BRAND LICENSING BY INFORMA

AUDIENCE EXTENSION: WEB AD SPECIFICATIONS

With Audience Extension, users are located on the "open" web (outside of BLI) through display banners. To create these banners, you will need at least two images in the dimensions specified below and a destination URL. Before you launch your Audience Extension campaign, be sure to read through the information below and contact us with any questions.

Accepted file formats

JPG, GIF, HTML5 or approved 3rd party tags.

*Note: All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)

File size

200KB Max Initial File Load (refer to IAB specs)

Most popular ad sizes

We recommend that campaigns are launched with, at minimum, the four ad sizes listed below.

- Medium rectangle: 300x250
- Leaderboard: 728 x 90
- Wide skyscraper: 160 × 600
- Large Rectangle: 300 x 600

Additional Ad Sizes

We also support these additional ad sizes. Since we are only able to serve an ad if the available ad space matches, performance of less
popular ad sizes may not be as high.

- Mobile leaderboard: 320 × 50, 300 x 50*
- Banner: 468 x 60
- Rectangles: 336 × 280, 180 × 150
- Skyscraper: 120 × 600
- Billboards: 970x90, 970x250

Additional Requirements

Animation: Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

Border: Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad currently separate it from page content.

Expansion: Due to the variability of the ad serving environment, expandable ads are NOT supported at this time.

3rd Party Tags: All campaigns with 3rd party tags must provide reporting to Informa.

Destination URL

- Web banners are not permitted to use redirecting URLS. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly to third-party vendors, unless linking to a ticket distributor for an event.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows

Branding

- To prevent fraud, ad content and branding must include or carry the logo that matches the page where the user is being directed upon click. Ads that do not adhere to this spec will be rejected when the campaign is loaded.

*Additional mobile sizes as well as IAB Rising Star units may be available. Please inquire if interested

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AUDIENCE EXTENSION: HTML 5 REQUIREMENTS

Ads created in HTML5 offer the benefit of working across devices and platforms.

- File Size for HTML5 creatives is increased to 200KB for Max Initial File Load
- HTML5 ads can be submitted as:
    1) 3rd party tag (must be SSL compliant)
    2) DoubleClick Studio creatives directly pushed to our DFP network from DC Studio
    3) DoubleClick Campaign Manager tag (DCM InRed)
    4) Self-contained HTML5 creative - in a single code snippet with all files hosted remotely

- Advertiser or Creative agency will be asked to provide information on click macro implementation. Also, advertiser or agency must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying +TML5 will show the backup image. All HTML5 code must adhere to the ad

guidelines and specifications for its respective ad unit.

- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions. Penton's ad server is Google DoubleClick for Publishers (Premium).

As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Penton HTML5 specs may be updated in the future

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AUDIENCE EXTENSION: IMAGE REQUIREMENTS

In addition to formatting requirements, we check your image content for compliance with network and our partner's policy. If the policy pertains to a specific network, we will indicate such in the policy description. Keep in mind that although these policies refer specifically to images used in ads, images on ad destinations are subject to review for appropriateness as well. Please make sure that your ads are not in violation with the following policies to avoid delays in campaign approval:

Adult Content

Please make sure that any content used in your ads or destination landing pages are appropriate for all ages. We cannot move forward with approval if your ads contain nudity, graphic language, or adult concepts.

Alcohol

We cannot approve any ads that depict alcohol or alcohol consumption.

Body Images

Inline with our policy on adult content, you may not use sexualized images. Avoid nudity (implied or explicit), unnecessary skin exposure or cleavage, or other tactics designed to solicit a sexual response. Facebook does not permit the use of ad images that imply ideal or undesirable body image, including "Before and After" photos, images that imply unlikely results, or images that draw unnecessary attention to body parts.

Brand Notification

Your visitor should be able to have a clear understanding of where they will be going if they click on your ad. In accordance with this policy, we require that the brand shown on the ad match the brand of the destination landing page.

