



Online Advertising Specs for Penton Media

For any questions about technical specifications not answered herein please contact:

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Penton Media
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Penton Media can offer some banner creation/alteration services for nominal fees. Please contact your Sales Executive to discuss our capabilities and the fees involved.

Penton Media uses DoubleClick DART for all of its ad serving.

Website Banners

1. Banner Dimensions:¹

- 468x60 Full banner
- 728x90 Leaderboard
- 120x60 Button
- 120x600 Tower
- 120x240 Half-Tower
- 125x125 Square
- 180x150 Magazine Sponsorship
- 240x400 Spotlight On
- 250x250 Large Square
- 300x250 Billboard
- 300x60 Half-slot
- 300x125 Slot
- 160x600 Wide Tower
- 336x280 Boom Box

2. Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif.
Will accept for testing: DHTML, Audio, Real, Shoskeles
Non-accepted formats: Java, Java Applet, Video

¹ NOTE: Not all sizes are available on all Penton websites. Please confirm the exact size for each contracted unit with your Sales Executive.

ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats. **ALL** Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated. Automatic play or pre-expand are not allowed.

- a. **HTML** – The following guidelines must be observed.
 - i. Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.
 - ii. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.
 - iii. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you **MUST** use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.
 - iv. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.
- b. **Flash** - The following guidelines must be observed.
 - i. If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif.
 - ii. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front end clicks you must contact your trafficker at Penton Media for the proper modification instructions before you submit the Flash banner.
- c. **Eyeblaster**²
 - i. Eyeblaster Creative must have a visible close button.
- d. **PointRoll**
 - i. Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation.
 - ii. Expanded window should be a maximum of 2.5x the original dimensions.

² Please note that both Eyeblaster and PointRoll media may impose additional charges which may increase the cost of any campaign using their products.

- iii. Banners should expand only in one direction (either vertical or horizontal).
- iv. Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

e. **Motif**

- i. Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP.
- ii. Expanding ad formats should be a maximum of 2.5x the original dimensions.
- iii. Banners should expand only in one direction (either vertical or horizontal).
- iv. Any enhanced content (audio, expanding banner, etc) must be user-initiated only.

f. **Unicast**

- i. 2 MB maximum file size.
- ii. 30 seconds maximum play time.
- iii. Must have visible close button.

3. File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size = 468x60, 180x150, 120x240, 125x125: 15K; 120x600, 240x400, 250x250: 25K; 728x90, 300x250, 300x125, 300x60, 336x280, 336x850, 160x600: 35K; 120x60: 8K

Max Frames = 4

Looping = 3times

4. 3rd Party Ad Serving

Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Interstitials and Introstitials

Interstitials and Introstitials are full-page ads that appear between a user's click and the display of the destination URL. These units capture the user's browser for display of the full-page ad and then redirect to the requested URL after 7-10 seconds.

1. Banner Dimensions

510x425

440x400

400x400

2. Banner Formats

Banner formats for Inter and Introstitials are limited to the following: GIF, Animated GIF, JPEG, Flash.

3. 3rd Party Ad Serving Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for Inter and Introstitials

E-Newsletters³

Newsletters text sponsorships include 50 words of text, including headline, plus linking URL. Logo and banner specs are as follows:

1. Banner Dimensions:

468x60 full banner, 120x60 static image or logo
125x125 square (not available on all newsletters)
120x240 half-tower (not available on all newsletters)
120x600 tower (not available on all newsletters)
728x90 leaderboard (not available in all newsletters)

2. Banner Format:

Gif or Jpeg files only. No Rich Media.

3. File Sizes and Looping:

Max File Size = 468x60, 120x240 - 15-20K; 120x600 - 20K; 125x125, 120x60 – 8-10K

Max Frames = 4

Looping = 3times

4. 3rd Party Ad Serving

Penton Media will accept most 3rd Party Ad tags. 3rd Party Ad tags for newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

Special Reports/Custom Publishing

1. Banner Dimensions:

120x600
120x60
120x240
125x125
160x600
180x150
240x400
250x250
468x60
728x90
300x250
300x125
300x60
336x280

³ Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials for each contracted newsletter with your Sales Executive.

2. Banner Format:⁴

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, Eyeblaster, PointRoll, Bluestreak, Enliven.

Will accept for testing: Audio, Real, DHTML, Shoskeles

Non-accepted formats: Java, Java Applet, Video

ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats. **ALL** Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated. Automatic play or pre-expand are not allowed.

NOTE: If your Special Report or Custom Publishing is an Email campaign, please refer to the specifications section on Enewsletters.

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 - iii. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you **MUST** use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we will not be able to track clicks to multiple URLs separately.
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⁴ Not all Rich Media formats may be acceptable for MicroSites with multiple sponsors. Please verify the allowed materials for each contracted site with your Sales Executive and the Site publishing team.

- c. **Eyeblander**⁵
 - i. Eyeblander Creative must have a close button.
- d. **PointRoll**
 - i. Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation.
 - ii. Expanded window should be a maximum of 2.5x the original dimensions.
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 - iv. Pre-expand banners are not allowed. All expansion must be on mouse-over or click only.
- e. **Motif**
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Looping = 3times

4. 3rd Party Ad Serving

Penton Media will accept most 3rd Party Ad tags including DART, Bluestreak, Mediafarm, and Atlas. All 3PAS must be accompanied by anti-caching documentation.

⁵ Please note that Eyeblander media may impose additional charges.