

# 2019 ONLINE SPECIFICATIONS & DELIVERABLES

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# 2019 ONLINE SPECS

## Banner Ad Policies/Guidelines:

- We review your advertising submissions to optimize your creative materials for our audience experience.
- Our staff will work with you to make sure you get the most value out of your advertising opportunity.
- We reserve the right to ask you to edit your creative to meet our editorial and creative guidelines if necessary.
- All ad media should be sent to ads@ehpub.com. Multiple people monitor this email and ensure your ad campaign is deployed as scheduled.
- We require at least 3 days lead time for static image-based ads, and 7 days lead time for any HTML 5 or Rich Media-based ads.
- Please be sure to include the URL for click-throughs from your ads, even if the URL is embedded in your ad units themselves
- Please allow additional lead time when changing ad creatives during your campaign run.

## Our Ad Server:

- All ads are served by OpenAdStream by AppNexus.
- Please review their consumer privacy policy at <http://www.appnexus.com/en/company/platform-privacy-policy>.

## Supported Ads:

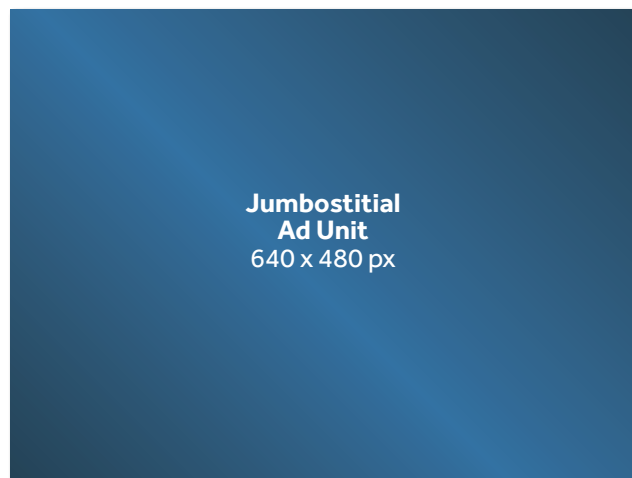
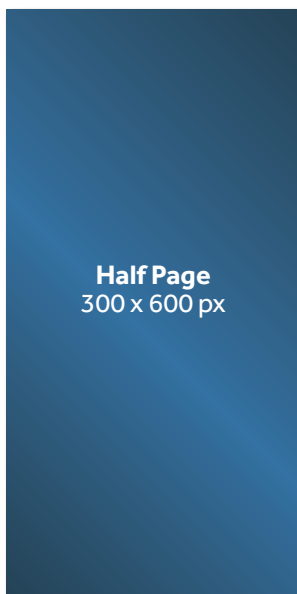
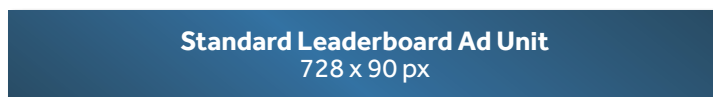
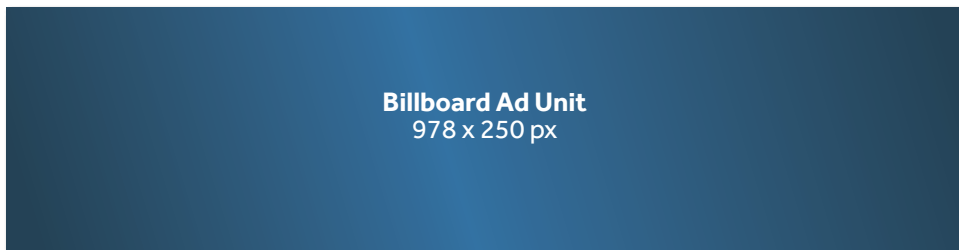
We currently support the following IAB standard units:

