



**informa**markets

# Advertising Specifications

---

## CLICK HERE FOR:

- [Website Image Ads Specs](#)
- [Digital Ad Specs](#)
- [Sponsored Content Specs](#)
- [E-Newsletter Ad Specs](#)
- [Print Ad Specs](#)

## 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

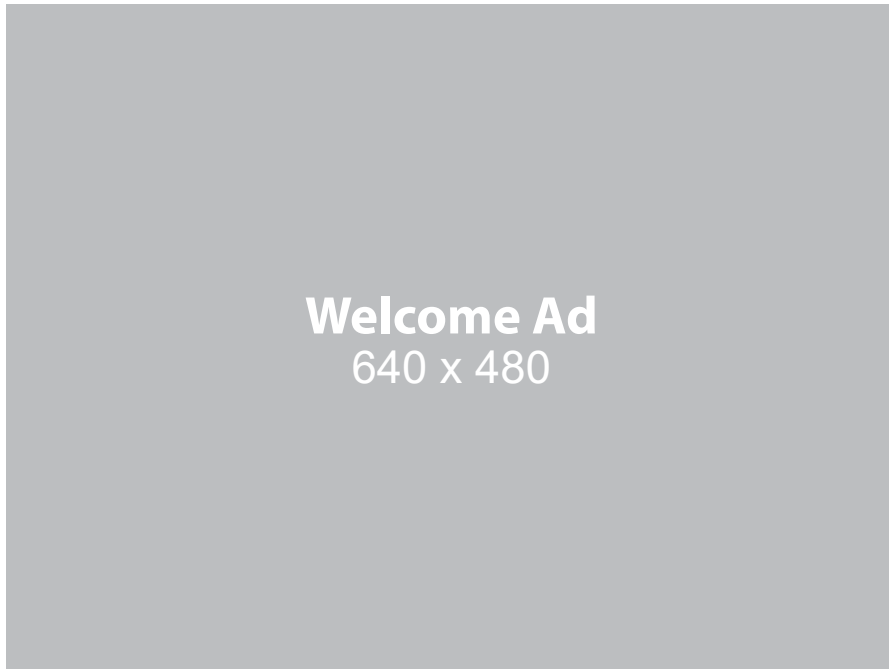
**Floor Ad**  
1200 x 90

### **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.

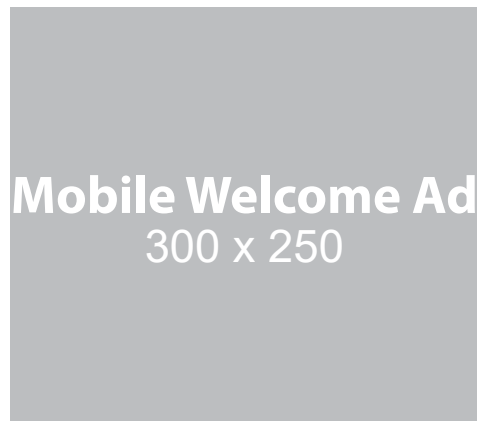


### **Mobile Welcome Ad**

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 resolution Photoshop .eps or Illustrator ai 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 1540 px x 800 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 required, if applicable)
- Logo - High resolution Photoshop .eps or Illustrator ai 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***

A gray horizontal rectangular placeholder for a newsletter ad. The text "Leaderboard Ad" is centered in a large, white, sans-serif font, with "670 x 90" centered below it in a smaller, white, sans-serif font.

