

Advertising Specs

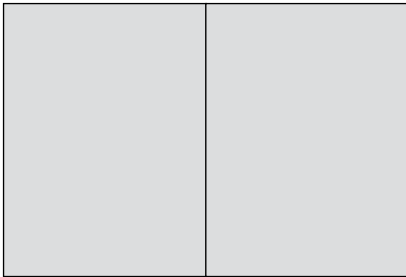
CLICK HERE FOR:

- [Print Ad Specs](#)
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- [Website Image Ads](#)
- [Feature Link](#)
- [Sponsor Link](#)
- [e-newsletter](#)

PRINT Ad Specs:

Safety is 1/4" from the trim on all sizes that have a bleed

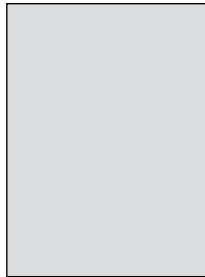
2 Page Spread*



Non-Bleed Size: 15" x 10"
Bleed Size: 16.5" x 11.125"
Trim Size: 16.25" x 10.875"

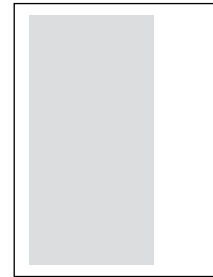
* Please review the ad specs on the next page.

Single Full Page



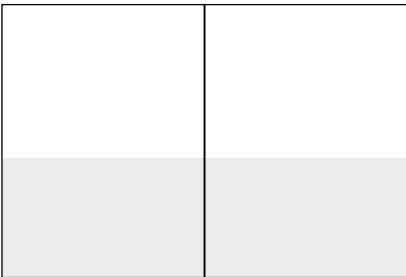
Non-Bleed Size: 7" x 10"
Bleed Size: 8.375" x 11.125"
Trim Size: 8.125" x 10.875"

2/3 Page Vertical



Non-Bleed Size: 4.625" x 10"
Bleed Size: 5.375" x 11.125"
Trim Size: 5.125" x 10.875"

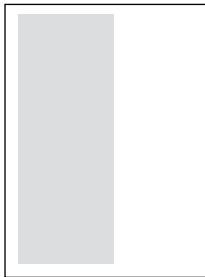
1/2 Page Horizontal Spread*



Non-Bleed Size: 15" x 4.875"
Bleed Size: 16.5" x 5.625"
Trim Size: 16.25" x 5.375"

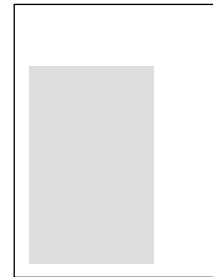
* Please review the ad specs on the next page.

1/2 Page True Vertical



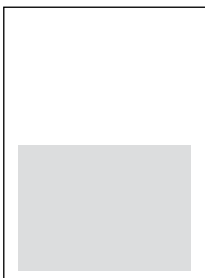
Non-Bleed Size: 3.625" x 10"
Bleed Size: 4.375" x 11.125"
Trim Size: 4.125" x 10.875"

1/2 Page Island Vertical



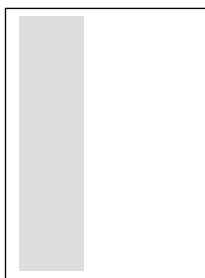
Non-Bleed Size: 4.625" x 7.375"
Bleed & Trim Size: NA

1/2 Page Horizontal



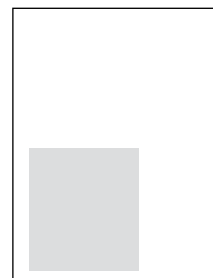
Non-Bleed Size: 7" x 4.875"
Bleed Size: 8.375" x 5.625"
Trim Size: 8.125" x 5.375"

1/3 Page Vertical



Non-Bleed Size: 2.25" x 10"
Bleed Size: 3" x 11.125"
Trim Size: 2.75" x 10.875"

1/3 Page Square

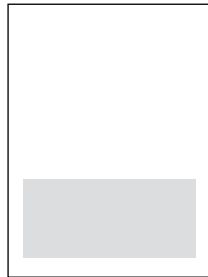


Non-Bleed Size: 4.625" x 4.875"
Bleed & Trim Size: NA

PRINT Ad Specs:

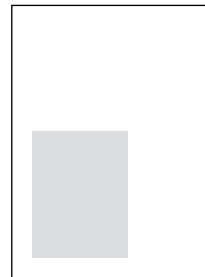
Safety is 1/4" from the trim on all sizes that have a bleed

1/3 Page Horizontal



Non-Bleed Size: 7" x 3.25"
Bleed Size: 8.375" x 4"
Trim Size: 8.125" x 3.75"

1/4 Page Vertical



Non-Bleed Size: 3.625" x 4.875"
Bleed & Trim Size: NA

Color: CMYK

Resolution: Minimum 300 dpi

File type: PDF X1A

- All fonts embedded
- Convert Spot Color to CMYK
- Change RGB Black to 100% CMYK black (C0/M0/Y0/K100)
- RGB color to CMYK
 - Embeds an RGB ICC profile in RGB objects that do not already have a profile and then converts the color to CMYK.
- Untag CMYK ICC Profiles
 - Removes CMYK ICC profiles from CMYK objects.
- Knockout overprinting for all objects.

