

ADVERTISING SPECS: **Website**

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IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.

AMERICAN MACHINIST

Updated November 2016

Website Ads (Run-of-Site)

STANDARD/FLASH ADS	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Leaderboard	728 x 90 pixels	200 kb max	GIF, PNG, JPEG, HTML, Flash, Rich Media, 3rd party tag.	http://admarketing.penton.com/portfolio/leaderboard/
Rectangle	300 x 250 pixels			http://admarketing.penton.com/portfolio/rectangle/
Tower/Halfpage	300 x 600 pixels			http://admarketing.penton.com/portfolio/halfpage/

For animation:

- Max # of loops: 3
- Max # of frames: 4

For flash ads:

- **Please note, Flash is no longer recommended due to browser restrictions.**
- Flash version: 10.1 or lower
- 24 frames per second
- Click-through URL required and should not be hard-coded
- ActionScript clickTAG required (per instructions below)
- Backup JPEG, GIF or PNG (50 kb max) required for delivery to mobile devices
- Z-index of ad must be set low or as "1"

RICH MEDIA ADS

	IMAGE DIMENSIONS	EXPANDED DIMENSIONS	FILE SIZE INFORMATION
Expandable Leaderboard <i>(expands down)</i>	728 x 90 pixels	728 x 180 pixels	200 kb max (initial size); 300 kb max (polite size)
Expandable Rectangle <i>(expands left or right, depending on the placement)</i>	300 x 250 pixels	500 x 500 pixels	
Expandable Tower/Halfpage <i>(expands left)</i>	300 x 600 pixels	300 x 1200 pixels	

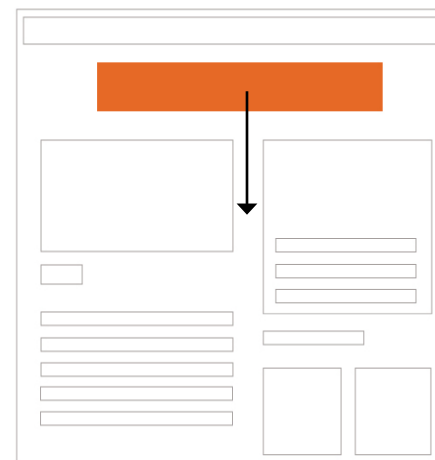
- Must be provided as a third-party ad tag
- Mutual expansion behavior is required; expandable creative may expand on user initiation (mouse-over), but requires mouse-off retraction.
- Expandable creative enabled by mouse click may remain until mouse click close. Automatic play or pre-expand are not allowed.
- Audio allowable only with user initiation (clicking), and must be able to be stopped by user interaction (clicking).
- Audio and video must have clearly visible controls: "Close X", "Play", "Pause", "Rewind", Volume
- Backup JPEG, GIF or PNG (50 kb max) required for delivery to mobile devices
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

