

# ONLINE SPECIFICATIONS & DELIVERABLES

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# 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 [adops@emeraldexpo.com](mailto:adops@emeraldexpo.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 to for any HTML 5 or Rich Media-based ads.
- › Please supply a 320 x 50 mobile ad unit for backup on a mobile device jpg format preferred.
- › 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 Google Ad Manager (formerly DART)

## 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: 970px 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: Get more impact with your ads. Provide us with a 728 x 90 and a 728 x 315 and we'll create a rich media expandable ad unit for you. When users click the expand area in your leaderboard, the ad unit expands to 728 x 315 to display even more information! (available on desktop and tablet only, provide a 300 x 50 static mobile ad unit for mobile views).
- › Bottom Takeover

**Billboard Ad Unit**  
970 x 250 px

**Super Leaderboard Ad Unit**  
970 x 90 px

**Standard Leaderboard Ad Unit**  
728 x 90 px

**Half Page**  
300 x 600 px

**Jumbostitial Ad Unit**  
640 x 480 px

**Standard Rectangle**  
300 x 250 px

## QUESTIONS?

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# 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 [adops@emeraldexpo.com](mailto:adops@emeraldexpo.com)

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

| Unit/Dimensions                         | File Types       | Max File Size | Notes   |
|---|------------------|---------------|---|
| <b>Leaderboard</b><br>728 x 90px        | .jpg, .gif, .png | 40kb          | Animated GIF-based creatives may only loop 3 times  |
| <b>Rectangle</b><br>300 x 250px         | .jpg, .gif, .png | 40kb          | Animated GIF-based creatives may only loop 3 times<br>This ad unit also appears on mobile at proper dimensions            |
| <b>Super Leaderboard</b><br>970 x 90px  | .jpg, .gif, .png | 40kb          | Animated GIF-based creatives may only loop 3 times  |
| <b>Half Page</b><br>300 x 600px         | .jpg, .gif, .png | 40kb          | Animated GIF-based creatives may only loop 3 times<br>This ad unit also appears on mobile at proper dimensions            |
| <b>Pre/Interstitial</b><br>640 x 480px  | .jpg, .gif, .png | 40kb          | We only accept static images for this larger ad unit.<br>This ad unit will be resized appropriately on mobile for viewing |
| <b>Mobile Leaderboard</b><br>320 x 50px | .jpg, .gif, .png | 40kb          | Animated GIF-based creatives may only loop 3 times<br>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><br>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><br>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><br>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><br>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><br>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><br>320 x 50px | HTML5, 3 <sup>rd</sup> Party Served  | 40kb              | 100kb           | NA  | 15 sec max animation   |

## QUESTIONS?

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# 2022 ONLINE SPECIFICATIONS & DELIVERABLES

## 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:
  - An email subject line
  - A headline
  - 150 word or less text description
  - A product image (max size is 600px 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. ads are placed in the Facebook newsfeeds of the targeted audience.

- › Option #1: You provide the image or video, text and URL the ad will link to.
- › Option #2: You provide the URL the ad will link to and we will create the ad drafts for your approval. Please allow 2-3 days for ad creation.

### Requirements for image ad:

- › Image size: 1200px by 628px or 1080px by 1080px
- › File type: .jpg or .png
- › Facebook guidelines for creating [image ads](#)

### Requirements for video ad:

- › Video Ratio: 9:16 to 16:9
- › Video File Size: 4GB max
- › Recommended Video Format: .MP4 or .MOV
- › Video Captions recommended
- › Video length recommendation: 1 minute or less
- › Facebook guidelines for creating [video ads](#)

### Ad Text Requirements:

- › Text (above the image): 125 characters visible at all times. Longer text will have Read More link.
- › Headline (below the image): 25 character limit
- › Link description (below the headline): 30 character limit

The image shows a sample Facebook ad for 'The Ultimate Guide to As-a-Service'. The ad features a blue background with a white bar at the top containing the text: 'Adding to your service offering is challenging. We get it. The Ultimate Guide to As-a-Service has helped 5,000+ technology solution providers like you reconfigure their businesses for the future. You'll find... More'. Below this is a central image of a clipboard with a bar chart, gears, and a stopwatch. At the bottom, there is a white bar with the text: 'info.connectwise.com Your #1 Guide for Building Recurring Revenue' and a 'LEARN MORE' button. Callout boxes point to different parts of the ad: 'IMAGE OR VIDEO' points to the central image, 'AD TEXT' points to the top text, 'HEADLINE' points to the text 'Your #1 Guide for Building Recurring Revenue', and 'CALL TO ACTION' points to the 'LEARN MORE' button.

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### Online Ad Traffic Inquires/Materials

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### S.T.E.P. Platform

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## QUESTIONS?

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