

## Quick Guide to Digital Advertising Specs

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:<sup>1</sup>

- 728x90 leaderboard
- 125x125 square
- 180x150 sponsorship
- 300x250 boom box

#### 2. Banner Formats:

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

### Rich Media

- **ALL Rich Media** must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers.
- **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.
- 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.
  - 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.

---

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

- iv. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.
- b. **Eyeblaster**<sup>2</sup>
  - i. Eyeblaster Creative must have a visible close button.
- c. **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.
- d. **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.
- e. **PointRoll**<sup>2</sup>
  - 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.
  - 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.
- f. **Unicast**
  - i. 2 MB maximum file size.
  - ii. 30 seconds maximum play time.
  - iii. Must have visible close button.

---

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

## Quick Guide to Digital Advertising Specs

- 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, 125x125: 15K; 728x90, 300x250, 336x280: 35K  
Max Frames = 4  
Looping = 3times
- 4. 3<sup>rd</sup> Party Ad Serving**  
Penton Media will accept most 3<sup>rd</sup> Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

### Interstitials and Introstitials

These 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**  
600x480, 510x425, 440x400, 400x400 or 300x250
- 2. Banner Formats**  
Limited to: GIF, Animated GIF, JPEG and Flash
- 3. 3<sup>rd</sup> Party Ad Serving**  
Penton Media will accept most 3<sup>rd</sup> Party Ad tags for Interstitials and Introstitials

### E-Newsletters

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

- 1. Banner Dimensions<sup>3</sup>:**  
468x60 banner  
120x60 static image or logo (not available in all newsletters)  
300x250 billboard  
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 = 20k for any image  
Max Frames = 4  
Looping = 3 times
- 4. 3<sup>rd</sup> Party Ad Serving:**  
Penton Media will accept most 3<sup>rd</sup> Party Ad tags. 3<sup>rd</sup> Party Ad tags for enewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

---

<sup>3</sup> 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.