See Rich Media specs below for more details

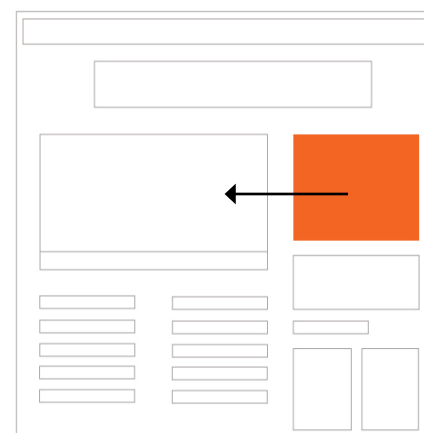
MATERIALS DUE

- 5 business days prior to posting

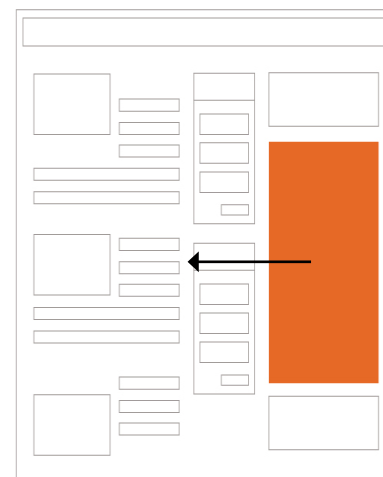
Leaderboard Ad



Rectangle Ad



Tower/Halfpage Ad



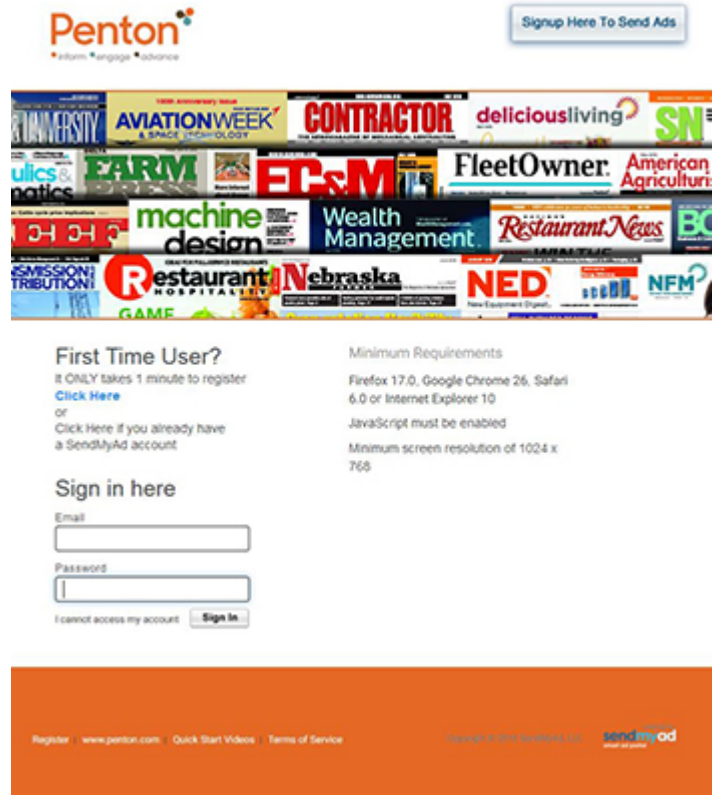
HTML 5 Specifications

American Machinist 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 – **Penton.SendMyAd.com**.

- File Size for HTML5 creatives 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.
- 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.



Send Insertion Orders To:
orders@penton.com
Fax: 913-514-7000

Contact:
Cinthia Serna
913-967-7228 | Cinthia.Serna@penton.com

Rich Media Specifications

American Machinist supports most rich media formats. Your creative must conform to the IAB Rich Media Guidelines published at <http://www.iab.net/guidelines/508676/508767/displayguidelines>. In addition:

Formats Accepted:

Flash, Unicast, Pointroll, Motif, Eyeblaster, Eyewonder, etc. Will accept others for testing.

Fall-Back:

ALL Rich Media ads must be accompanied by a standard GIF for use as a fall-back for non-rich media enabled browsers.

HTML Ad Specifications:

American Machinist utilizes JavaScript ad tags on its pages. HTML banners must be constructed to work within these tags. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to American Machinist. All component images must conform to the file size restrictions (35 KB) and total combined file size of component images should not exceed the maximum specified file size (2 MB). In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post. American Machinist will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

Behavioral Rules:

Mutual expansion behavior is required; expandable creative may expand on user initiation (mouse-over), but requires mouse-off retraction.

Expandable creative enabled by mouse click may remain until mouse click close. Automatic play or pre-expand are not allowed.

Audio allowable only with user initiation (clicking), and must be able to be stopped by user interaction (clicking).

Flash Ads: Please note, Flash is no longer recommended due to browser restrictions. If submitting a Flash banner, you must supply both the compiled .swf file, the .fla file, and a backup GIF. American Machinist uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the .swf file is compiled. All Flash ads must have the clickTag variable coded into the .swf file. See <http://www.mhlnews.com/specs> for specific instructions.

