

2012 Specifications: Food-Management.com

IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you because they do not meet our specifications.

Browser Incompatibility Disclaimer:

We are aware that some rich media ads do not display using all browsers. Typically, this is seen in Netscape Navigator, as well as older versions of Mozilla Firefox and Microsoft Internet Explorer. Currently, this comprises approximately 10% of FM's users. FM requires a GIF ad to use in these instances. However, by signing the Insertion Order and submitting your rich media ad to FM, you acknowledge that you have been informed of this and agree to the terms of your Insertion Order regardless of browser-related issues. Testing of creatives across browsers should be done prior to submission.

- Food-Management.com reserves the right to approve all creative prior to launch.
- Food-Management.com reserves the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news/feature, etc. must be clearly labeled as an "advertisement".
- Food-Management.com will not be responsible for errors in customer-created or third-party delivered advertisements.
- Food-Management.com will not be responsible for errors in advertisements/placements which are submitted after the materials deadline.
- Food-Management.com does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of "make-goods" will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- Food-Management.com reserves the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign

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

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ROS Ad Units				
Ad Type	Image Size (pixels)	File Size (max)	Formats	Lead Time
Leaderboard	728 x 90	39 kb	GIF, Animated GIF, JPG, HTML, Flash, Rich Media*	3 business days prior to posting For Rich Media, 5 business days prior to posting Note: late delivery may result in forfeiture of lost days in your campaign
Premium Boom Box	300 x 250	39 kb		
Small Boom Box	125 x 125	39 kb		
Expandable Leaderboard (Rich Media*)	728 x 180	39 kb		
Expandable Premium Boom Box (Rich Media*)	500 x 250	39 kb		
* Rich Media creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblander (see complete third party vendor list below). We only accept third party tags.				

Introstitial / Roadblock

Deliverables

- Ad served to every unique visitor (one unique visitor counted within an 8-hour period)

Specs and Process

- Image size: 640 x 480 pixels
- Accepted formats: GIF, Animated GIF, JPG, Flash, Rich Media
- File size: 50 kb max
- For Rich Media, creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblander (see complete third party vendor list below). We only accept third party tags.
- Material due: 3 business days prior to posting; Rich Media requires 5 business days prior to posting

Homepage Peel Back (Rich Media)

Deliverables

- 100% exposure to all homepage views

Specs and Process

- Closed creative – Image size: 125 x 125 pixels
- Expanded creative – Image size: 600 x 600 pixels (optimal display on a 15" monitor)
- File size: 40 kb max (initial load), 80 kb max (polite load)
- Expansion can be mouse-over
- For Rich Media, creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblander (see complete third party vendor list below). We only accept third party tags.
- Material due: 5 business days prior to posting

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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 = 39 kb
- Max Frames = 4
- Looping = 3 times
- Animation length = 15 seconds

Banner Formats

GIF, Animated GIF, JPG, Flash and Rich Media (advertisements with which users can interact, as opposed to solely animation and excluding click-through functionality, in a web page format). Non-accepted formats: Java, Java Applet

The following guidelines must be observed:

Flash

(Note: expanding ads are not acceptable as Macromedia Flash.)

- i. Supply both the compiled SWF file AND backup GIF.
- ii. A clickTag will need to be added to the code before the SWF file is compiled in order for DART to track clicks.

HTML

- 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.

Rich Media

Automatic play or pre-expand are not allowed. Penton Media follows IAB Guidelines. For more specific details, please consult: [IAB's Rich Media Creative Guidelines](#).

- i. User-initiated expand/contract
- ii. Must have a visible close button
- iii. Audio must be user-initiated on click only
- iv. Expanded window not to exceed 2.5x the original dimensions
- v. Direction of expanding banners:
 - 728 x 90 – down
 - 300 x 250 – left
- vi. Must include a `target=blank` command that will launch a new browser

3rd Party Ad Serving

Penton Media accepts Ad tags from the following DoubleClick certified vendors. (Note: Vendors may impose additional charges which may increase the cost of any campaign using their products.)

