

### 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](mailto:nicole.bernholtz@informa.com) or 970-203-2770.
- Livestock brands contact Jeremy Wiest at [jeremy.wiest@informa.com](mailto: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

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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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