**Leaderboard Ad**  
670 x 90

## DIGITAL Ad Specs:

### Full Page

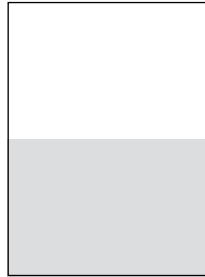


**Trim Size:** 8.125" x 10.875"

**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 **SendMyAd 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\*



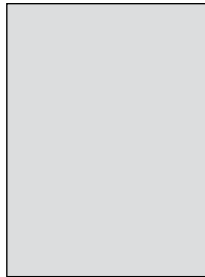
**Non-Bleed Size:** 15" x 10"

**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

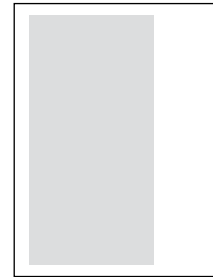


**Non-Bleed Size:** 7" x 10"

**Bleed Size:** 8.375" x 11.125"

**Trim Size:** 8.125" x 10.875"

### 2/3 Page Vertical

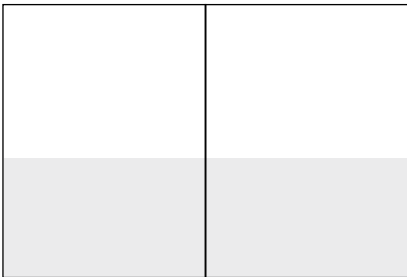


**Non-Bleed Size:** 4.625" x 10"

**Bleed Size:** 5.375" x 11.125"

**Trim Size:** 5.125" x 10.875"

### 1/2 Page Horizontal Spread\*



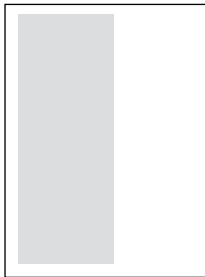
**Non-Bleed Size:** 15" x 4.875"

**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

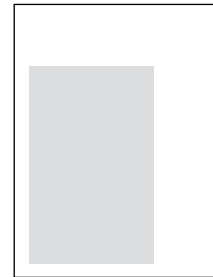


**Non-Bleed Size:** 3.625" x 10"

**Bleed Size:** 4.375" x 11.125"

**Trim Size:** 4.125" x 10.875"

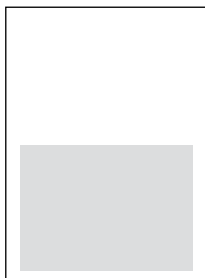
### 1/2 Page Island Vertical



**Non-Bleed Size:** 4.625" x 7.375"

**Bleed & Trim Size:** NA

### 1/2 Page Horizontal

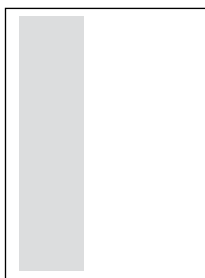


**Non-Bleed Size:** 7" x 4.875"

**Bleed Size:** 8.375" x 5.625"

**Trim Size:** 8.125" x 5.375"

### 1/3 Page Vertical

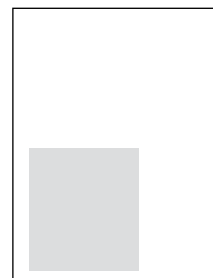


**Non-Bleed Size:** 2.25" x 10"

**Bleed Size:** 3" x 11.125"

**Trim Size:** 2.75" x 10.875"

### 1/3 Page Square



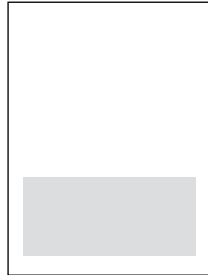
**Non-Bleed Size:** 4.625" x 4.875"

**Bleed & Trim Size:** NA

## PRINT Ad Specs:

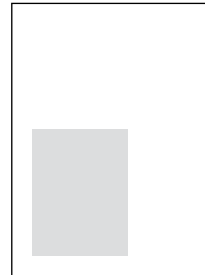
Safety is 1/4" from the trim on all sizes that have a bleed

### 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 **SendMyAd 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 **SendMyAd** with the left and right notated.

*For questions, please contact your Program Manager.*

## Contact Information

---

For any web ad trafficking or materials questions, please contact:

**Bob Steigleider**  
Digital Campaign Manager  
[Robert.Steigleider@Informa.com](mailto:Robert.Steigleider@Informa.com)

For any print and digital ad trafficking or materials questions, please contact:

**Kristin LaBarbera**  
Program Manager  
[Kristin.LaBarbera@Informa.com](mailto:Kristin.LaBarbera@Informa.com)