- | | | |
|----------------|-----------------------|-------------------|
| • FlashTalking | • United Virtualities | • ViewPoint |
| • Facilitate | • Unicast | • AdRelief |
| • Atlas | • PointRoll | • AdCamo |
| • Eyewonder | • Tangozebra | • DoubleClick DFA |
| • Mediaplex | • Eyereturn | |

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Click Tracking with Flash 7.0+

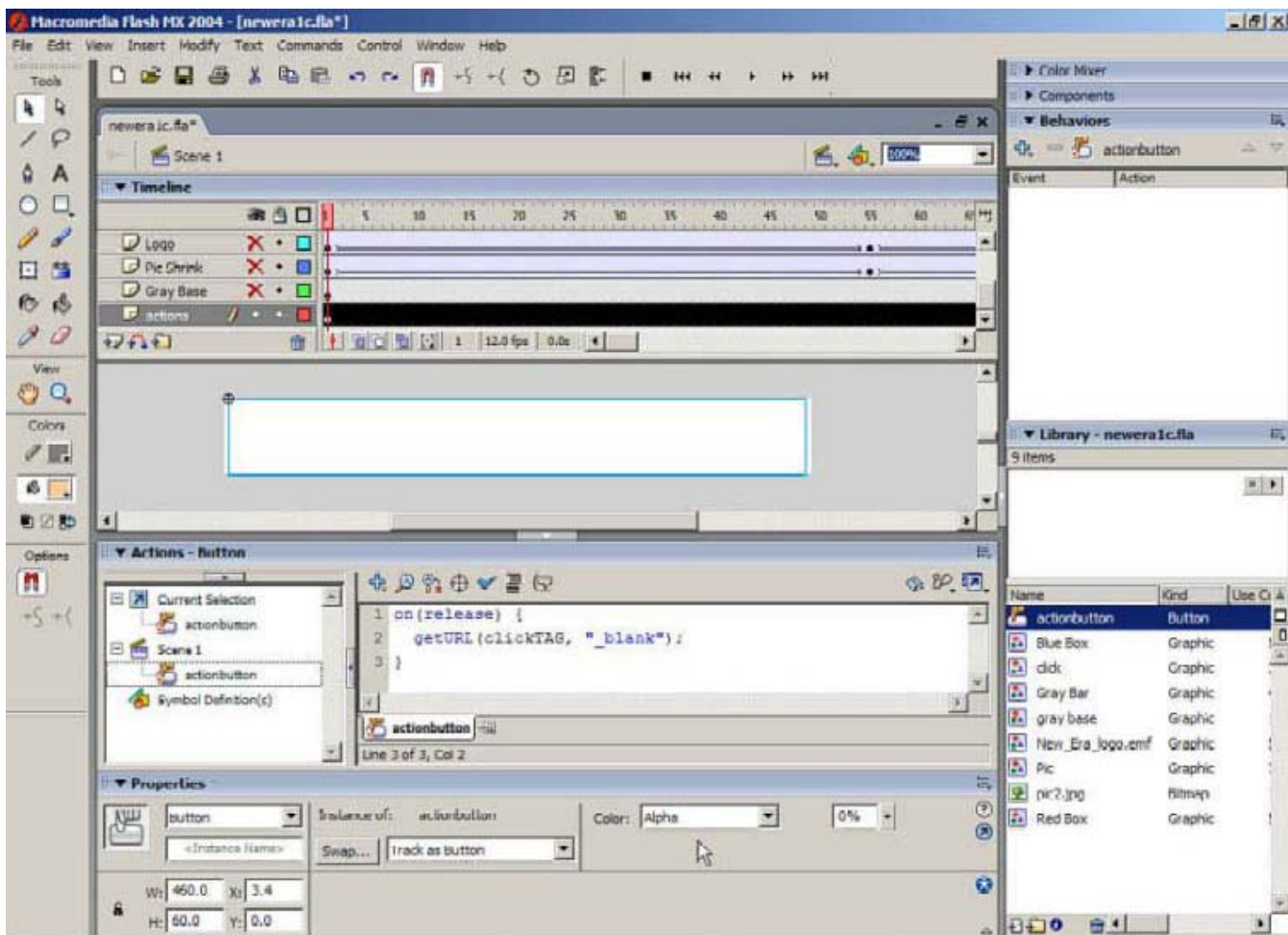
1. If you are using Flash version 7.0+, the appearance of your screen may differ. Please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide/ for reference.
2. The syntax for version 7.0+ is slightly different. Select the layer that contains your button. Open your Actions panel and copy and paste the code EXACTLY as follows (i.e. Do not modify the code):

```
on (release) { if ( _level0.clickTag.substr(0,5) == "http:") { getURL( _level0.clickTag, "_blank"); } }
```

3. Alternatively, some users find it helpful to place a button on a new layer at the very bottom of all other layers. If you choose this method, turn off all the other layers to isolate the button, associate the action with the button, and then manually paste the following clickTAG code into the actions window EXACTLY as shown (i.e. Do not modify the code):

```
on(release) { getURL(clickTag, "_blank"); }
```

