номе

THE EVENTS

TALKS

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### **Advertising specifications**

Our specification page outlines all the key information you'll need in order to send us your advert in the correct format

DOWNLOAD SPECIFICATIONS PDF >



## **Website Specifications** Our variety of website advertising options allows you to put an advert of your choice on our top 5 most visited web pages; homepage, visit, exhibit, conference & about. Available formats: JPG, PNG, GIF.

Best practise:

- Be clear and concise
  Provide a clear call to action
  Use high quality visuals
  Use smooth animation
- Consider your ad on mobile- the same file will be used on different screen sizes, make sure text is visible and legible.

- WEBSITE AD PREVIEW >



Dimensions (px):

Featured Innovations = 300x250 Featured partner = 300x250

300x250 Article large = 300x800 Article medium = 476x249 Pop-up small =300x250 Pop-up medium = 476x249 Pop-up large = 300x600



# Be clear and concise Provide a clear call to action Use high quality visuals Use smooth animation Consider you ad on mobile- the same file will be used on different screen sizes, make sure text is visible and legible.

Available format: JPG,PNG,GIF

**Email Specifications** 

Best practise:

- Specs and best practise:

  - Maximum 600 pixels width (any height). 72dpi for image resolution. Background images, animated CIFs, videos and image mapping aren't supported on all email systems. If used, ensure you send image files and alternative text.

- Only web safe fonts should be used for text e.g. Arial, Verdana, Helvetica, Tahoma, Trebuchet MS, Times New
- Minimum legible font size is 12 pixels
- Review your email on multiple devices to ensure esponsiveness. We encourage responsive coding.
- EMAIL AD PREVIEW >

**Social Specifications** 

### Middle banner = 600x100 Lower banner = 600x100 Sponsored news story =

Dimensions (px):

Top banner = 600x100

in

Sponsored news story = 640:x560 image; [plus headline, 200 word article and logo]
Sponsored feature content (featured in area with coloured background) = 640:x560 image; [plus headline, 400-500 word article and logo)
Takeover - all banners plus sponsored feature block (not news stories) = 3x 600:x100, Ix

news stories) = 3x 600x100, 1x 640x360



### Length of post copy is not limited on Facebook, Instagram or LinkedIn, but social sites often cut off text longer than 140 characters with 'see more' For Twitter the maximum post length, including hashtags and URis's, is 280 characters Hyperlinks are not possible in Instagram post, so take this into account when nding over copy

- Videos are also useable on Twitter, Facebook and LinkedIn, maximum video size
- You are able to send them over on different captions for each social platform;
   please ensure you highlight which platform you would like each caption to be associated with, including any links and hashtags.
- Max Image Size:150KB
   Max video size:4gb
   Non-animated image formats: JPEG, PNG,GIF
   Animated Image format: .GIF, SWF(Flash),-ZIP (Html5)

## SOCIAL MEDIA INFO >

Asset requirements:

### Facebook story = 1080x1920 Instagram post = 1080x1080

ensions (px):

Facebook post = 1200x628

Instagram story = 1080x1920 1080x1920 LinkedIn post =744x400 LinkedIn story 1080x1920 Twitter image = 800x418



### Best practise:

**PPC Campaign Specifications** 

Include your brand logo (if using animation, this needs to be on every frame)
Use a clear CTA (call to action)
Include USPs such as prices, promotions and exclusives.
Create variations of your banners e.g. busy conference image and a product image.

As an advertiser, you will need to create the banner ads we upload to search and social networks as part of the audience extension. Here is all the information you need to create static banners, video banners or a combination of both.

# Non-animated image format: JPEG, PGN,GIF Animated image format: GIF, SWF (flash),,ZIP (HTML5) HTML5 Formats: Zip containing HTML and optionally CS, JS, GIF, PNG, JPEG, SVG

- responsive or standard Animation length and speed: Animation length must be 30n seconds or shorter
- · Animations can be looped, but the animations must stop after 30 seconds · Animated GIF ads must be slower than 5fps
- Most common banner sizes: 300×250, 728×90, 970×250, 160×600, 336×280, 468×60, 300×600, 320×50, 320×100, 1200×628, 1080×1920 & 1080×1080. Next steps if you are launching an audience extension campaign our team will require further information to get the campaign live. When you have confirmed your order, we will send you a short form to complete to ensure its success. The team will review the files you send across and let you know if its suitable for publishing. If you have any questions about the creative specification or file type, please contact your marketing

PPC CAMPAIGN INFO >

### contact.

Size guide

Video best practise: Video best practise:

Crab attention within the first 2 seconds
Communicate visually so users can understand your message even without aud
Don't overlay text, logos or button
30 seconds or less.
Uploading different video lengths can help you to tell different stories. But keep

 Animation can be looped, but the animations must stop after 30 seconds
 Animated GIF ads must be slower than 5 fps Animated GIF ads must be See See
 Flash ads must be 24 fps or slower

- YouTube must be public Recommended duration: 15 seconds, 20 seconds, 30 seconds, 60 seconds, 90 · You can supply one or a number of video files.

# Leaderboard Banner = 468x60 Top banner = 930x180 Leaderboard = 728x90 Billboard = 970x250 Billboard = 970x250 Skyscrape

Dimensions (px):

Skyscraper = 120x600 Wide skyscraper = 160x600 160x600
Half-page = 300x600
Portrait = 300x1050
Square and rectangle
Small square = 200x200
Vertical rectangle = 240x400
Square = 250x400
Triple widescreen = 250x360
Inline rectangle =

Inline rectangle =

300x250 300x250
Large rectangle = 336x280
Netboard = 580x400
Mobile
Mobile banner = 300x50
Mobile banner = 320x50
Large mobile banner = 320x100

1920×1080(16:9)mandatory 1080x1350 (4:5 ratio) -

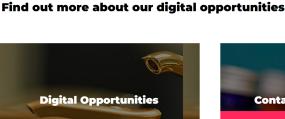
1080x1350 (4:5 ratio) -recommended 1080x1080 (4:4 ratio) -recommended 1080x1920 (9:16 ratio) -recommended 1440x1080 (4:3 ratio) File types: .AVI, .M4V, .MOV, .MP4, .MP

Maximum file size: 1 GB



### Recommended

Recommended duration: 15 seconds, 20 seconds, 30 seconds, 90 seconds. You can supply one or a number of video files. File name can't be longer than 50 characters and only ASCII characters are allowed allowed VAST: Display & Vide 360 supports the VAST 2.0, VAST 3.0, and VAST 4.0 specifications. You can also use VAST recommend limiting to enly 2 wrappers to avoic issues with serving on exchanges



**Contacts us & Enquiries** Ð Ð  $\overline{\phantom{a}}$ 



INNOVATIONS

Show Openi Times 2024 Wednesday 21 February

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