AVIATION WEEK
NETWORK

2018 Production Specifications

- Print • Executive Market Briefings • Newsletters
- Website & Mobile • App • Digital Edition

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Welcome!

Welcome to the primary source of advertising specifications for Aviation Week Network products as well as general print and online publishing related information. If you require print, digital, mobile or tablet ad specifications, contact information and other related information, please select from the list below.

AVIATION WEEK
NETWORK

PRINT

IMPORTANT: Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge.

STANDARD UNIT SIZE IN INCHES/MM: Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

SPECIFICATIONS FOR AD SIZES (for other specialty or custom ad sizes please contact your sales representative)**:**

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (mm)
Full Page Trim*	7.5"x 10.5"	190.5 mm x 266.7 mm
Full Page Spread Trim*	15" x 10.5"	381 mm x 266.7 mm
2/3 Page	4.5" x 9.75"	114.3 mm x 247.65 mm
1/2 Page Horizontal	7" x 4.625"	177.8 mm x 117.475 mm
1/2 Page Island	4.5" x 7.25"	114.3 mm x 184.15 mm
1/3 Page Vertical	2.1875" x 9.75"	55.5625 mm x 247.65 mm
1/3 Page Horizontal	7" x 3.125"	177.8 mm x 79.375 mm
1/3 Page Square	4.5" x 4.625"	114.3 mm x 117.475 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm
1/4 Page Horizontal	7" x 2.25"	177.8 mm x 57.15 mm
1/6 Page Vertical	2.1875" x 4.625"	55.5625 mm x 117.475 mm
1/6 Page Horizontal	4.5" x 2.25"	114.3 mm x 57.15 mm

*For bleed ads extend bleed 0.125"/3.175 mm beyond the trim edge. All live matter not intended to bleed should be kept 0.25"/6.35 mm from trim. Spread ads should allow a total of 0.1875"/4.7625 mm safety in gutter.

For details on how to build an ad for bleed, visit http://www.penton.com/sma/pgtrim.pdf

CLASSIFIED AND RECRUITMENT SIZES

Space Unit	Ad Width (inches)	Ad Width (mm)
1 column	2.1875"	55.5625 mm
2 column	4.5"	114.3 mm
3 column	6.875"	174.625 mm
1/4 Page	3.125" x 4.625"	79.375 mm x 117.475 mm
1/2 Page Horizontal	6.5" x 4.625"	165.1 mm x 117.475 mm
1/3 Page	3.125" x 4.625"	79.375 mm x 117.475 mm

AD SUBMISSIONS:
Submit print ad file with SendMyAd
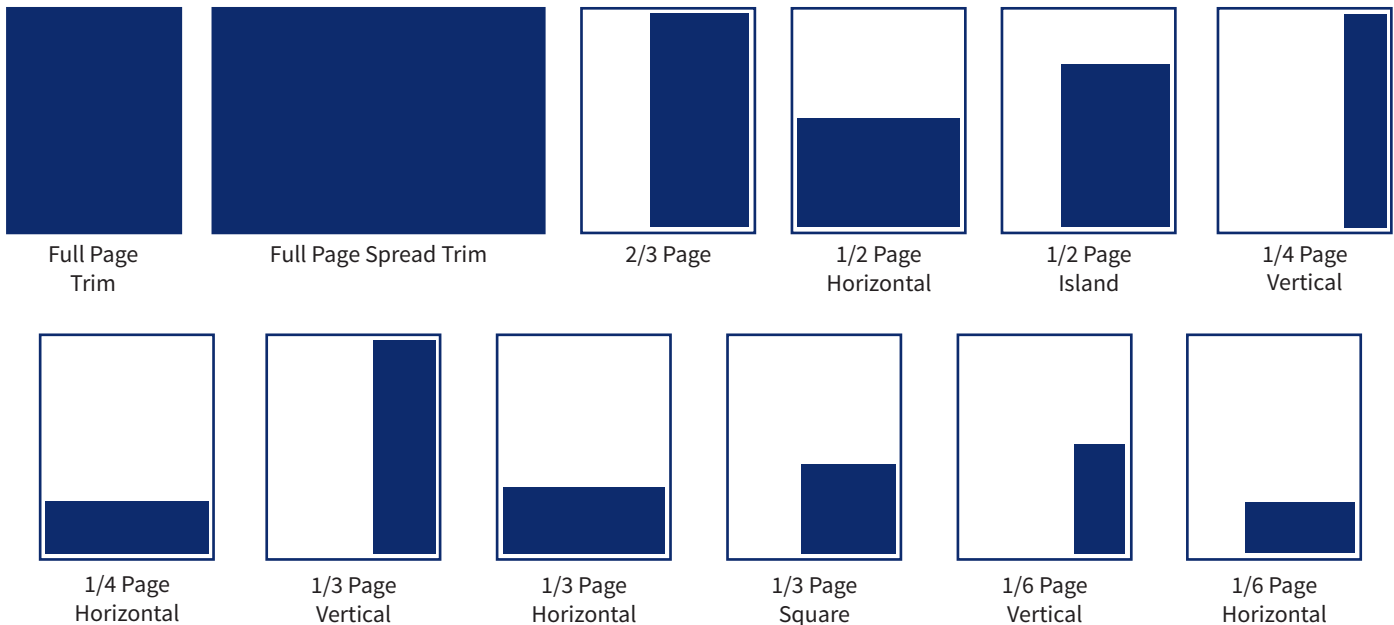**https://penton.sendmyad.com/**

GENERAL TERMS AND CONDITIONS:
For full terms and conditions, please refer to page 26.

PRINT

STANDARD AD UNIT SIZES: Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.

Full Page Trim	Full Page Spread Trim	2/3 Page	1/2 Page Horizontal	1/2 Page Island	1/4 Page Vertical
1/4 Page Horizontal	1/3 Page Vertical	1/3 Page Horizontal	1/3 Page Square	1/6 Page Vertical	1/6 Page Horizontal

FILE FORMATS:
Preferred File Format — SWOP Recommended: PDF/X-1A:2001 *(Note: this particular setting is especially important if you are using transparencies in your document)*, 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

AD SUBMISSIONS:
For all ad submissions please upload files to **SendMyAd** - **https://penton.sendmyad.com/**

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Kara Walby, Production
Tel: +1 913-967-7476
Fax: +1 913-514-7018
kara.walby@penton.com

All submissions should be labeled with the date of the issue.

For furnished inserts, contact Production Department.

GENERAL TERMS AND CONDITIONS:
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PRINT

BCA

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SPECIFICATIONS FOR AD SIZES (for other specialty or custom ad sizes please contact your sales representative)**:**

Space Unit	Vertical Width X Depth (inches)	Vertical Width X Depth (mm)
Full Page Trim*	7.5"x 10.5"	190.5 mm x 266.7 mm
Full Page Non-bleed	7"x 10"	177.8 mm x 254 mm
Full Page Spread Trim*	15" x 10.5"	381 mm x 266.7 mm
2/3 Page	4.5" x 9.75"	114.3 mm x 247.65 mm
1/2 Page Vertical	3.375" x 9.75"	85.725 mm x 247.65 mm
1/2 Page Horizontal	7" x 4.625"	177.8 mm x 117.475 mm
1/2 Page Island	4.5" x 7.25"	114.3 mm x 184.15 mm
1/3 Page Vertical	2.1875" x 9.75"	55.5625 mm x 247.65 mm
1/3 Page Horizontal	7" x 3.125"	177.8 mm x 79.375 mm
1/3 Page Square	4.5" x 4.625"	114.3 mm x 117.475 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm
1/4 Page Horizontal	7" x 2.25"	177.8 mm x 57.15 mm
1/6 Page Vertical	2.1875" x 4.625"	55.5625 mm x 117.475 mm
1/6 Page Horizontal	4.5" x 2.25"	114.3 mm x 57.15 mm
Corner Snipe*	3" x 3"	76.2 mm x 76.2 mm

*For bleed ads extend bleed 0.125"/3.175 mm beyond the trim edge. All live matter not intended to bleed should be kept 0.25"/6.35 mm from trim. Spread ads should allow a total of 0.1875"/4.7625 mm safety in gutter.

