



# 2016 Digital Advertising Opportunities

Welcome to the Emerald Expositions' digital marketing opportunities. Make an impact, stand out from the competition and increase your sales through our outstanding list of digital units. From cool wallpapers to tremendous transparents, your messaging will make an impact—and create powerful sales results for your company. Take a look at some of your options. We are happy to put together a customized plan to help you drive sales.

**Emerald Expositions. Creating Opportunities. Solidifying Sales.**

## HTML5 Rich Media Display Ad Specs

Creative assets are due five business days before the campaign start date. Send digital creative: [adops@emeraldexpo.com](mailto:adops@emeraldexpo.com)

Size	Expanded Size**	File Size	Subload Size	Max Host Requests	Animation Length*	FPS	Z-index	Max CPU Usage
125x125	800x800	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
300x100	N/A	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
300x250	600x250	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
300x600	600x600	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
468x60	468x120	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
728x90 †	728x315	200 KB	300 KB	15	15 sec	24	5,000 - 1,999,999	30%
600x400 pre/interstitial	N/A	200 KB	300 KB	15	15 sec	24	6,000,000	30%
970x90 (Or 1280x30) † †	970x415 (1280x300)	200 KB	300 KB	15	15 sec	24	0 - 4,999	40%
1280x1024, 1600x1000 wallpaper	N/A	200 KB	300 KB	15	N/A	N/A	0 - 4,999	30%
300x50 Smartphone Static Banner	N/A	50 KB	Not Allowed	15	Not Allowed	N/A	0 - 4,999	30%

† 728x90 ad will be replaced by responsive 300x50 when applicable.

† † 970x90 ad will be replaced by responsive 728x90 and 300x50 when applicable.

\* No looping, audio must be user initiated

\*\* Control = "Close X" on expanded panel and "Expand" on collapsed panel

Font = 8pt (11px) - 16pt (21px) - See more at: <http://www.iab.net/guidelines/508676/508767/displayguidelines#sthash.EWckogr2.dpuf>



# Display Ads

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## GIF/JPEG Display Ad Specs

Creative assets are due five business days before the campaign start date. Send digital creative: [adops@emeraldexpo.com](mailto:adops@emeraldexpo.com)

Size	Expanded Size	File Size	Subload Size	Max Host Requests	Animation Length*	FPS	Z-index	Max CPU Usage
300x100	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
300x250	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
300x600	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
468x60	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
728x90 †	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
600x400 pre/interstitial	N/A	80 KB	N/A	N/A	N/A	N/A	N/A	N/A
970x90 (Or 1280x30) † †	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
1280x1024, 1600x1000 wallpaper	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
300x50 Smartphone Static Banner	N/A	15 KB	N/A	N/A	N/A	N/A	N/A	N/A

† 728x90 ad will be replaced by responsive 300x50 when applicable.

† † 970x90 ad will be replaced by responsive 728x90 and 300x50 when applicable.



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# Newsletter Ads

## Newsletter Ad Specs

Creative assets are due five business days before the campaign start date. Send digital creative: [adops@emeraldexpo.com](mailto:adops@emeraldexpo.com)

Size	Expanded Size	File Size	Subload Size	Max Host Requests	Animation Length*	FPS	Z-index	Max CPU Usage
125x125	N/A	30 KB	N/A	N/A	N/A	N/A	N/A	N/A
250x250†	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
728x90	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
468x60	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A
300x250	N/A	40 KB	N/A	N/A	N/A	N/A	N/A	N/A

† Ad unit only available on a Product Alert Newsletter

Reference: [http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/508767/Rich\\_Media](http://www.iab.net/iab_products_and_industry_services/508676/508767/Rich_Media)



# Notes

## HTML5 Ad Requirements

All ads must use the DoubleClick HTML5 SDK:

<https://www.google.com/doubleclick/studio/docs/sdk/html5/en/>

For more information on how to use the SDK please see Doubleclick's HTML5 documentation:

[https://support.google.com/richmedia/answer/3369501?hl=en&ref\\_topic=3369390&vid=1-635780937554623581-3779146531&rd=1](https://support.google.com/richmedia/answer/3369501?hl=en&ref_topic=3369390&vid=1-635780937554623581-3779146531&rd=1)

We can accept one (1) HTML file only. All images, media, scripts and CSS files must be hosted on your servers.

DON'T use jQuery. Try not to use any libraries, just plain Javascript if possible. DON'T minify or obfuscate your code as this can interfere with ad tracking.

## Video Requirements

All compressed video must be encoded in mp4, ogg, ogv or wbm format. Video must be hosted on your servers.

For more information, see DoubleClick's video documentation:

[https://support.google.com/richmedia/answer/2792546?hl=en&ref\\_topic=2792545&vid=1-635784655391582672-3779146531&rd=1](https://support.google.com/richmedia/answer/2792546?hl=en&ref_topic=2792545&vid=1-635784655391582672-3779146531&rd=1)