➡ *For Questions, please contact your Program Manager.*

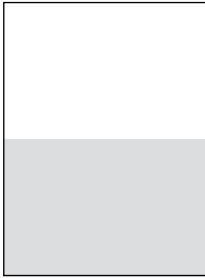


To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile:
<https://virgo.sendmyad.com>

* **PLEASE NOTE** that if you are submitting a spread, the two pages should be submitted separately through **Send My Ad** with the left and right notated.

DIGITAL Ad Specs:

1/2 Page Horizontal

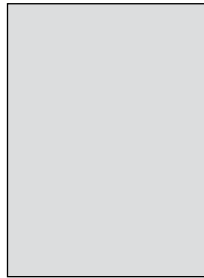


Trim Size: 8.125" x 5.375"

Safety Area: 8.125" x 5.375"

- **Minimum resolution:** 150dpi
- **Color:** RGB

Full Page



Trim Size: 8.125" x 10.875"

Safety Area: 8.125" x 10.875"

- **Minimum resolution:** 150dpi
- **Color:** RGB

Color: RGB

Resolution: Minimum 150 dpi

File type: PDF - Acrobat 5.0 (PDF 1.4)

- All fonts embedded
- Convert Spot Color to RGB
- RGB color
- Untag CMYK ICC Profiles
- Knockout overprinting for all objects.



To upload your ad, please visit the **Send My Ad Portal**. We invite you to use this portal by clicking this link and creating a profile: <https://virgo.sendmyad.com>

➡ *For Questions, please contact your Program Manager.*

Website Image Ads

Acceptable Website Image Ad Formats

Format: *.jpg, or *.gif

Third party trackers such as Double Click or Atlas: Please use **JavaScript** tags.

Maximum Animation Length: 15 seconds

Leaderboard

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Leaderboard
728 x 90

Super Leaderboard

Dimensions: 1000W x 90H pixels
File Size: 40k Maximum

Super Leaderboard
1000 x 90

Expandable Leaderboard Ad

Dimensions: 728W x 90H pixels
File Size: 40k Maximum

Expandable Part:

Dimensions: 728W x 180H pixels
File Size: 40k Maximum

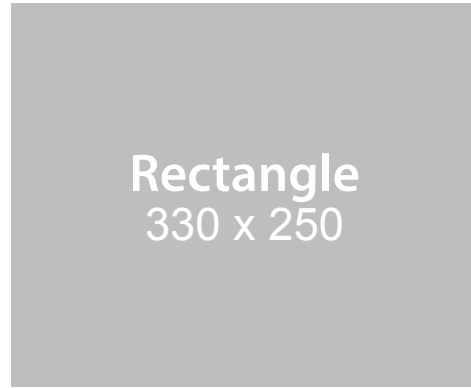
**Please send in two parts – each ad needs to be its own file and then we will make it expand through our system.*

Leaderboard
728 x 90

Expandable Part
728 x 180

Rectangle

Dimensions: 336W x 280H pixels or 330W x 250H pixels
File Size: 40k Maximum



Super Rectangle

Dimensions: 336W x 600H pixels
File Size: 60k Maximum



Welcome Ad

Dimensions: 640W x 480H pixels

File Size: 350k Maximum

The welcome ad runs for 15 seconds before going to the website.
If creating an animated file, please plan accordingly.



Welcome Ad
640 x 480

Mobile Ads

Leaderboard

Dimensions: 300W x 50H pixels
File Size: 40K Maximum

Letterboard Ad
300 x 50

Rectangle Ad

Dimensions: 336W x 280H pixels
File Size: 40K Maximum

Rectangle
300 x 250
or
336 x 280

Feature Link

Feature Link Specs

Header

50 characters spaces included

Body

100 characters spaces included

Please do not forget to submit your ad's URL for the header.

Sponsor Link

Sponsor Link Specs

- Headline – 50 characters including spaces
- Body – 200 characters including spaces (to be used in the newsletter only)
- Logo - High Res .eps format

Please do not forget to submit your ad's URL

E-Newsletter Sponsorship

E-Newsletter Specs

Rectangle/Square

Dimensions: 336W x 280H pixels

File Size: 40k Maximum

File Type: **.jpg ONLY**

NO Flash or Animated gifs

Text

Please submit 100 characters of text to appear just below your rectangle ad.

Text Only E-Newsletter

- Headline – 50 characters including spaces
- Body – 500 characters including spaces

Please do not forget to submit your ad's URL



Contact Information

Danielle Dunlap

Vice President, Marketing Services
Danielle.Dunlap@Informa.com

Melissa Ewing

Media Operations Manager,
Health & Nutrition Network
Melissa.Ewing@Informa.com

Kristin LaBarbera

Program Manager,
Health & Nutrition and Business Solutions Networks
Kristin.LaBarbera@Informa.com

Leez May

Program Manager,
Medical and Business Technologies Networks
Leez.May@Informa.com