For details on how to build an ad for bleed, visit http://www.penton.com/sma/pgtrim.pdf

MARKETPLACE AD SIZES

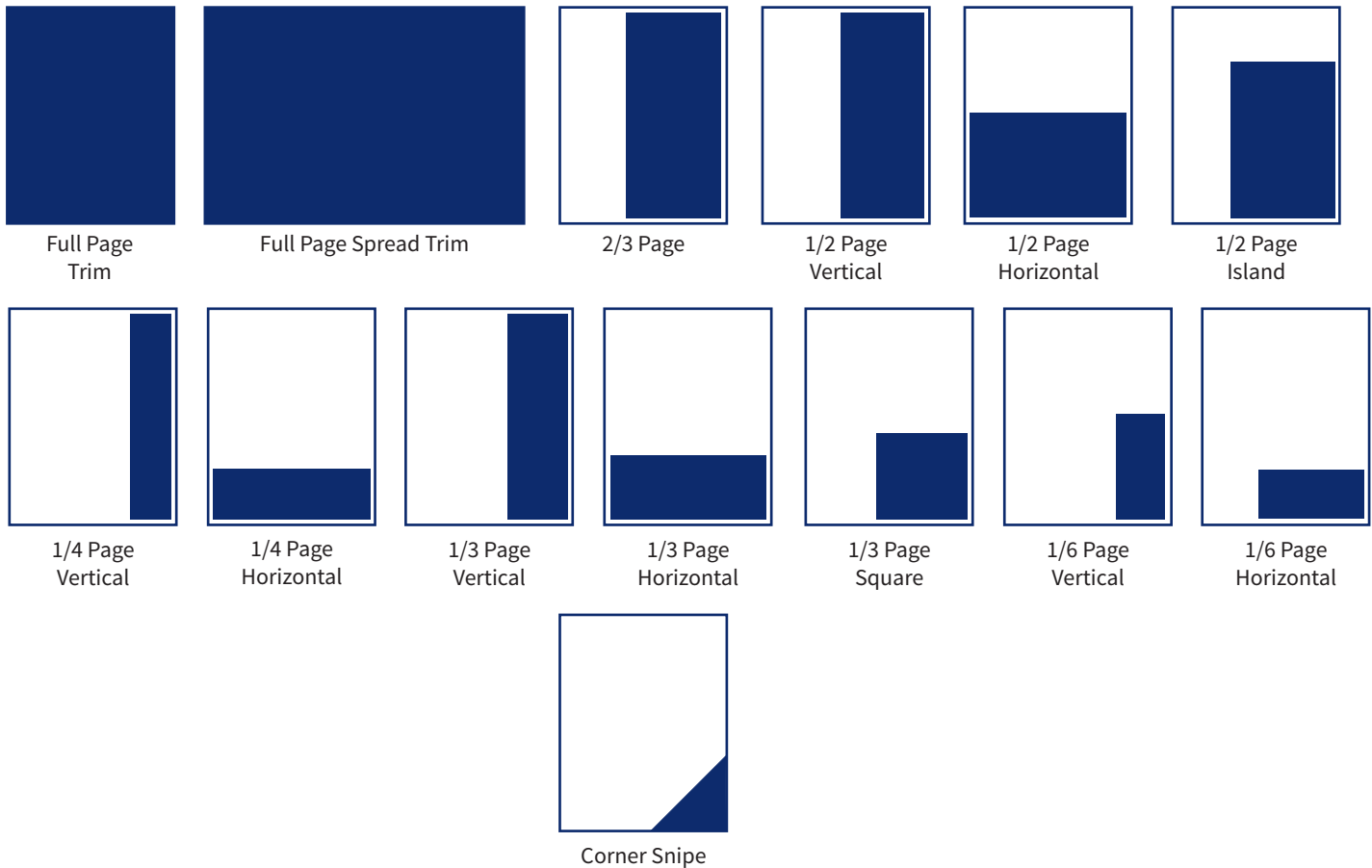| Space Unit	Ad Width (inches)	Ad Width (mm)
Full Page	7"x 10"	177.8 mm x 254 mm
1/2 Page Vertical	3.125" x 9.625"	79.375 mm x 244.475 mm
1/2 Page Horizontal	6.625" x 4.625"	168.275 mm x 117.475 mm
1/3 Page Horizontal	6.625" x 3"	168.275 mm x 76.2 mm
1/4 Page Vertical	3.125" x 4.625"	79.375 mm x 117.475 mm

AD SUBMISSIONS:
Submit print ad file with SendMyAd
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STANDARD AD UNIT SIZES: Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.

Full Page Trim	Full Page Spread Trim	2/3 Page	1/2 Page Vertical	1/2 Page Horizontal	1/2 Page Island

1/4 Page Vertical	1/4 Page Horizontal	1/3 Page Vertical	1/3 Page Horizontal	1/3 Page Square	1/6 Page Vertical	1/6 Page Horizontal

Corner Snipe

FILE FORMATS: Preferred File Format — SWOP Recommended: PDF/X-1A:2001 *(Note: this particular setting is especially important if you are using transparencies in your document)*, 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

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AVIATION WEEK NETWORK

PRINT

ShowNews

IMPORTANT: Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge.

STANDARD UNIT SIZE IN INCHES/MM: Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized.

SPECIFICATIONS FOR AD SIZES
Sizes for a 9" x 12" *ShowNews* publication based on a live area of 8" x 11" on the page:

Space Unit	Width X Depth in inches	Width X Depth in millimeters
Full Page Trim	9" x 12"	228.6mm x 304.8mm
Full Page Spread Trim	18" x 12"	457.2mm x 304.8mm
2/3 Page	5" x 10.5"	127mm x 266.7mm
1/2 Page Horizontal	7.75" x 5.5"	196.85mm x 139.7mm
1/2 Page Island	5" x 8.25"	127mm x 209.55mm
1/3 Page Horizontal	7.75" x 3.625"	196.85mm x 92.075mm
1/3 Page Vertical	2.375" x 10.5"	60.325mm x 266.7mm
1/3 Page Square	5" x 5.25"	127mm x 133.35mm
1/6 Page Horizontal	5.25" x 2.375"	133.35mm x 60.325mm
1/6 Page Vertical	2.375" x 5.25"	60.325mm x 133.35mm
Please keep live matter 1/4" from trim on all sides. For bleed ads extend bleed 0.125/3.175mm beyond the trim edge.		

***ShowNews* Briefing Dimensions:** Sizes for a 8" x 10 3/4" *ShowNews* Briefing publication based on a live area of 7" x 10" on the page:

Space Unit	Width X Depth in inches	Width X Depth in millimeters
Full Page Trim	8" x 10.75"	203.2mm x 273.05mm
Full Page Non Bleed	7" x 10"	177.8mm x 254mm
Full Page Spread Trim	16" x 10.75"	406.4mm x 273.05mm
Full Page Spread Non Bleed	15.25" x 10"	387.35mm x 254mm
2/3 Page	4.5" x 9.5"	114.3mm x 241.3mm
1/2 Page Horizontal	6.75" x 4.75"	171.45mm x 120.65mm
1/2 Page Island	4.5" x 7.5"	114.3mm x 190.5mm
1/3 Page Square	4.5" x 4.75"	114.3mm x 120.65mm
1/3 Page Vertical	2.125" x 9.5"	53.975mm x 241.3mm
1/6 Page Horizontal	4.5" x 2.125"	114.3mm x 53.975mm
1/6 Page Vertical	2.125" x 4.75"	53.975mm x 120.65mm
Please keep live matter 1/4" from trim on all sides. For bleed ads extend bleed 0.125/3.175mm beyond the trim edge.		