### Standard Support:

- Leaderboard: 728px wide x 90px tall
- Rectangles: 300px wide x 250px tall

### Advanced Support:

- Super Leaderboard: 970px wide x 90px tall
- Billboard: 978px wide x 250px tall (Should not be larger than 50K for Static Ad)
- Half-Page: 300px wide x 600px tall (only supported in rectangle position 2)
- Jumbo Pre/Interstitial Unit: 640px tall x 480px wide that appears before or between user page views and is served at the interval of one per user per day
- Rich Media Ads: Available in all positions, see creative guidelines grid below
- Expanding Ad Units: Leaderboard or rectangle
- Bottom Takeover



## QUESTIONS?

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# 2019 ONLINE SPECS

## CREATIVE SPECIFICATIONS FOR BANNERS:

We provide specifications for both standard static image based creatives and rich media ad creatives. Email all ads to [jeff.miller@emeraldexpo.com](mailto:jeff.miller@emeraldexpo.com)

### STANDARD STATIC IMAGE BASED AD CREATIVE SPECIFICATIONS\*

Unit/ Dimensions	File Types	Max File Size	Notes
<b>Leaderboard</b> 728 x 90px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times
<b>Rectangle</b> 300 x 250px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit also appears on mobile at proper dimensions
<b>Super Leaderboard</b> 970 x 90px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times
<b>Half Page</b> 300 x 600px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit also appears on mobile at proper dimensions
<b>Pre/Interstitial</b> 640 x 480px	.jpg, .gif, .png	40kb	We only accept static images for this larger ad unit. This ad unit will be resized appropriately on mobile for viewing
<b>Mobile Leaderboard</b> 300 x 60px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit only appears on mobile devices

We support Ad Tags From Most 3rd Party Servers Including: DoubleClick(DART), Atlas, Sizmek, FlashTalking, and more...

#### Note about Mobile Responsiveness:

Our website are now mobile responsive, automatically resizing the display based on the device. With standard JPEG, GIF, and PNG based ad media, the ads will automatically respond and resize themselves to be viewed properly on mobile and tablet devices. However, HTML5, rich media, and some 3rd party provided ad unit don't always respond properly. Please test your creatives for responsiveness prior to submission to us. If you cannot get your rich media units to respond, please also submit a static JPEG, GIF or PNG as a backup unit to be displayed on mobile devices.

#### Optimization of HTML 5 Ads

For best user experience:

- Combine all supporting files e.g. JavaScript toolkits, libraries, Fonts, HTML, and CSS whenever possible.
- Consolidate images wherever possible.
- Be sure the clickable element(s) are set properly.
- Package assets to allow for maintaining a persistent connection.
- All assets and files should be delivered using relative paths.
- Use compression where applicable to minimize the file load size.
- Caching- Use CDN-hosted files and caching of static objects as much as possible.
- Provide inline CSS and use HTML to deliver initial display resources as much as possible. Limit initial dependencies on any render-blocking .js or .css.
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH.
- HTML5 Created in Google Designer or Adobe Edge may require additional lead time for us to test and optimize for delivery.

### RICH MEDIA BASED AD CREATIVE SPECIFICATIONS\*

Unit/ Dimensions	Rich Media Types	File Initial Load	Max Polite Load	Max User Initiated	Other
<b>Leaderboard</b> 728 x 90px	HTML5, 3 <sup>rd</sup> Party Served	40kb	100kb	Unlimited for streaming media from 3 <sup>rd</sup> party served ads	15 sec max for animation, 30 secs max for 3 <sup>rd</sup> party Video, user initiated audio, expandable to 728 x 180px
<b>Rectangle</b> 300 x 250px	HTML5, 3 <sup>rd</sup> Party Served	40kb	100kb	Unlimited for streaming media from 3 <sup>rd</sup> party served ads	15 Sec max for animation, 30 secs max for 3 <sup>rd</sup> party Video, user initiated audio, expandable to 600 x 250px
<b>Super Leaderboard</b> 970 x 90px	HTML5, 3 <sup>rd</sup> Party Served	40kb	100kb	Unlimited for streaming media from 3 <sup>rd</sup> party served ads	15 Sec max for animation, 30 secs max for 3 <sup>rd</sup> party Video, user initiated audio, expandable to 970 x 180px
<b>Half Page</b> 300 x 600px	HTML5, 3 <sup>rd</sup> Party Served	40kb	100kb	Unlimited for streaming media from 3 <sup>rd</sup> party served ads	15 Sec max for animation, 30 secs max for 3 <sup>rd</sup> party Video, user initiated audio, non-expandable
<b>Pre/Interstitial</b> 640 x 480px	We prefer to host serve and do not permit rich media in this ad position. We can however, support a 3 <sup>rd</sup> party 1 x 1 pixel for 3 <sup>rd</sup> party tracking purposes.				
<b>Mobile Leaderboard</b> 300 x 60px	HTML5, 3 <sup>rd</sup> Party Served	40kb	100kb	NA	15 sec max animation

