



informamarkets

Advertising Specs

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Website Image Ads

Acceptable Website Image Ad Formats

Acceptable Formats: *GIF, PNG, JPG, HTML, Rich Media, 3rd party tag

HTML5 as: 3rd party tag, DoubleClick Studio creative, or DCM tag

Maximum Animation Length: 15 seconds

Leaderboard Ad

Dimensions: 728W x 90H pixels

File Size: 200k Maximum

Leaderboard Ad
728 x 90

Mobile Leaderboard Ad

Dimensions: 320W x 50H pixels

File Size: 200k Maximum

Mobile Leaderboard Ad 320 x 50

Left Rectangle/Right Rectangle Ad

Dimensions: 300W x 250H pixels

File Size: 200k Maximum

Rectangle Ad
300 x 250

Floor Ad*

Dimensions: 1200W x 90H pixels

File Size: 200k Maximum

*JPG or PNG only - No animation supported

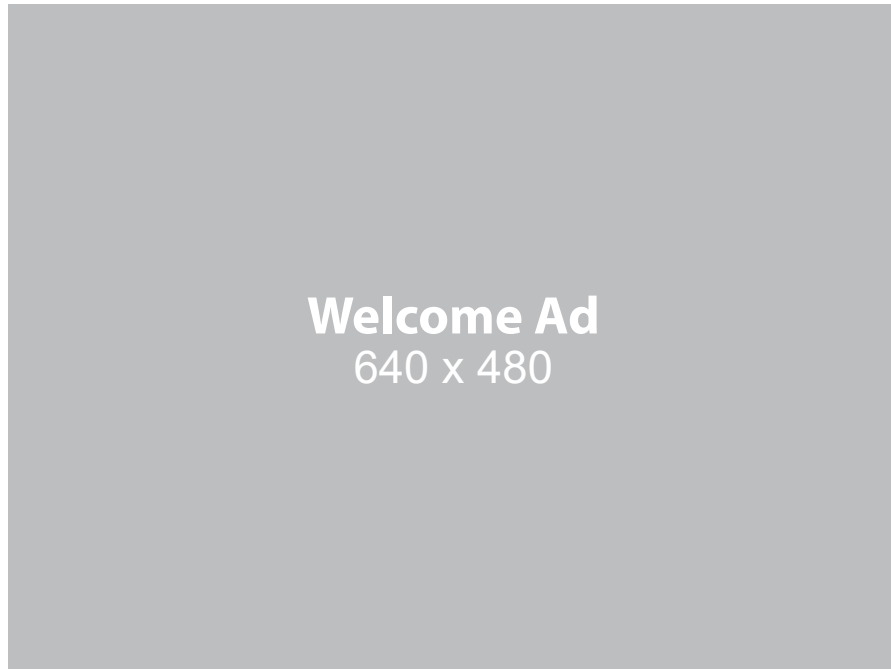
Floor Ad
1200 x 90

Welcome Ad

Dimensions: 640W x 480H pixels

File Size: 200k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.

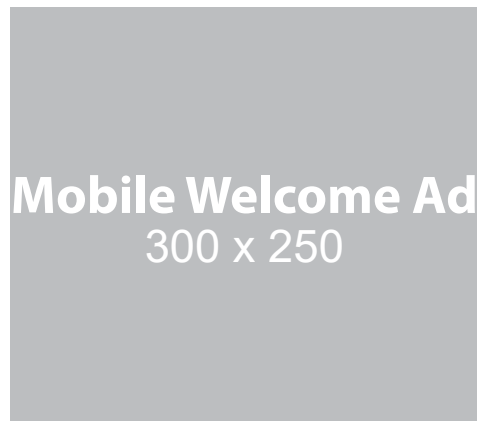


Mobile Welcome Ad

Dimensions: 300W x 250H pixels

File Size: 200k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.



Sponsored Content

Sponsored Content Linked to Your Site

- Headline – Max word count 15 words
- Direct URL to a page or article on your site
- Logo - High Res .eps format

Sponsored Content Housed on Our Site

- Headline – Max word count 15 words
- Summary of 160 characters or less
- Horizontal image: jpg format, sized at 1200 px x 400 px, 72 dpi. Image only - no text.
- Article of your desired length, provided as a Word document to be house on our website.
- Your article can include a video component, if desired. (Video title & MP4 require, if applicable)
- Logo - High Res .eps format
- Category: Select one -
 - Ingredients
 - Healthy living
 - Business resources

E-Newsletter Sponsorship

E-Newsletter Specs

Newsletter Box/Rectangle

Dimensions: 180W x 150H pixels

File Size: 200k Maximum

File Type: JPG only

NO Flash or animated gifs



Newsletter Leaderboard

Dimensions: 670W x 90H pixels

File Size: 200k Maximum

File Type: JPG only

NO Flash or animated gifs



DIGITAL Ad Specs:

Full Page

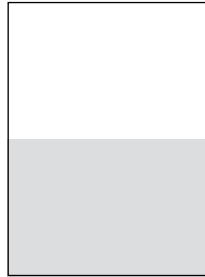


Trim Size: 8.125" x 10.875"

Safety Area: 8.125" x 10.875"

- **Minimum resolution:** 150dpi
- **Color:** RGB

1/2 Page Horizontal



Trim Size: 8.125" x 5.375"

Safety Area: 8.125" x 5.375"

- **Minimum resolution:** 150dpi
- **Color:** RGB

Color: RGB

Resolution: Minimum 150 dpi

File type: PDF - Acrobat 5.0 (PDF 1.4)

- All fonts embedded
- Convert Spot Color to RGB
- RGB color
- Untag CMYK ICC Profiles
- Knockout overprinting for all objects.