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ShowNews

COVER OPPORTUNITIES

ShowNews Bottom Strip Dimensions:

Space Unit	Width X Depth
Trim	9" x 1.1875"
Bleed	9.25" x 1.4375"

ShowNews Flag Dimensions:

Space Unit	Width X Depth
Trim	2.375" x 2"
Bleed	2.625" x 2.25"

ShowNews Corner Box Dimensions:

Space Unit	Width X Depth
Trim	2.75" x 2"
Bleed	3" x 2.25"

ShowNews Circle Dimensions:

| Space Unit	Width X Depth
Diameter	4.1625"
Live Area: From Left Edge Radius	2.675" x 3"

*Please keep all vital copy .125" away from trim edge. Bleed dimensions include bleed all around.

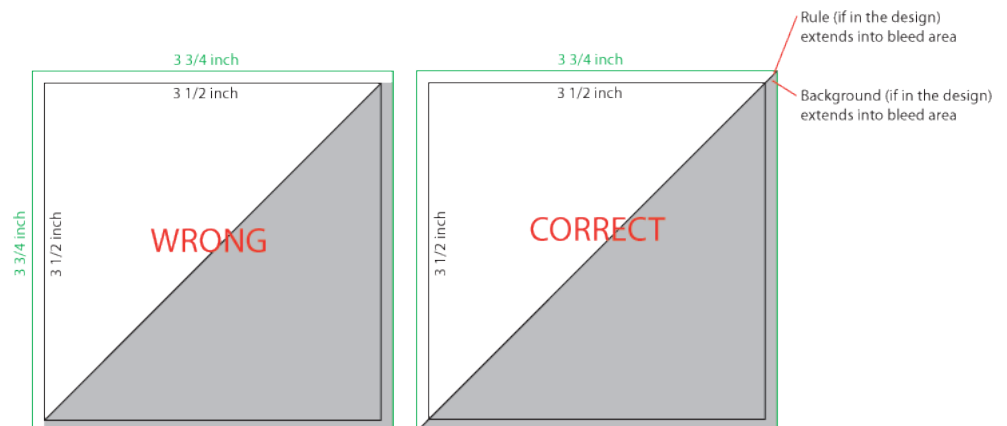#### *ShowNews* Cover Sponsor Circle Specs:

Diameter: 4.1625"
Live Area: From left Edge Radius – 2.675"w x 3"h
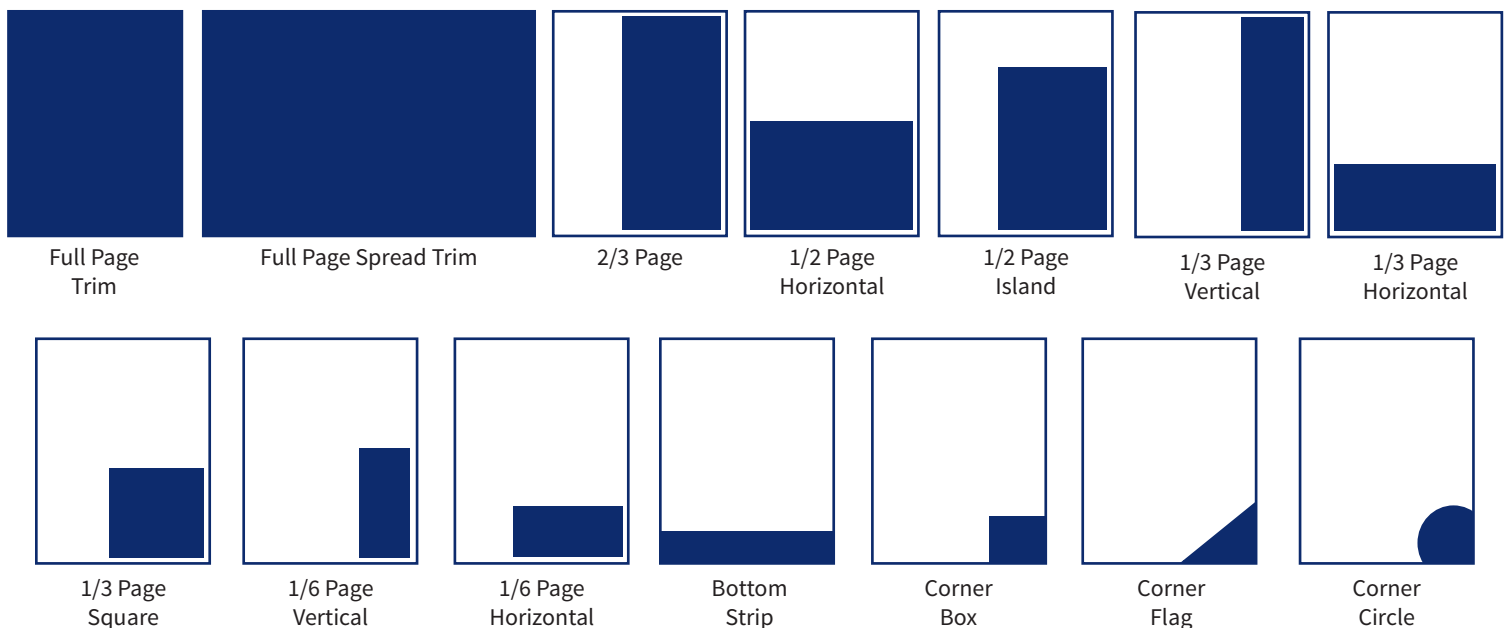(please see diagram at right showing live area)

LIVE AREA: Please keep all vital copy inside of the red lines.

3"

2.675"
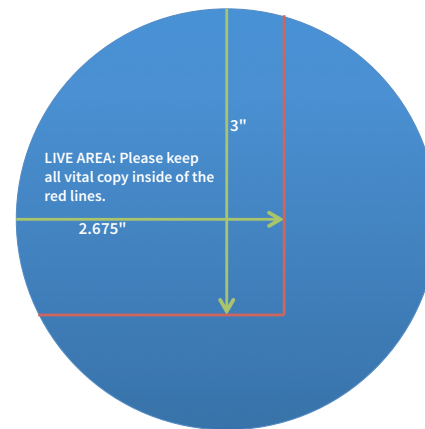
ShowNews Cover Corner Box Set Up:
(please see diagram at right showing proper set up for live and bleed area)

3 3/4 inch
3 1/2 inch
3 3/4 inch
3 1/2 inch
WRONG

3 3/4 inch
3 1/2 inch
3 1/2 inch
CORRECT

Rule (if in the design) extends into bleed area

Background (if in the design) extends into bleed area

AVIATION WEEK NETWORK

ShowNews

ShowNews STANDARD AD UNIT SIZES: Vital advertising matter must be kept 0.25"/6.35 mm from the publication trim edge. For other specialty or custom ad sizes, please contact your sales representative.

Full Page Trim	Full Page Spread Trim	2/3 Page	1/2 Page Horizontal	1/2 Page Island	1/3 Page Vertical	1/3 Page Horizontal

1/3 Page Square	1/6 Page Vertical	1/6 Page Horizontal	Bottom Strip	Corner Box	Corner Flag	Corner Circle

FILE FORMATS:
Preferred File Format — SWOP Recommended: PDF/X-1A:2001 *(Note: this particular setting is especially important if you are using transparencies in your document)*, 300 dpi as CMYK. Other accepted file formats: High resolution PDF.

Please move all crop marks and color bars out of the bleed area to ensure that they do not show in the final printed piece.

AD SUBMISSIONS:
For all ad submissions please upload files to **SendMyAd** - **https://penton.sendmyad.com/**

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kara.walby@penton.com

All submissions should be labeled with the date of the issue.

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GENERAL TERMS AND CONDITIONS:
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AVIATION WEEK
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EXECUTIVE MARKET BRIEFINGS

PUBLICATION TRIM SIZE: 8" x 11"; 215mm x 280mm

IMPORTANT: Vital advertising matter (all live copy and illustrations) must be kept 1/2" (12mm) from any trim edge.
Files should be in PDF Format (JPEG and TIFF files are acceptable).

STANDARD UNIT SIZE IN INCHES/MM: Space can be used only in the following forms. Advertisements exceeding size in any dimension are considered oversized. Fractional ads are accepted in horizontal format only.