4. Below is a screen-shot of this implementation page in Flash version 7.0



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Recipe Box

Specs

- Company logo
 - Image size: 100 x 100 pixels
 - Acceptable formats: GIF, JPG
 - Logos must be submitted with a transparent background
- Food image
 - Image size: 325 x 325 pixels
 - Acceptable format: JPG
 - File size: 35 kb max
 - Food image on a white background or with a white border cannot be accepted
- Proofed Recipe Text and Ingredients submitted in Microsoft Word format only
- Proper placement of trademark, registration marks and copyright symbols
- Material due: 1 month prior to deployment

Website Skin / Homepage Takeover

For background website skin

The background image would accommodate any of the white area surrounding the content and below the top navigation with a file size of less than 40 kb saved in JPG format. The image can tile globally or vertically or could be one single image of around 1200 x 600 at 72 ppi. Larger would be fine also so long as it doesn't increase the file size. The content area remains as a white background. Advertiser image must be approved by the Publisher prior to launch.

For homepage banner ads

- Banner specs: 728 x 90, 300 x 250, 125 x 125
- Banner file size: 35 kb
- Accepted formats: GIF, Animated GIF, JPG, HTML, Flash, Unicast, Eyeblaster, Pointroll, Enliven, Bluestreak, Motif (no Java or Java Applet)
- 3rd Party Ad Serving: we will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.
- Maximum frames: 4
- Maximum loops: 3 times
- Materials due: 2 weeks prior to posting

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White Paper Postings

Specs and Process

- Ads that will run throughout the Web site for promotional purposes and on the landing page
 - Image sizes: 728 x 90, 300 x 250 and 125 x 125 pixels
 - Acceptable formats: GIF, Animated GIF, JPG, HTML, Flash, Rich Media
 - File size: 40 kb or less
- Company logo
 - Image size: 300 pixels per inch and about 5 inches wide
 - Acceptable formats: GIF, JPG
- White paper (must meet editorial approval) in PDF format no larger than 1 mb. *This decreases frustration the online user may have because of a slow Internet connection.*
- White paper executive summary
- 3 qualifying questions to include in registration form
- Registration form answer options and required form fields (see registration form example below)
- E-mail address to forward weekly leads
- Material due: 3-4 weeks prior to posting.

Complete the form below to download the study.

*** Required**

* Name:

* Email:

* Job Title:

* Industry:

* Company:

Address:

City:

State:

Zip:

* Phone Number:

* Country:

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Ask The Experts

Deliverables

- Exclusive rights to sponsored category

Specs and Process

- Ads that will run throughout the Web site for promotional purposes and exclusively in sponsored category
 - Image sizes: 728 x 90, 300 x 250 and 125 x 125 pixels
 - Acceptable formats: GIF, Animated GIF, JPG, HTML, Flash, Rich Media
 - File size: 30 kb or less
- Expert's Headshot – 76 x 86 pixels (static)
- Expert's Name, Title, Company Name, Expert or Company City and State
- Expert's Background Information (up to 100 words). Include the types or categories of questions a reader might ask – *this will help to generate higher quality questions.*
- URL Address – provide destination URL (ex. www.penton.com) and display text (ex. Penton Media) to be included in the Expert box.
- E-mail Address – this is public and located within the Expert box. A general company e-mail address can be used or we can set up a special Ask The Expert e-mail address.
- Phone Number – we recommend a general toll free number or sales number
- Company logo – 120 x 60 – GIF, JPG
- E-mail Addresses of everyone including Expert who will want to be copied when a question is asked.
- 2 or 3 seed questions to get the category Q & A started – Expert will be given a 15-minute administration training session
- Material due: 4 weeks prior to posting

Custom Content Sponsorship

Custom Content Sponsorships aggregate *Food Management* and client-supplied content on a specific topic. Sponsors will enjoy recognition as topical experts through co-branded landing pages and live logo placement on subsequent client-content pages within.

Deliverables

- Branded landing page with client-supplied content integration and display ads
- Prominent live logo on subsequent client-content pages linked from landing page
- 90-day ROS promotion in the Sponsored Editorial Corner
- 90-day minimum term

Specs and Process

- Conference with product development group 30 days prior to launch to review scope and objectives
- Logo: 300 ppi
- Ads that will run throughout the Web site
 - Image sizes: 728 x 90 and 300 x 250 pixel
 - Acceptable formats: GIF, Animated GIF, JPG, HTML, Flash, Rich Media
 - File size: 40 kb or less
- Materials due: 15 days prior to posting for implementation and testing

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Materials Submission & Technical Questions

- Please make sure that there are no spaces or periods/dots in the names of your files. While these sometimes work on a Mac, they are seen as possible viruses by PC users.
- Materials may be submitted via e-mail.
- If you have a multiple-product advertising package with the Penton Restaurant Group, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.** This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page).
- We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

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