Spam Tactics

• Tactics designed to mislead a visitor are strictly prohibited. We cannot approve ads that:

Imitate computer functions such as system messages, progress bars, or virus warnings

• Mimic the function of other types of media, such as appearing to be an embedded video

• Initiate prompts to download files or software after the click

Special Interests

Ads are not permitted to use, or imply knowledge of, sensitive conditions or personal information. This is in line with our "Special Interests" policy as defined in our partner's Site Requirements.

Weapons

Your ads should not depict gratuitous violence. In the same vein, we cannot approve ads that

contain pictures of guns or other firearms

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AUDIENCE EXTENSION: LANDING PAGE REQUIREMENTS

This section describes basic website content and structural elements that we use to evaluate your website for network eligibility.

You may choose to create a dedicated landing page for your display campaign. The section below describes the landing page elements we look for.

In addition to complying with general website content considerations, your landing page must comply with the following requirements to be approved:

- Your landing page must contain sufficient brand notification. Your business should be clearly associated with landing page content.
- Your main website's homepage and privacy policy must be accessible from your landing page.
- If your landing page contains a unique offer not available on your website, it must disclose the terms of the offer clearly and completely.
- Any claims must be verifiable.
- Any collection or processing of personal information must be done on a secure server (https://).
- If you intend to use your landing page for your Facebook News Feed campaign, keep in mind that News Feed ads are not permitted to link to pages that contain an embedded video, regardless of whether the video is the focus of the page

AUDIENCE EXTENSION: PRE-ROLL AD SPECS

FIELD	SPECIFIC REQUIREMENTS	FIELD	SPECIFIC REQUIREMENTS
Max Ad Length	:30 seconds	Rich Media Enable	No
Unit Size	400x300 or larger (video player size); actual player size varies in a live environment	Expand Direction	N/A
Ad Format	MP4 or FLV or Web M	Close Button Required	No
Max File Load Size	PLAYTIME: 100MB max upload	Max Bits/Second	1-2MB
Video Aspect Ratio	16:9 recommended, 4:3 okay	CODEC	H.264
Video Fram Rate	24-25 or 29-30	Audio (Auto or User-Initiated)	Auto
3rd Party/TM Served?	TM Served/3rd Party/Vpaid	Audio Code	MP3 or AAC
Tracking Pixel	Impressions, click redirect, and event	Click Through	URL or redirect tag
3rd Party Tracking Tags	Yes	Click Through URL Limit	2048 characters
Tag Preferences (iFrame/JavaScript/ Standard/ Dart Internal Redirects)?	Standard	Flash Player, AS, Frame Rate	N/A
1x1 Accepted?	Yes	Max Animation Length	N/A
Vast Compliant	Yes		

AUDIENCE EXTENSION: NETWORK IN-FEED NATIVE ADS

CREATIVE FIELD	SPECIFIC REQUIREMENTS	FIELD	SPECIFIC REQUIREMENTS
Title	Max 100 characters. The title is where the main story line gets told and should be as detailed as possible to help engage the user. Note: This will not be displayed on all Native inventory.	Full Body Text	Enter the longer version of your ad's description here. Some publishers can display longer text in their native placements and filling out this field can leverage that ability.
Description/ Title	The description must be 60 characters or less.	Rating	Enter the promoted mobile app's rating in its app store on a scale of 1 to 5.
Image	The main thumbnail in the placement. This can be a JPG, GIF, or PNG file and is recommended to be at least 600px (width) x 315px (height) or must maintain the same aspect ratio. Note: Thumbnail will vary by placement.	Click Fallback URL	Enter the URL that the user will be redirected to if they don't have your mobile app installed.
Icon	A smaller version of the image to be displayed on mobile devices. This can be a JPG, GIF, or PNG file, and should be at least 150 x 150px with a recommended size of 320 x 180px.	* Please be sure that the images do not contain word, text overlays, call to action buttons, or other items that have the potential to throw off the dynamic auto-cropping that occurs on some widgets.	
Landing Page	The URL the user will be taken to when they click on the creative.		
Sponsored By	The brand name that the user should associate with the creative. The length must be no more than 40 characters.		
Call to Action Text	Enter the text that exhorts the user to convert by installing the app, signing up for the mailing list, etc.		