Specifications	Width X Depth
Full Page Non-Bleed	7.5" x 10"— File size: 500K max
Full Page Trim	8.5" x 11"— File size: 500K max
1/2 Page Horizontal	7.5" x 4.75"— File size: 400K max
1/3 Page Horizontal:	7.5" x 3.5"— File size: 350K max
1/4 Page Horizontal	7.5" x 2.5"— File size: 300K max
1" Strip	7.5" x 1"— File size: 250K max

STANDARD AD UNIT SIZES:

| Full Page Non-Bleed | Full Page Trim | 1/2 Page Horizontal | 1/3 Page Horizontal | 1/4 Page Horizontal | 1 inch Strip |

INTERNET:
125 pixels W x 125 pixels H @ 72 dpi. GIF or JPEG format.

MATERIALS:
PDF, JPEG or TIFF file. File size should not exceed specifications listed above.

Proof of delivery reports to clients are generated and distributed by Digital Ad Ops associates using metrics from Penton ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Carey Sweeten, Ad Operations Manager, Display Production
email: carey.sweeten@penton.com
Tel: +1 913-967-1823

GENERAL TERMS AND CONDITIONS: For full terms and conditions, please refer to page 26.

NEWSLETTERS

▶ *ATW Daily News*
▶ *Aviation Week & Space Technology Daily Topic*
▶ *Aviation Week Network Daily Digest*
▶ *BCA Digest*

▶ **MRO Network Daily**
▶ *SpeedNews Today*
▶ *The Windshield*

AD SIZES FOR:

▶ *ATW Daily News* ▶ *Aviation Week & Space Technology Daily Topic* ▶ *Aviation Week Network Daily Digest*
▶ *SpeedNews Today* ▶ *The Windshield*

- 180x150 and URL Link
- 468x60 and URL Link

Ad Paragraph:
- Outside the Banner (50 words maximum)
- URL (1 line, 70 characters maximum)

▶ *BCA Digest*

- 300x250 and URL link
- 468x60 and URL Link

PRODUCTION SPECIFICATIONS:

Note: Rich media is not accepted for newsletter placements. Outlook users cannot see animated GIFs, therefore it is our recommendation that the first frame of your animated GIF be a stand-alone or call to action frame. For newsletter, advertiser can submit an image and a clicktracker URL instead of third party tags.

Max File Size: 200 KB
Looping: 3 times (GIF)
Frames: 4 (GIF)
Animation length: 15-20 seconds
Max FPS (frames per second): 18
Accepted Formats: Animated GIF, JPG, or static GIF
Linked URLs:
- Must link to active web page (not a video, document, or other file)
- Advert links must link to a page with content relevant to advert
- Landing page must not generate pop-up or pop-under windows
- Please note we cannot run third-party Java script-based tracking systems
- Please include the active url to which the banner is directed to with all copy

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AD SIZES AND PRODUCTION SPECIFICATIONS FOR:

▶ **MRO Network Daily**

- 180x150
- 580x80
- 468x60

Ad Paragraph - 180x150:
- Outside the Banner (50 words maximum)

Max File Size: 40 KB
Looping: 3 times (GIF)
Frames: 4 (GIF)
Animation length: 15 seconds
Accepted Formats: Animated GIF, JPG, or static GIF

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:
Adriane Wineinger • email: adriane.wineinger@penton.com • Tel: +1 913-967-7439

AVIATION WEEK
NETWORK

▶ **AviationWeek.com**   ▶ **ATWOnline.com**

WEBSITE

Creative Unit: Leaderboard
Dimensions (W x H in pixels): 728x90
Specs and acceptable format: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet
Additional information: Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
Max Size: 200K.

Creative Unit: Rectangle
Dimensions (W x H in pixels): 300x250, 300x600 or 300x100
Specs and acceptable format: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet
Additional information: Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
Max Size: 200K.

Creative Unit: Box
Dimensions (W x H in pixels): 180x150
Specs and acceptable format: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet
Additional information: Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
Max Size: 200K.

Creative Unit: Interstitial / Welcome Ad
Information: Most Penton websites offer Floating Interstitials
Specs and acceptable format:
Dimensions (W x H in pixels): 640x480
Time: 10 seconds.
Formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet
Max Initial File Load Size: 200KB; 100KB host-initiated subload. Close button not required.

Creative Unit: Expandable Unit
Information: Most Penton sites offer expandable ad units. This format is available in all in-page units. The advertisement expands either in width or height (not both) when the user mouse over or clicks on the ad. This unit must be provided as a third party ad tag.
Specs and acceptable format: Rich Media, 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
Max Initial File Load Size: 200KB; 100KB host-initiated subload
Max # of panels: 4
Panel activation/closing: on mouse over or click with clear and obvious "close" text.
Max panel expansion dimensions: In general, the expansion should not exceed twice the original width or height.
Expand direction: Top leaderboards should expand down only; left rail units should expand to the right; and right rail units should only expand to the left.
Audio/Video acceptance: User initiated only; controls should include "Close X", "Play", "Pause", "Rewind"
Volume Maximum video weight: 1.2MB streaming video max.

AVIATION WEEK
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WEBSITE & MOBILE

▶ **AviationWeek.com** ▶ **ATWOnline.com**

WEBSITE

Creative Unit: Site Skin (Wallpaper)
Information: Most Penton websites offer site skins. The skin allows an advertiser to brand both sides of a home page.
Specs and acceptable format: Creative should be delivered as a single image. Screen resolution varies by user, but a single image should be designed based on standard screen resolutions (1024x468 or 1260x1024) allowing for the site to be centered within the creative. Smaller images can be tiled horizontally or vertically but may require additional time for testing. White or transparent gutter space in the center should be 960 pixels wide. Live creative area on left and right should be 150 pixels wide.
Lead time: 10 business days
Maximum file size: 200K
Creative Dimensions (W x H in pixels): 1260 pixels wide x 740 pixels deep (flexible by height) single image, scrollable or fixed
Gutter: Website Content Area (center) – Fixed Width=960 pixels, color= must be white or transparent
Creative Graphics and Copy: Align graphics to inside gutter. Keep any creative copy 10 pixels from both outside edges. Keep all important text/call to action/logos above the bottom quarter of creative space (approximately
200-250 bottom pixels that may not be seen on all monitors)
Accepted formats: GIFs and JPEGs. Include click-through URL.

Creative Unit: Pre-Roll Video Ad
Information: Short clip that precedes editorial video content.
Specs and acceptable format: The duration of pre-roll videos will vary from site to site but is typically
between :10 to :15 seconds in length.
File Format: FLV (Streaming Flash)
Dimensions (W x H in pixels): 640x360 at 16:9 ratio. Minimum bit rate of 700kbps. Maximum bit rate of 1500 kbps
Lead time: 10 days

Creative Unit: In-banner Video
Information: VAST compliant.

Creative Unit: Site or Homepage Takeover
Information: The site or homepage takeover provides the advertiser the ultimate exposure. Every ad unit will belong to
the advertiser.
Specs and acceptable format:
Ad sizes: Creative will be needed for all units within the page/site.
Lead time: 5 days w/o site skin; 10 with skin
Formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet
Max Initial File Load Size: 200KB; 100KB host-initiated subload.

Creative Unit: Companion Ads
Information: Many Penton websites support companion advertisements. Also known as tandem ads, this method
of places multiple ads simultaneously.
Specs and acceptable format:
Ad sizes: depends on the site and the units included in the campaign
Formats: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
Max Initial File Load Size: 200KB; 100KB host-initiated subload
Lead time: 5 days

▶ **AviationWeek.com**   ▶ **ATWOnline.com**

WEBSITE

Creative Unit: Pushdown
Creative Dimensions (W x H in pixels): Rich Media ad with Teaser Image: 970x90 and Expanded Ad Unit: 970x415
Formats: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
Max Initial File Load Size: 200KB; 300KB host-initiated subload
Additional information:
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

Additional charges may be applied if production is required.