FLASH CLICKTAGS *(case sensitive)*

Detailed info can be found here: <http://www.mhlnews.com/specs>

ActionScript 2.0:

Create a button on your Flash movie and use `getURL()` to specify the clickTAG

```
on (release) {
  getURL (_level0.clickTAG, "_blank");
}
```

ActionScript 3.0:

Change 'Link_1' to the instance name of your clickTAG button

```
Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent):
void {
  var sURL: String;
  if ((sURL = root.loaderInfo.parameters.clickTAG)) {
    navigateToURL(new URLRequest(sURL), "_blank");
  }
});
```

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Homepage Domination

Homepage Domination provides all homepage ad units to create the appearance that the site is “owned” by the advertiser.

STANDARD/FLASH AD UNITS

	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Leaderboard (1) - See ROS Specs	728 x 90 pixels	200 kb max	JPEG, GIF or PNG
Rectangle (1)- See ROS Specs	300 x 250 pixels	200 kb max	Flash: FLA and SWF

WEB SKIN UNIT

	IMAGE DIMENSIONS	IMAGE RESOLUTION	IMAGE FILE SIZES	IMAGE FILE FORMATS
Web Skin	150x900 unit	72 PPI	100 kb max	JPEG, GIF or PNG

Web Skin Spec Details

- Note: You may submit two different 150x900 images – one for the left and the other for the right – or you can submit one 150x900 and we will use the same image on both sides.
- URL required (only 1 URL can be used)
- Rich media is **not** accepted for this position.
- After final approval is given, any changes or updates to creative materials will incur a \$500 charge, due to the nature of the implementation for this unit.

MATERIALS DUE

- 10 business days prior to posting

Homepage Domination Ads



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

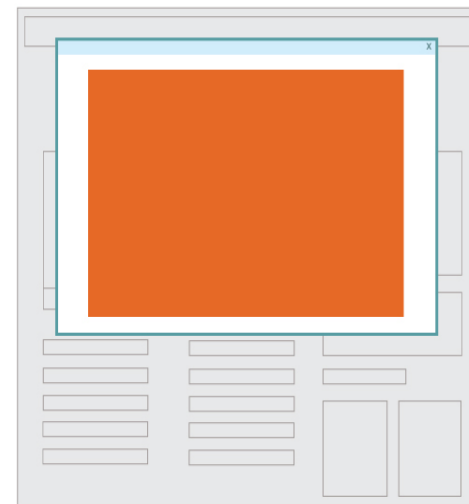
Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

Site Intro/Welcome Ad

WELCOME AD	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Standard Site Intro/Welcome Ad	640 x 480 pixels	200 kb max	GIF, PNG, JPEG, HTML, Flash, Rich Media, 3rd party tag.	http://admarketing.penton.com/portfolio/prestitial/
Flash Site Intro/Welcome Ad		200 kb max		
Rich Media Site Intro/Welcome Ad		<i>Initial Load:</i> 200 kb max <i>Polite Load:</i> 300kb max		

Welcome Ad



For animated GIFs:

- Max # of loops: 3
- Max # of frames: 4
- Close button should not be included on creative

- Creative must be hosted through a third-party with a "STANDARD" ad tag
- Backup JPEG, GIF or PNG (50 kb max) required for delivery to mobile devices
- Close button should not be included on creative
- If mobile users are to be excluded from your Rich Media impressions, please inform us in advance

MATERIALS DUE

- 10 business days prior to posting

Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

High Impact Ads: Web Skin

Web Skin allows for a left and right 150x900 banner to border and outline the website.

WEB SKIN UNIT	IMAGE DIMENSIONS	IMAGE RESOLUTION	IMAGE FILE SIZES	IMAGE FILE FORMATS
Web Skin	150x900 unit	72 PPI	100 kb max	JPEG, GIF or PNG

Web Skin Spec Details

- Note: You may submit two different 150x900 images – one for the left and the other for the right – or you can submit one 150x900 and we will use the same image on both sides.
- URL required (only 1 URL can be used)
- Rich media is **not** accepted for this position.
- After final approval is given, any changes or updates to creative materials will incur a \$500 charge, due to the nature of the implementation for this unit.