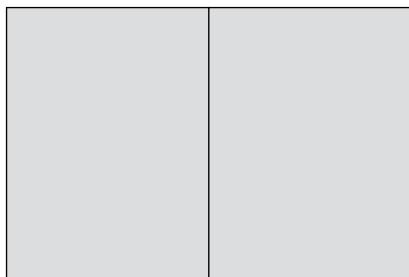
To upload your ad, please visit the **Send My Ad Portal**.
We invite you to use this portal by clicking this link and
creating a profile: <https://virgo.sendmyad.com>

For Questions, please contact your Program Manager.

PRINT Ad Specs:

Safety is 1/4" from the trim on all sizes that have a bleed

2 Page Spread*



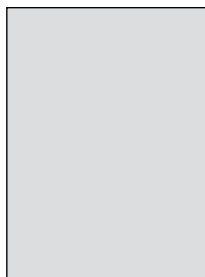
Non-Bleed Size: 15" x 10"

Bleed Size: 16.5" x 11.125"

Trim Size: 16.25" x 10.875"

** Please review the ad specs on the next page.*

Single Full Page

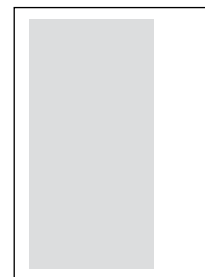


Non-Bleed Size: 7" x 10"

Bleed Size: 8.375" x 11.125"

Trim Size: 8.125" x 10.875"

2/3 Page Vertical

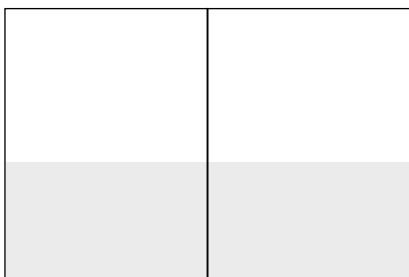


Non-Bleed Size: 4.625" x 10"

Bleed Size: 5.375" x 11.125"

Trim Size: 5.125" x 10.875"

1/2 Page Horizontal Spread*



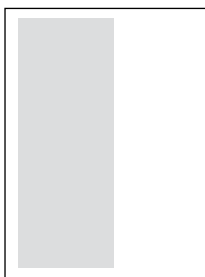
Non-Bleed Size: 15" x 4.875"

Bleed Size: 16.5" x 5.625"

Trim Size: 16.25" x 5.375"

** Please review the ad specs on the next page.*

1/2 Page True Vertical

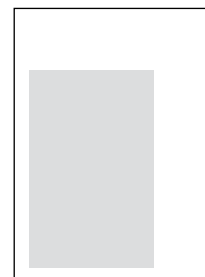


Non-Bleed Size: 3.625" x 10"

Bleed Size: 4.375" x 11.125"

Trim Size: 4.125" x 10.875"

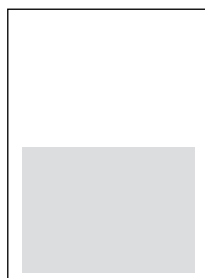
1/2 Page Island Vertical



Non-Bleed Size: 4.625" x 7.375"

Bleed & Trim Size: NA

1/2 Page Horizontal

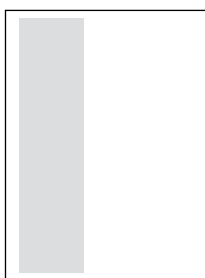


Non-Bleed Size: 7" x 4.875"

Bleed Size: 8.375" x 5.625"

Trim Size: 8.125" x 5.375"

1/3 Page Vertical

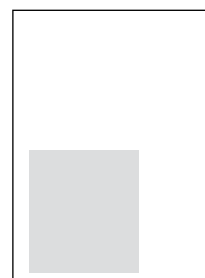


Non-Bleed Size: 2.25" x 10"

Bleed Size: 3" x 11.125"

Trim Size: 2.75" x 10.875"

1/3 Page Square



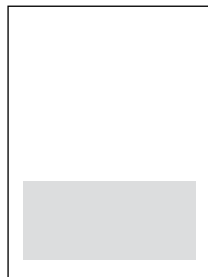
Non-Bleed Size: 4.625" x 4.875"

Bleed & Trim Size: NA

PRINT Ad Specs:

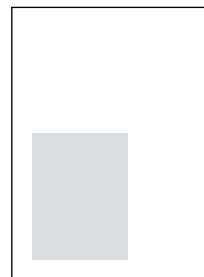
Safety is 1/4" from the trim on all sizes that have a bleed

1/3 Page Horizontal



Non-Bleed Size: 7" x 3.25"
Bleed Size: 8.375" x 4"
Trim Size: 8.125" x 3.75"

1/4 Page Vertical



Non-Bleed Size: 3.625" x 4.875"
Bleed & Trim Size: NA

Color: CMYK

Resolution: Minimum 300 dpi

File type: PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
 - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
 - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.



To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile: <https://virgo.sendmyad.com>

- * **PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.

For Questions, please contact your Program Manager.

Contact Information

Digital & Website ads-

Kristin LaBarbera

Program Manager, Health & Nutrition and
Business Solutions Networks

Kristin.LaBarbera@Informa.com

Print ads-

Fran Vaughn

Ad Operations Specialist

Fran.Vaughn@Informa.com

Danielle Dunlap

Vice President, Marketing Services

Danielle.Dunlap@Informa.com