Creative Unit: Floor*
Information: The Floor Ad is a fixed, adhesion ad unit that sits at the bottom of the browser, remaining persistently in the user's view even as they scroll down on the page. The Floor Ad begins as a collapsed 960x90 unit but on click or extended hover, the ad spawns a 960x275 canvas that can support social, video and custom content integrations.
Specs: Base Unit must contain the phrase "Rollover to open the ad" or "expand". Close Button required (expanded unit must contain a close button that can sit either inside or outside of the creative). Audio is available in the Expandable panel (must be control to mute the audio). Additional specs available by request.
**Penton will produce this ad, no third-party tags supported*

Creative Unit: Native Advertising
Sponsored Content: Client may distribute articles, videos, infographics or videos inside Aviationweek.com or appropriate Aviation website. Information will be tagged 'sponsored', reviewed for appropriateness by our editors but not edited. Placement will be in the following locations:
- Two (2) placements in appropriate Daily Newsletter enewsletter
- One (1) placement in an additional weekly newsletter (client choice)
- Placement for one year in the appropriate online channel
- Content will be indexed and SEO'd. 30% of traffic comes from search

Ad sizes: Must fit standard article/video/infographic areas within Aviationweek.com. URLs are permitted.

Additional Information:
• **Penton Tracking Policy:** Penton Media does not allow the inclusion of advertiser tracking pixels.
• **Penton Systems:** Penton utilizes Google DoubleClick for Publishers (Google DFP) for most ad serving.

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Adriane Wineinger • email: adriane.wineinger@penton.com • Tel: +1 913-967-7439

AVIATION WEEK
NETWORK

WEBSITE & MOBILE

▶ **AviationWeek.com**   ▶ **ATWOnline.com**

WEBSITE

Flash Ad Specifications:
Please note: Flash is being phased out on most browsers so the ad may not render correctly.
Accepted Formats: Animated GIF, JPG, Gif, Flash version 10.1 or lower and Rich Media. Please note that if creative does not meet specifications, we will require a revision to be resent.
Creative Dimensions (W x H in pixels) are as follows:
- 300x250 and URL link
- 728x90 and URL link
- 640x480 and URL link (Interstitial)
- 180x150 and URL link (in-article ad)

Max File Size: 200 KB
Looping: 3 times
Frames: 4
Animation length: 15 seconds
Max FPS (frames per second): 18

Flash ads must come with a back up GIF or JPG also no larger than 36K and the clickTAG to be inserted should be as follows:
Flash clickTAG spec: You must code your clickTAG in one of the following ways. Our spec is case-sensitive and we cannot accurately track clicks if it is coded any other way. **These files MUST be saved as version 10.1 or lower.**

Please send your desired clickthrough URL separate from your Flash/SWF file.

Example: Adding a clickTAG to ActionScript 2.0
Create a button on your Flash movie and use "getURL()" to specify the clickTAG:
on (release) {
getURL (_level0.clickTAG, "_blank");
}

Example: Adding a clickTAG to ActionScript 3.0
If you use the example below, change 'Link_1' to the instance name of your clickTAG button.
Link_1.addEventListener(MouseEvent.MOUSE_UP, function(event: MouseEvent): void {
var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG)) {
navigateToURL(new URLRequest(sURL), "_blank");
}

*A note about multiple URLs in FLASH ads: To track multiple clickTAGs within one banner, they must be labeled as clickTAG, clickTAG1, clickTAG2, clickTAG3, etc. The reporting from DFP on such creative will be an aggregate count of all the clicks tracked across all of the clickTAGs and cannot be broken out or reported on independently (unless you make click trackers for each).

Standard script ad calls, iframes, internal redirects, Eye Blaster, and motif tags accepted.

LINKED URLS:
- Must link to active web page (not a video, document, or other file)
- Advert links must link to a page with content relevant to advert
- Landing page must not generate pop-up or pop-under windows
- Please note we cannot run third-party Java script-based tracking systems
- Please include the active url to which the banner is directed to with all copy

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WEBSITE & MOBILE

▶ **AviationWeek.com**   ▶ **ATWOnline.com**

WEBSITE

Audience Extension

Information: With Audience Extension, Penton users are located on the "open" web (outside Penton) through display banners. To create these banners, you will need at least two images in the dimensions specified below and a destination URL. Before you launch your Audience Extension campaign, be sure to read through the information below and contact us with any questions.

Accepted file formats: JPG, GIF, or HTML5

File size: 200KB max initial file load (refer to IAB specs)

Most popular ad sizes: We recommend that campaigns are launched with, at minimum, the four ad sizes listed below:

- Medium rectangle: 300x250
- Leaderboard: 728x90
- Wide skyscraper: 160x600
- Large Rectangle: 300x600

Additional Ad Sizes:

- Mobile leaderboard: 320x50, 300x50*
- Banner: 468x60
- Rectangles: 336x280, 180x150
- Skyscraper: 120x600
- Billboards: 970x90, 970x250

Note: Additional mobile sizes as well as IAB Rising Star units may be available. Please inquire if interested.

Additional Requirements:

Animation: Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

Border: Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.

Expansion: Due to the variability of the ad serving environment, expandable ads are NOT supported at this time.

Destination URL:

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly to third-party vendors, unless linking to a ticket distributor for an event.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows.

Branding: To prevent fraud, ad content and branding must include or carry the logo that matches the page where the user is being directed upon click. Ads that do not adhere to this spec will be rejected when the campaign is loaded.

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Bruce Harris • email: Bruce.Harris@penton.com • Tel: +1 913.967.1371

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WEBSITE & MOBILE

▶ AviationWeek.com   ▶ ATWOnline.com

WEBSITE

HTML5

Penton continues to support HTML5 advertising on Penton sites. Ads created in HTML5 offer the benefit of working across devices and platforms.

Advertisers are asked to submit their advertising tags or code via Penton's ad portal: https://penton.sendmyad.com

- File Size for HTML5 creative is increased to 200KB for Max Initial File Load
- HTML5 ads can be submitted as:
  1. 3rd party tag
  2. DoubleClick Studio creatives directly pushed to our DFP network from DC Studio
  3. DoubleClick Campaign Manager tag (DCM InRed)
  4. Self-contained HTML5 creative - in a single code snippet with all files hosted remotely
  5. Compressed (ZIPPED) file with all assets included in the zip file
- Advertiser or Creative agency will be asked to provide information on click macro implementation. Also, advertiser or agency must host all files referenced in HTML5 ad.
- Static backup image file required (JPG, GIF, PNG). Any browsers incapable of displaying HTML5 will show the backup image.
- All HTML5 code must adhere to the ad guidelines and specifications for its respective ad unit.
- HTML5 code must be submitted in accordance to the ad unit's submission lead time for proper testing and any necessary revisions.
- Penton's ad server is Google Doubleclick for Publishers (Premium).

As broad adoption is still limited, HTML5-specific ad specifications have not been finalized by the IAB. As such, Penton HTML5 specs may be updated in the future.

MOBILE

Platform: Tablet and Smartphone
Creative Dimensions (W x H in pixels): 728x90, 300x250, 320x50
Specs and acceptable format: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
Maximum file size: 200K

Proof of delivery reports to clients are generated and distributed by Digital Ad Ops associates using metrics from Penton ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Adriane Wineinger • email: adriane.wineinger@penton.com • Tel: +1 913-967-7439

WEBSITE & MOBILE

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DIGITAL SPECIFICATIONS

Creative Unit: Leaderboard & Interscrollers
Information: Highly visible. Desktop, Tablet and Smartphone display ad.
Ad specifications:
- Size: Top leaderboard: 728x90, 320x50; Interscrollers: 728x90, 320x50
- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet.
- Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
- Max size: 200KB

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Rectangle
Information: Prominent placement. Desktop, Tablet and Smartphone display ad.
Ad specifications:
- Size: 300x250, 300x100, 300x600
- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
- Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
- Max size: 200KB

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Half Page
Information: Prime real estate alongside content. Desktop display ad. Expandable options available with Rich Media ad units.
Ad specifications:
- Size: 300x600
- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
- Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
- Max size: 200KB

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Welcome Ad / Introstitial
Information: Displays an ad to the user on their first visit and for a specified length of time "Sponsored Introduction" is displayed with a countdown. A "continue" link is included to ensure optimal user experience.
Ad specifications:
- Size: 640x480, 300x416
- Acceptable formats: GIF, PNG, JPEG, HTML, Rich Media, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative in a single-code snippet.
- Close button not required
- Ad could include in banner video or social media in rich media versions. Audio off at start and user controls required for "Close X", Play, Pause, Rewind, and Volume.
- Max size: 200KB

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

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Creative Unit: In-Article Expander[†]

Information: Full rich media interactivity. Great user viewability, as the unit is positioned between two articles. Unit starts as a 728×90 leaderboard, and at user click, expands over the article area to 970×700. Available on Content Capability Pillar sites only.