Web Skin Ad



MATERIALS DUE

- 5 business days (excluding weekends or holidays) prior to posting

Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

High Impact Ads: Pushdown

Allow advertisers to tell their stories in a seamless, attention-grabbing way. With videos, photos, and animation – the Pushdown can lead to specific audience actions.

PUSHDOWN AD UNIT	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Base Unit	970 x 90 pixels	200 kb max	JPG, BMP, GIF or PNG	http://www.jivox.com/resources/
Expandable Unit	970 x 415 pixels	200 kb max	JPG, BMP, GIF or PNG	

VIDEO FILES

File Format / File Size	MOV, WMV, MP4, FLV, MPEG, MPG or AVI 60 mb max
Length	90 seconds max
Aspect Ratio	4:3 or 16:9
Resolution/Bitrate	300 x 224 - 1 mbps or better 480 x 360 - 1.5 mbps or better 640 x 480 - 2 mbps or better

AUDIO FILES *(optional, necessary only if provided video files don't include embedded audio)*

File Format / File Size	MP3, AAC or WAV 10 mb max
Length	90 seconds max
Bitrate	64 Kbps (250 Kbps max)

ADDITIONAL INFORMATION

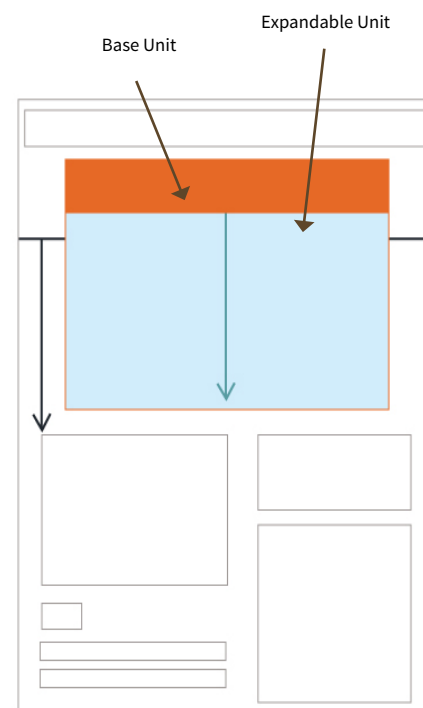
- Full URLs required for the video, images, buttons, etc.
- Penton reserves the right to edit images/copy that do not meet the specifications listed above

Additional details and spec info: http://www.jivox.com/resources/displayrisingstars_creativespecs.pdf

MATERIALS DUE

- 14 business days (excluding weekends or holidays) prior to posting

Pushdown Ad



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

913-967-7228 | Cynthia.Serna@penton.com

High Impact Ads: Floor Ad

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. Drive the audience to interact with content and messaging, and build brand leadership.

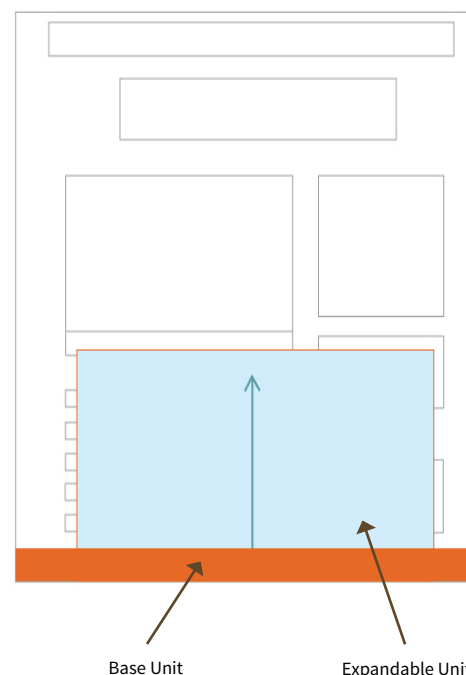
FLOOR AD	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Base Unit	970 x 40 pixels, 970 x 90 pixels or 1200 x 90 pixels	200 kb max (initial size); 300kb (polite size)	GIF, PNG, JPEG, Flash, Rich Media, 3rd party tag.	http://admarketing.penton.com/portfolio/floor-footnote
Expandable Unit	970 x 410 pixels or 1200 x 410 pixels			

