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July 22, 2019

Additional production questions or information? – contact Becky.Roper@informa.com

Upload Production Files to: informa.sendmyad.com

Send Insertion Orders to: ag.digital@farmprogress.com

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-point 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

Farm Progress 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/Interscroller	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/Interscroller	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

Introstitial 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
Introstitial/ Site Intro/ 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
Introstitial/ Site Intro/ 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
- <http://engage.informa.com/portfolio/prestitial/>

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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 (Wallpaper)	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 JPEG/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
- <http://engage.informa.com/portfolio/page-wrap/>

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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
- <http://engage.informa.com/portfolio/pushdown/>

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BILLBOARD

Highly visible banner. Desktop only. The unit remains open.

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	FILE SIZE INFORMATION
Base Unit	970x90 pixels	GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative or DCM tag	Initial: 200 kb max

- 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.
- Expandable functionality is not accepted in this ad unit

MATERIALS DUE

- 14 business days prior to posting
- <http://engage.informa.com/portfolio/pushdown/>

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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

- **Third-party tags:** HTML5 files can be supplied as a third-party tag when built to specifications as noted.
- **Help building ad units.** Informa can also build the HTML5 file when materials (text and images) are supplied for an hourly based upcharge.
- **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
- <http://engage.informa.com/portfolio/floor-footnote-ad/>

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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
- <http://engage.informa.com/portfolio/in-article-video/>

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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 newsletter placements.
- Outlook users cannot see animated GIFs; it is recommended that the first frame of your Animated GIF be a stand-alone or call to action frame.

MATERIALS DUE

- 5 business days prior to newsletter deployment

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NATIVE ADVERTISEMENT

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

	IMAGE DIMENSIONS	IMAGE FILE FORMATS	TEXT
Image Thumbnail Set	180x150, 155x215, 253x135, & 300x225 pixels	JPEG, GIF or PNG 200 kb max	50 character Headline, 40 words Brief Summary, URL

- Sidebar Native ads or Headlines do not run images. All other placements require an image
- Third party impression or third party click trackers are allowed to run with Native Ads
- Why send multiple images? If you plan to deliver this ad creative to more than one native ad placement that may vary in aspect ratio for thumbnail, then upload additional images. The MediaVoice System will determine the most appropriate image to render.
- URL required
- *Specifications can be updated as needed

MATERIALS DUE

- 5 business days prior to posting

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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.

- All crop brands and livestock Custom Content Programs (including related IVs and newsletters) contact **Nicole Bernholtz at Nicole.Bernholtz@informa.com** or 970-203-2770.
- Other livestock brand Industry Voices contact **Greg Eyster at Greg.Eyster@informa.com** or 970-203-2705.

GENERAL CONTENT GUIDELINES

Content should be:

- Newsworthy
- Exclusive

Content should not be:

- Promotional in nature
- 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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IndustryVoice, continued

REQUIRED PROMOTIONAL MATERIALS

1. NATIVE ADS

REQUIRED for ALL Industry Voice placements.

- Submit Thumbnail Image in **all 3 required sizes**:
 - 300x225 pixels
 - 263x136 pixels
 - 240x90 pixels

*Please review the Photo/Image Guidelines section below for best practices

2. FACEBOOK & TWITTER

Each Industry Voice placement is promoted on Facebook and Twitter via the brand/s the IV has been published to. The following details are intended to increase traffic to your IV placement and build brand awareness for your company.

- If your company has a Facebook page, please provide the link and make sure we're approved to tag it

*Link should look like this: facebook.com/companyname

- If your company has a Twitter account, please provide the handle

*Handle should look like this: [@companyname](https://twitter.com/companyname)

- Provide 2 different blurbs for promotional posts: 280-character limit

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 INDUSTRY VOICE SUBMISSION

- **Article Body:** Recommended length 300 - 600 words
- **Submission Format:** Submit all text in a Word.doc format
- **Headline/Title:** 70 character maximum (including spaces)
- **Subtitle:** 160 character maximum (including spaces)
- **Photos:** You can include up to 3 photos relating to the article (see Photo/Image Guidelines below)
- **Others:** 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.

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2. VIDEO INDUSTRY VOICE SUBMISSION

- **Video Link or File:**
- **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
- **Headline/Title:** 70 character maximum (including spaces)
- **Short Headline:** (for promos): 40 characters maximum (includes spaces)
- **Subtitle:** 160 character maximum (including spaces)
- **Video description:** 80 word maximum
- **Others:** Include a thumbnail photo set relating to the article and feature image (see Photo/Image Guidelines below)

3. PHOTO GALLERY SUBMISSION

- **Gallery Slides:** Up to 10-12 images sized 770x400 pixels
- **Gallery Headline/Title:** Include a headline - 70 character maximum (including spaces)
- **Gallery Subtitle:** 160 character maximum (including spaces)
- **Slide Description:** for each of the images - 30 word maximum.
- **Others:** Include a thumbnail photo set relating to the placement for digital promotions (see Photo/Image Guidelines below)

PHOTO/IMAGE GUIDELINES

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

- 1540x800 pixels
- For best performance, please select an image that is not a logo and does not contain text.
- The lower third of the image should be free of text or any vital information, as it will be partially obstructed by automated formatting:



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*Videos hosted on YouTube and Vimeo can 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.**

- Submit up to 3 images for articles or up to 12 images for galleries
- 770x400 pixels
- All files must be JPEG, GIF or PNG less than 200KB

Thumbnail image set for article promotion – Required for all IndustryVoice placements

- All files must be JPEG, GIF or PNG less than 200KB
- For best performance, please select an image that is not a logo and does not contain text. Feel free to resize the featured image to create this thumbnail set
- Submit the image in all three required sizes:
 - 300x225 pixels
 - 263x136 pixels
 - 240x90 pixels

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

This is an ad that runs within the IndustryVoice landing page. This is optional, but inclusion must be determined at the time of sale and noted on the insertion order.

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

Ad Specs:

- 300x250 pixels
- All files must be JPEG, GIF or PNG less than 200KB
- Must include clickthrough URL

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APP ADS

IMAGE DIMENSIONS	IMAGE FILE SIZE	IMAGE FILE FORMATS
320x50	50 kb max	JPEG, GIF (no animated)

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

MATERIALS DUE

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