Ad specifications:
- Initial dimension: 728x90; Expanded dimension: 970x700
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Expands from center and above at mouse over or user-initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.
† Available on new platform only.

Creative Unit: Filmstrip

Information: Large canvas, full rich media interactivity. High impact engagement features – scroll, click, hover & touch – allow user to explore up to 5 segments of the creative. Viewer controls ad experience.

Ad specifications:
- Initial dimension: 300x600; Total Expanded dimension: 300x3000
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.)
- Action: 300×600 viewable window in which total ad size of 300×3000 scrolls (5-300×600 segments). Scroll is user initiated.
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Sidekick

Information: Large canvas, full rich media interactivity. Begins as display ad unit that "kicks" out to the side of the browser when clicked. Rich creative possibilities – advertiser messaging, video elements, product samples and more – delivered without affecting page content. Viewer stays in control of the ad experience.

Ad specifications:
- Initial dimension: 300x250 or 300x600; Expanded dimension: 850x700
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Kicks out to right, shifting website to the left. Expansion activated user-initiated click only. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

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Creative Unit: Jumbotron
Information: Full rich media interactivity. Half-Page page ad unit expands to one of our largest screen sizes at user click. Opportunity to fit multiple assets – advertiser messaging, video, image gallery, product samples, etc. The viewer stays in control of the ad experience.
Ad specifications:
- Initial dimension: 300x600; Expanded dimension: 970x700
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Expands to left at extended hover or user-initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Canopy[†]
Information: Full rich media interactivity. Ad unit starts as a 728×90 or 970x90 leaderboard that turns into a persistent presence at the top of the site as user begins to scroll. At user click, expands into 970×250 canvas.
Ad specifications:
- Initial dimension: 728x90 or 970x90; Expanded dimension: 970x250; Persistent dimension: 970x45
- Client supplies: All artwork assets, including designed layouts and instructions for interactive components. *HTML5 will be executed for all Canopy rich media ad units.*
- Action: Unit starts as a leaderboard and expands at user-initiation click only. Persistent unit floats to the top of the browser at scroll. Mandatory click to collapse button in lower right corner of expanded unit.
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / PSD / Social Feeds
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.
† Penton will produce this ad, no third party tags supported. Available on new platform only.

Creative Unit: Pagewrap[†]
Information: Expanded site skin that wraps around the top and sides of a Penton website to create premium branded experience. Offers advertisers the opportunity to brand around a web site by leveraging traditionally unused portions of the page.
Notes: Creative should be delivered as an image – either as EPS (Photoshop) or .AI (Illustrator) file. The width across the Penton network is 1200 pixels. Ad should be designed for dimensions 1510x1100 allowing for the site to be centered within the creative. Recommend 1700x1100 for widescreen monitors. Keep branding and messaging inside 155 pixel wide area to left and right sides, content beyond 155 pixels may not be seen on all monitors. Pagewrap allows for an additional top 1200x191 pixel area above the site content - when the user scrolls down on the page it will be covered by the content.
Instructions: Begin with a 1510 pixel wide x 1100 pixel high blank image. Create message content to be placed in two separate 155 pixel wide towers, placed on opposite edges of the blank canvas.
Keep all-important text/call to action/logos above the bottom quarter of creative space (approximately 200-250 bottom pixels that may not be seen on all monitors). If you wish to accommodate widescreen monitors (1700 pixel width max allowed), follow

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Creative Unit: Pagewrap[†] (*continued from previous page*)

steps 1 and 2, then change your canvas width to 1700 pixels. You may place any design elements on the outsides of the towers, but please keep your important content (message, call to action, etc) within the original 155 pixel wide towers.

Note: Please also include a 728x90 ad size creative to incorporate with the pagewrap.

Maximum file size: 200KB

URL required: Entire wallpaper will be clickable or you can use multiple clicks (top, left and right). Tracking pixels can be supported.

Lead time: All materials are due at least 10 business days prior to launch.

† *Penton will produce this ad, no third party tags supported.*

* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

** *Template example if for Content Capability Pillar only -- Pagewrap Template (PageWrap-contentcapability_template.ps)*

Creative Unit: Pushdown

Information: Full rich media interactivity. Auto-expanding canvas allows for extended viewability of videos, photos, animations, etc. Seamlessly retracts after a set period, or if the user opts to close the ad.

Ad specifications:

- Initial dimension: 970x90; Expanded dimension: 970x415
- Client supplies: 3rd party tags or HTML5 (as 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet)
- Action: Expanded unit "pushes" page content down rather than expanding over page content at extended hover or user-initiated click. Closes via obvious "close" text or "X"
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

Creative Unit: Floor[†]

Information: Full rich media interactivity. Fixed, adhesion that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page. Begins collapsed, on click or extended hover the ad spawns a larger canvas that can support social, video and custom content integrations.

Ad specifications:

- Initial dimension: 970×40, 970×90 or 1200×90; Expanded dimension: Up to 970×410 or 1200×410
- Client supplies: all creative assets, including designed layouts and instructions for interactive components. Penton will execute HTML5 for all Floor ad units.
- Action: Persistent unit that sits at the bottom of the screen. Expands up from center at extended hover or user initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD / Social Feeds
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

† *Penton will produce this ad, no third party tags supported.*

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Creative Footnote[†]
Information: Full rich media interactivity. Fixed, adhesion that sits at the bottom of the browser, remaining in the user's view, even as they scroll the page. Begins collapsed, on click or extended hover the ad spawns a larger canvas that can support social, video and custom content integrations.
Ad specifications:
- Initial dimension: 100x100; Expanded dimension: 500x100
- Client supplies: all creative assets, including designed layouts and instructions for interactive components. *Penton will execute HTML5 for all Floor ad units*.
- Action: Persistent unit that sits at the bottom of the screen. Expands up from center at extended hover or user initiated click. Closes via obvious "close" text or "X".
- Max Initial File Load Size: 200KB; 300KB host-initiated subload
- Borders: Creatives without border must have high contrast background color that doesn't mimic the background color of the website.
- Supported assets for production: Videos / HTML5 source files / JPEG or PSD /Social Feeds
- Animation on initial load should not last more than 15 seconds. Unlimited for user initiated animation.
- Audio/Video must have visible functioning controls (play/pause, mute, stop). Audio muted on initial load. 1.1 MB additional file size allowed for host-initiated video. Unlimited file size for user-initiated video.