## QUESTIONS?

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# 2019 ONLINE RATES & SPECS

## EDITORIAL NEWSLETTER

- This newsletter placement is a rectangle banner ad.
- Provide a static jpg, 300px wide by 250px tall, accompanied with a linking URL.
- Please submit 3 business days in advance of the deployment date.
- In the event we do not receive a specific newsletter ad and you already have banner ads running on our site, we will pull one of those ads.

## PRODUCT SHOWCASE NEWSLETTER

- This newsletter is a shared advertising newsletter, where advertisers promote a product.
- Requirements include:
  - A headline
  - 80 word or less text description
  - A product image (max size is 140px wide by 200px tall)
  - A company logo (max width is 120px); a linking URL
- Please submit these materials 3 business days in advance of the deployment date.

## FEATURED PRODUCT eBLAST

- This newsletter is exclusive
- Requirements include:
  - A headline
  - 150 word or less text description
  - A product image (max size is 640px wide by 400px tall)
  - A company logo (max size is 300px wide)
  - A linking URL
- Please submit these materials 3 business days in advance of the deployment date

## NATIVE ADS

- Native ads are marketing messages integrated into the design of the website
- Requirements include:
  - A headline
  - A pre-header/brief summary
  - A product image
  - 250 to 600 words for your product description
  - Linking URL
  - A company logo

## S.T.E.P. ADVERTISING PROCESS

### Option #1:

- You can provide the ads and text you would like to run (either images or video).
- We will also need the URL for linking the ads.
- Be sure to check that your ads don't have too much text. Facebook will only accept ads with less than 20% text.
- You can upload your ad files here to see if they meet the Facebook requirements.
- Images should measure 1200 x 628 px

### Option #2:

- You can provide the URL for linking the ads.
- We will create draft Facebook image ads for your approval.
- Please allow 3-5 days for ad creation.

### Requirements:

- Image or video
- Ad Text: 350 characters are visible at all times. Additional text will require a click to view more
- Headline: Character Limit: 70
- Call to Action

### Guidelines:

- Facebook guidelines for creating [image ads](#)
- Facebook guidelines for creating [video ads](#)

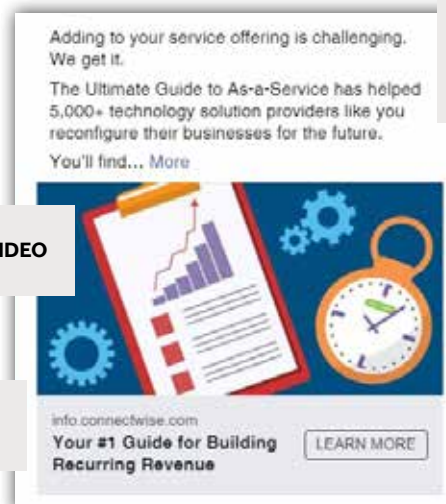


IMAGE OR VIDEO

HEADLINE  
Character limit: 70

AD TEXT

350 characters are visible at all times. Additional text will require a click to view more

CALL TO ACTION

## ONLINE CONTACT INFORMATION Online Client Services Manager

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### Webinars

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## QUESTIONS?

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