.9 recommended, 4:3 okay
Video Frame Rate	24-25 or 29-30
3rd Party/TM Served?	TM Served/3rd Party /VPAID
Tracking Pixel	Impression, click redirect, and event
3rd Party Tracking Tags	Yes
Tag Preferences (iframe/JavaScript/Standard/Dart Internal Redirects)?	Standard
1x1 Accepted?	Yes
Vast Compliant?	Yes
Rich Media Enable	No
Expand Direction	N/A
Close Button Required	No
Max Bits/Second	1-2MB
CODEC	H.264
Audio (Auto or User-initiated)	Auto
Audio Code	MP3 or AAC
Click Through	URL or redirect tag
Click Through URL Limit	2048 characters
Flash Player, AS, Frame Rate	N/A
Max Animation Length	N/A

MATERIALS DUE

- 10 business days prior to deployment

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