† *Penton will produce this ad, no third party tags supported. Available on new platform only.*
* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

Creative Unit: In-Article Video
Information: Optimal user experience and viewability through in-article placement. Auto plays when more than 50% in view on user's screen. Audio starts on mouse rollover. Video disappears from body of article once played to completion, making it less intrusive to the user's experience. Premium environment for short 30-60 second videos.
Ad specifications:
- Max: 1920×1080; Min: 640×360. 15-60 seconds in length is optimal
- Acceptable formats: 16:9 (4:3 not supported) FLV, MP4, MOV, VAST, VPAID[†], YouTube video key

† *Due to the large amount of 3rd party video providers please test VPAID with your Account Manager before the campaign is set to launch. VPAID does not currently work on mobile.*
* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

SPECIAL MOBILE ADS

Creative Unit: Mobile Adhesion
Information: Remains visible when scrolling. Persistent, above the fold ad placements. Available in standard banner sizes. Clickable hot spots are available.
Smartphone Standard Wide Banner:
- Dimension: Creative 320x50 served as a 1x1 ad
- Acceptable Formats: GIF, PNG, JPEG, Animated GIF, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
- Max Initial File Load Size: 50KB; 200KB host-initiated subload

* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions. Rich Media ad production required if a third party tag is not submitted.*

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Creative Unit: Mobile Adhesion (*specifications continued from previous page*)
Tablet Leaderboard:
- Dimension: creative 728x90 served as a 1x1 ad
- Acceptable Formats: GIF, PNG, JPEG, Animated GIF, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
- Max Initial File Load Size: 50KB; 200KB host-initiated subload

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions. Rich Media ad production required if a third party tag is not submitted.

Smartphone and Tablet Small Rectangle:
- Dimension: 300x100
- Acceptable Formats: GIF, PNG, JPEG, Animated GIF, 3rd party tag. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.
- Max Initial File Load Size: 50KB; 200KB host-initiated subload

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.

Creative Unit: Mobile Adhesion/Expandable
Information: Full rich media interactivity. Hot spots are available and save space on small screens. Click action to sites or phone features. Starts as an adhesion banner ad that remains visible as user scrolls through content. On user click, expands to fill mobile screen. Background color option available.
Ad specifications:
- Size: Smartphone Standard Wide Banner: 320×50. Adhesion Smartphone and Tablet Rectangle: 300x250. Full Screen mobile interstitial. Ads served as a 1x1 ad.
- Acceptable Formats: GIF, PNG, JPG, Animated GIF, 3rd party tags. HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5 creative - in a single-code snippet.

* Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions. Rich Media ad production required if a third party tag is not submitted.

ADDITIONAL NOTES:
- *We will repeat your ad until we receive replacement materials.*
- *It is the advertiser's responsibility to maintain the link for the duration of the ad.*

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NATIVE AD SPECIFICATIONS

Creative Unit: Native[†]

Information: Native advertising runs like an ad, but looks like an article and infeed headline. Use your content or content developed exclusively by Penton experts for brand building and thought leadership. Your article is promoted with a prominent headline infeed and as sponsored content running alongside Penton brand related articles.

Ad specifications:

- Image Thumbnail Set: 300x225, 200x300, 300x150
- Sidebar Native ads do not run images. All other placements require an image
- Acceptable Formats: JPEG, GIF or PNG
- Third party impression or third party click trackers are allowed to run with Native Ads
- Max Initial File Load Size: 200KB
- Title (Required) Up to 15 words
- Brief Summary Up to 40 Words
- Why send multiple images? If you plan to deliver this ad creative to more than one native ad placement that may vary in aspect ratio for thumbnail, then upload additional images. The MediaVoice system will determine the most appropriate image to render.

† *Specifications to be updated as needed. Available on new platform only.*

* *Brand-specific specifications may apply. Please contact your Sales Representative for detailed specifications and delivery instructions.*

NOTES:

- *Ads should be submitted to Penton Marketing Services if part of a Sponsored Content or Custom Content Channel program, or to Penton.SendMyAd.com if ad is Native InFeed promotion.*
- *Native ads should be booked as normal in Salesforce for client ads, and booked in FatTail for any Penton promotional or house ads by Marketing teams. Please contact an Ad Ops Manager if additional information is needed.*

Proof of delivery reports to clients are generated and distributed by Digital Ad Ops associates using metrics from Penton ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Adriane Wineinger • email: adriane.wineinger@penton.com • Tel: +1 913-967-7439

Creative Unit: Standard Wide Banner (Leaderboard)
Platform: Smart phones and Tablet
Creative Dimensions (W x H in pixels): Smart phones: 320x50 pixels; Tablet: 728x90 pixels and 600x90 pixels
Specs and format: GIF, PNG, JPG, Animated GIF with Clickthrough URL. 3rd party tags. Flash not accepted.
Maximum file size: 200K.

Creative Unit: Square Banner (In article banner)
Platform: Smart phones and Tablet
Creative Dimensions (W x H in pixels): Smart phones: 300x250 pixels; Tablet: 300x250 pixels
Specs and format: GIF, PNG, JPG, Animated GIF with Clickthrough URL. NO 3rd party tags for the 300x250 ad unit of the App. This ad unit won't work with 3rd party tags. So please state 3rd party tags not allowed. Flash not accepted.
Maximum file size: 200K.

Creative Unit: Full Screen (Interstitial)
Platform: Smart phones and Tablet
Creative Dimensions (W x H in pixels): Smart phones: 320x480 pixels; Tablet: 768x1024 pixels
Specs and format: GIF, PNG, JPG, Animated GIF with Clickthrough URL. 3rd party tags. Flash not accepted.
Maximum file size: 200K.

Creative Unit: Daily/Weekly Sponsorship Logo
Platform: Smart phones and Tablet
Creative Dimensions (W x H in pixels): 120x50 pixels
Specs and format: EPS (vector file) with Clickthrough URL

Creative Unit: Full screen interstitial ad
Can be thought of as a very large banner. It serves as a full-screen experience in-between content. The ad is always in view and overlays on top of content. No Flash Animation. Full screen ads will serve after third swipe or after the third non-full screen ad screen.

Creative Unit: Daily/Weekly sponorship logo
Advertiser logo will appear in designated daily or weekly sponsorship location.

LINKED URLS:
- Must link to active web page (not a video, document, or other file)
- Advert links must link to a page with content relevant to advert
- Landing page must not generate pop-up or pop-under windows
- Please note we cannot run third-party Java script-based tracking systems
- Please include the active url to which the banner is directed to with all copy

Additional Information:
- Penton can provide digital ad production assistance, if needed. Additional costs may be associated.
- Landing pages from mobile advertising should be mobile web optimized
- When developing an ad creative for a mobile handheld device it is important to think about where the ad unit will be delivered and optimize all assets and coding to produce the smallest total ad unit size possible to ensure a positive user experience.

Proof of delivery reports to clients are generated and distributed by Digital Ad Ops associates using metrics from Penton ad servers and email systems. Reports are for the invoiced period and provided the first week following the month of delivery.

AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Adriane Wineinger • email: adriane.wineinger@penton.com • Tel: +1 913-967-7439

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Creative Unit: AUDIO/VIDEO: *GTxcel Hosted Video*

This hosting option is recommended for reliability and visibility across platforms.

Location: Select page, page position
Size & Length: 100 MB maximum. Up to 4 minutes for optimal performance (recommended).
File Formats: h264 format. GTxcel can convert to h264, .MPEG4, .MOV, .FLV, .WMV, .AVI
Design: Video should include at least one extra second of play
PDF/Page Setup: If video is embedded or accessed via hotspot, add placeholder or icon to PDF. Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio.
Features: Click to open from hotspot or autoplay
Other: Not available for viewing offline or from mobile web reader
Good Use: Demonstration, product walk-through, sizzle reel

Creative Unit: AUDIO/VIDEO: *Externally Hosted Video*

Location: Select page, page position
Size & Length: No restrictions
File Formats: h264 format. Provide URL to video.
Design: Video should include at least one extra second of play Initial image defaults to first frame of video or upload 480w x 270h JPG
PDF/Page Setup: If video is embedded or accessed via hotspot, add placeholder or icon to PDF. Placeholder should be slightly smaller than media element (height/width) and the same aspect ratio.
Features: Autoplay or click/tap to play
Other: Not available for viewing offline or from mobile web reader
Good Use: Demonstration, product walk-through, sizzle reel

Creative Unit: INTERACTIVE MODULES: *Slideshow*

The slideshow module lets readers play or swipe through images and their accompanying captions.

