

# 2012 Specifications: PRG eNewsletters

The specifications below are for all *Food Management*, *Nation's Restaurant News*, and *Restaurant Hospitality* eNewsletters – except Weekly Wrap, News Alert, Recipe Watch, Product Watch, and any custom eNewsletters (including Bytes).

## SPACE & SPECIFICATIONS

The following lists all advertising slots available on the eNewsletter. Your salesperson will work with you to determine actual available dates for your desired placement(s).

## OUTLOOK 2007 EMAIL RENDERING

Outlook 2007 uses Word 2007, and not Internet Explorer to render HTML e-mails. This has the following implications:

- No support for animated GIFs. The image will be rendered as static, only the first frame will display. Ensure your animated GIFs have a link in the first frame.
- No support for Flash or other plug-ins. E-mail was not designed for Flash, this is not a new issue as it has always been a problem. Please take this into consideration when designing your ads.

## URL INFORMATION

- All ad placements require a clickthrough URL that will direct from the banner, logo, or copy in text/classified ads.
- If you are creating a vanity URL for use with your placement, it will need to be available 2 weeks prior and 2 weeks post newsletter launch.

### Standard Ad Positions

| Description/Location*  | Ad Specs                                | Image/Logo Specs                              | Text  | Formats/Animation   |
|--|---|---|---|---|
| <b>Modified Leaderboard</b><br>Allows for banner                     | 670 x 90 pixels<br>20 kb max file size  | N/A   | 200 character max<br>(including spaces)   | <b>Acceptable File Formats:</b><br>GIF or JPEG ONLY<br><br><b>Animation Allowed:</b><br>Yes, but not recommended<br><br><b>Flash/Rich Media Allowed:</b><br>No<br><br><b>Third Party Redirect Allowed:</b><br>Yes – banner only<br><i>(must be live for 2 weeks prior &amp; 4 weeks post newsletter launch)</i> |
| <b>Right Rectangle Top</b><br>Allows for banner                      | 300 x 250 pixels<br>20 kb max file size | N/A   | <b>Also required:</b><br>text-only ad text for all banners for use in text-version of newsletters |   |
| <b>Right Rectangle Middle</b><br>Allows for banner                   |   |   |   |   |
| <b>Right Rectangle Bottom</b><br>Allows for banner                   |   |   |   |   |
| <b>Text Ad #1</b><br>Allows for logo & 250 characters of text        | N/A                                     | Logo (90 x 90 pixels)<br>10 kb max file size  | 250 character max<br>(including spaces)   |   |
| <b>Text Ad #2</b><br>Allows for logo & 250 characters of text        |   |   |   |   |
| <b>Featured Product</b><br>Allows for image & 200 characters of text | N/A                                     | Image (90 x 90 pixels)<br>10 kb max file size | 200 character max<br>(including spaces)   |   |
| <b>Featured Recipe</b><br>Allows for image & 200 characters of text  |   |   |   |   |
| <b>Featured Classified</b><br>Allows for 250 characters of text      | N/A                                     | N/A   | 250 character max<br>(including spaces)   |   |

\* Some ad positions are not available for certain eNewsletters. Please see eNewsletter rates for available ad positions.

## MATERIALS SUBMISSION & TECHNICAL QUESTIONS

- Materials due **10 DAYS** prior to deployment
- 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.

|                | Name/E-mail   | Mailing Address                                       | Phone/Fax             |
|----------------|---|---|-----------------------|
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