e-Media Project Submission Guidelines

We offer HTML5 support for display ad creative. If submitting HTML5, specs will be supplied prior to ad creation.

WEBSITE AD DIMENSIONS

- Rectangle: 300 × 100 pixels; 40 KB max; GIF, JPEG, or *Flash accepted
- Leaderboard: 728 × 90 pixels; 40 KB max; GIF, JPEG or *Flash accepted
- Box : 300 × 250 pixels, 40 KB max; GIF, JPEG, or *Flash accepted
- Sponsored link: Up to 10 words + url
- Interstitial: 640 × 480 pixels; 40 KB max; GIF or JPEG, 3rd party tags accepted, but must be standard html. NO Java Script tags. No flash ads accepted.
- Polite/Floating Footer: 970x90 expandable to 970x250; 50 KB max; GIF or Animated GIF or JPEG, 1 Live Click URL

+ If submitting Flash, specific instructions will be supplied prior to ad creation

+ Materials are due 10 business days before desired run date

E-NEWSLETTER AD DIMENSIONS

- **Banner**
  Ad Size: 468 × 60
- **Skyscraper**
  Ad Size: 160 × 600

- **Button**
  Ad Size: 120 × 60
- **Text Ad**
  65 words

- **Leaderboard**
  Ad Size: 728 × 90
- **Product Showcase**
  65 words
  1 product image
  (110 pixels wide)

Ad Size: For all banner ad sizes

- Max File Size: 40kb
- Formats Accepted: Gif, Animated Gif or Jpg *No Flash/Rich Media accepted for eNews or Alerts* If 3rd party, only Click URL and 1 × 1 pixel tracker accepted with Gif, Animated Gif or Jpg.
- 1 Live Click URL
- Outlook 2007 and 2010 will serve an Animated GIF but they do not support animation- only the first frame will appear. Please note when creating animated GIF files, you'll want to ensure the first frame carries the call to action and is not too ambiguous.

+ Materials are due 10 business days before desired issue date

CAST DATABASE PROGRAM

Materials must be provided by the sponsor

Materials needed for your CAST e-campaign:

1. HTML ("in line style" is required), please read the attached Email Design Basics/Specs very carefully.
2. Clients opt-out/unsubscribe link must be embedded in the HTML along with a physical address.
3. Text version of the e-mail including the opt-out/unsubscribe link
4. Subject Line
5. From Line (friendly from line; e.g. the companies name or persons name. Not an e-mail address)
6. Suppression file of clients opt-outs/unsubscribes
7. Seed names and e-mail addresses of who needs to see the test and final blasts. We ask that only one of the seed names be responsible for sending final approval of the test blast to rhughes@advanstar.com.

There is a 48 hour turn-around time for our E-media team to deploy, the turn-around time starts AFTER all the above materials are received.

Important information regarding your CAST e-campaigns:

1. Deployment dates MUST be suggested or approved by Ronda Hughes.

2. Suppressions due to any threshold limits will be deployed as priority the day after the initial blast. Threshold limitations can be avoided when securing deployment dates ahead of time.

3. Clients using Advanstar's design services as part of their CAST program will have up to 2 revisions free of charge, there is a $100 fee for changes thereafter and will run the risk of having to reschedule.

4. All HTML changes need to be made and approval sent back to Ronda Hughes 48 hours prior to scheduled deployment.

5. Test blasts are sent out at least one day prior to the final blast to ensure proper HTML rendering. HTMLs need to be approved by the client prior to the test blast. Copy or design changes to the HTML after the test blast will result in a $100 fee AND will run the risk of having to reschedule.

6. Client needs to send approval of the test blast to rhughes@advanstar.com by the end of the day in which it was received in order to ensure the scheduled deployment date. Please have one seed name designated to give approval.

7. Email deployment reports will be sent to the sales representative 72 hours (3 days) after the blast.

PODCAST SERIES SPONSORSHIP

Custom specifications will be provided in the official Podcast agreement

WEBCAST SPONSORSHIP

Custom specifications will be provided in the official Webcast agreement

WHITE PAPER LEAD GENERATION

– White Paper in PDF format no more than 1.5 MB in size

– Your Company Name

– White Paper Title: 36 words

– Author(s): names only, not company affiliations

– White Paper abstract: a description of what the application note contains; 23 short sentences, maximum 50 word count total.

– Email Address where leads should be sent

– 13 keywords to be included in your lead email subject line as an identifier for the White Paper

– Contact Name

– Contact Phone Number

– Logo (EPS, Jpeg, Gif format, max width: 150 pixels)

– URL Links: one URL with http:// in front of the www that links from your logo

– Company Text: 7–10 word maximum in plain text that describes your company

e-Media Project Submission Guidelines

ACT TV

1. **Company Logo**
   - Acceptable formats: Jpg, Png, Gif
   - Dimensions: 160px × 100px OR smaller
   - Logo appears on a white background. White or transparent backgrounds preferred.

2. **Short one sentence description of your company**
   - 20 word description

3. **Company Logo (for asset area)**
   - Width: minimum 200px
   - Height: minimum 85px

4. **Company Profile**
   - < 75 word description of your company

ASSETS

You are allowed a total of 4 assets on your page, with a description, picture, and link to redirect to for each asset. Descriptions must be <75 words. An asset can be defined as:
   - Whitepapers (.pdf format)
   - Case studies
   - Videos (formats: Youtube, or Link/url to be hosted on your site)
   - Webcasts
   - Product demonstrations
   - Description or link to product or service

____Asset 1 & Picture
____Description
____Asset 2 & Picture
____Description
____Asset 3 & Picture
____Description
____Asset 4 & Picture
____Description