Location: Select page, page position
Creative Dimensions (W x H in pixels) Images:
　　No smaller than:
　　　• **Portrait:** 576w x 768h pixels
　　　• **Landscape:** 768w x 576h pixels
File Formats: JPG, GIF, PNG, TIF, BMP
Design: Minimum of 2 images, suggested maximum of 50 images.
Images: Images should be RGB (not CMYK)
Caption Text: Caption text (if separate from image) appears in translucent field at bottom of module.
Features: Autoplay or click/tap to play
Other: Turn full-screen mode off? (Default: no). If caption text is separate, provide captions in list with corresponding image names. Suggested maximum of 450 characters per caption including spaces.
Good Use: Photo gallery, showcasing "best of"

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Creative Unit: INTERACTIVE MODULES: *360° Animation*

The 360° animation module allows users to turn an object around to see all sides or pan around a space.

Location: Select page, page position
Creative Dimensions (W x H in pixels) Images: Images set at fixed size of 225w x 300h pixels, 4:3 aspect ratio
File Formats: PNG, JPG, GIF
Design: Minimum of 2 images, suggested maximum of 50 images.
Images: Images should be RGB (not CMYK)
Features: Autoplay or click/tap to play
Platforms: Digital edition, Mobile app
Features: Autoplay or click/tap to play
Good Use: Virtual tour, panorama

Creative Unit: SPONSORSHIP OF MODULES

Slideshows and 360° animation modules can have an advertisement (banner ad) and/or sponsorship image (logo). Note that the sponsorship logo is only available when a banner ad is used.

Banner:
- **Location:** Sits at bottom of module
- **Creative Dimensions (W x H in pixels):** 302w x 38h pixels
- **File Formats:** PNG, JPG, GIF
- **Features:** Link to URL

Logo:
- **Location:** Sits at top-right of module
- **Creative Dimensions (W x H in pixels):** 73w x 39h pixels
- **File Formats:** PNG, JPG, GIF
- **Features:** Link to URL
- **Other:** The logo is preceded by the words "Powered by." The logo is only available if banner is present.

Additional Information:

■ Penton can provide digital ad production assistance, if needed. Additional costs may be associated.
■ Landing pages from mobile advertising should be mobile web optimized
■ When developing an ad creative for a mobile handheld device it is important to think about where the ad unit will be delivered and optimize all assets and coding to produce the smallest total ad unit size possible to ensure a positive user experience.

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AD SUBMISSIONS: For all ad submissions please upload files to **https://penton.sendmyad.com**.

To pick up an existing ad and for all insertion orders, contact Digital Ad Ops:

Carey Sweeten, Ad Operations Manager, Display Production
email: carey.sweeten@penton.com
Tel: +1 913-967-1823

GENERAL TERMS & CONDITIONS:

a. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment (collectively, an "advertisement") at any time, if for any reason the Publisher deems it to be unacceptable. As used in these General Terms and Conditions, the term "advertiser" includes any advertiser's advertising agency, if there is one.

b. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser. If in Publisher's judgment any advertisement creates the illusion of editorial matter, Publisher reserves the right to decline such advertisement and/or to place the word "Advertisement" in it.

c. It is the advertiser's responsibility to ensure that all inserts and other advertising comply with U.S. postal regulations and other applicable Federal and State laws and regulations.

d. Positioning of advertisements is at the Publisher's discretion, except when the advertiser requests a guaranteed advertisement placement, to which premium charges may apply.

e. The advertiser and its agency, if there is one, each acknowledge that it is fully authorized and/or licensed to publish and assumes all liability for the entire contents of its advertisements, including without limitation: text; testimonials; representations; illustrations; maps; labels; trademark and other copyrighted or proprietary matter; and the use of the name or likeness of persons, living or dead. The agency and the advertiser, jointly and severally, will indemnify and save harmless the Publisher against all loss, liability, damage and expenses of any nature (including reasonable attorney's fees) resulting from any actions, claims or suits ("claims") resulting from advertising purchased pursuant to this rate card, including, without limitation, claims for libel, violation of rights of privacy or publicity, infliction of emotional distress, unfair competition, or copyright, trademark or other proprietary rights infringement.

f. Advertisements not received by Publisher's production department by the production materials closing date will not be entitled to the privilege of O.K. or revision by the advertiser.

g. Cancellations or changes in orders may not be made by the advertiser after the closing date. Contracts may be cancelled by the advertiser or Publisher on written notice not less than (i) 30 days in advance of the closing date or (ii) for covers, 90 days in advance of the closing date.

h. All insertion orders are accepted subject to the provisions of the current rate card. Conditions, including rates, are subject to change upon notice from the Publisher. Should a rate change be made, the advertiser may cancel space reserved at the time the change becomes effective without incurring short-rate charges, provided the contract rate has been earned up to the date of cancellation. Cancellation of space reservations for any other reason (in whole or part) by the advertiser will result in an adjustment of the rate (short-rate) based on the number and type of insertions placed to the cancellation date, to reflect actual space used at the earned frequency or volume rate, as of cancellation.

i. Advertisers will be short rated, if within a 12-month (52-week) period from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12-month (52-week) period from the date of the first insertion, they have used sufficient space to earn a lower rate than that at which they have been billed.

j. The Publisher will not be liable under any circumstance for any costs or damages (including consequential damages) resulting from either the failure to print any advertisement or the appearance of any errors in any advertisement as published. In such case, the advertiser's sole remedy will be the right to place a "make-good" advertisement.

k. Failure to make any insertion order correspond in price or otherwise with the rate schedule shall be deemed a clerical error only; publication thereof shall be made and charged without further notice according to the terms of the rate schedule in force at the time.

l. The Publisher or its sales agency shall have the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher for published advertising.

m. No conditions other than those set forth in this rate card shall be binding on the Publisher unless the Publisher specifically so agrees in writing, in advance. Specifically, the Publisher will not be bound by conditions or terms printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser.

n. The Publisher will not be liable for any delays affecting the timing or cancellation of any advertisement scheduled to be published in the event of an act of God, action by any governmental or quasi-governmental entity, fire flood, accidents, insurrection, act of terrorism or war, embargo, strikes (whether legal or illegal), labor or materials shortages, transportation interruption of any kind, work slowdown, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.

o. As used in this section entitled "General Terms and Conditions" the term "Publisher" shall refer to AVIATION WEEK NETWORK.

Contact Us:

PRINT AD QUESTIONS AND SUBMISSIONS:

For all ad submissions please upload files to SendMyAd - https://penton.sendmyad.com/

All space contracts, insertion orders, advertising proofs, copy, and correspondence pertaining to advertising, printing and reproduction material should be sent to:

Attention: Kara Walby, Production
Tel: +1 913-967-7476
Fax: +1 913-514-7018
kara.walby@penton.com

EXECUTIVE MARKET BRIEFINGS AND *ATW* DIGITAL EDITION AD QUESTIONS AND SUBMISSIONS:

For all ad submissions please upload files to SendMyAd - https://penton.sendmyad.com/

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Carey Sweeten, Production
Tel: +1 913-967-1823
Fax: +1 913-514-7018
carey.sweeten@penton.com

NEWSLETTER AD QUESTIONS AND SUBMISSIONS:

For all ad submissions please upload files to SendMyAd - https://penton.sendmyad.com/

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Adriane Wineinger
Tel: +1 913-967-7439
Fax: +1 913-514-7018
adriane.wineinger@penton.com

DIGITAL AD QUESTIONS AND SUBMISSIONS:

For all ad submissions please upload files to SendMyAd - https://penton.sendmyad.com/

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Adriane Wineinger
Tel: +1 913-967-7439
Fax: +1 913-514-7018
adriane.wineinger@penton.com

MRO-NETWORK.COM AD QUESTIONS AND SUBMISSIONS:

For all ad submissions please upload files to SendMyAd - https://penton.sendmyad.com/

All space contracts, insertion orders, and correspondence pertaining to digital advertising materials should be sent to:

Attention: Adriane Wineinger
Tel: +1 913-967-7439
Fax: +1 913-514-7018
adriane.wineinger@penton.com

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