- **Please note, Flash is no longer recommended due to browser restrictions.**
- Penton will be responsible for creating the HTML 5. Client only responsible for image, video and audio files.
- Advertiser submits third party tag/code
- 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 controls to mute the audio)
- Above specs are for creatives with some type of animation (JPG/GIF can be submitted for a static ad)
- Base Unit - FLA and SWF (fonts converted to outlines)
- Expandable Unit - FLA and SWF (fonts converted to outlines)

MATERIALS DUE

- 5 business days (excluding weekends or holidays) prior to posting

Floor Ad



Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

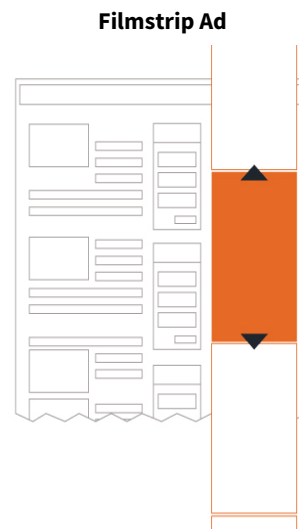
Contact:

Cynthia Serna

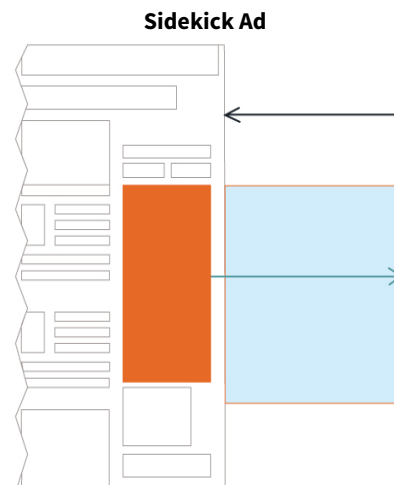
913-967-7228 | Cynthia.Serna@penton.com

Filmstrip, Sidekick & Jumbotron Ads

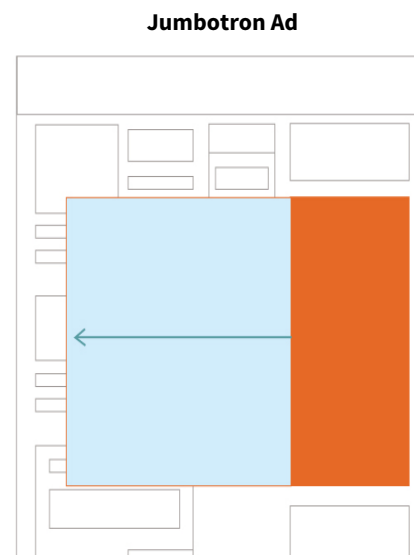
FILMSTRIP AD	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Base Unit	300x600px with Multiple Scenes	200 kb max	GIF, PNG, JPEG, HTML, Flash, Rich Media, 3rd party tag.	http://admarketing.penton.com/portfolio/filmstrip/



SIDEKICK AD	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Base Unit	300x250px OR 300x600px	200 kb max (initial size); 300kb (polite size)	GIF, PNG, JPEG, HTML, Flash, Rich Media, 3rd party tag.	http://admarketing.penton.com/portfolio/sidekick/
Expandable Unit	850x700px			



JUMBOTRON AD	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS	ADDITIONAL INFO
Base Unit	728x90px OR 970x90px	200 kb max (initial size); 300kb (polite size)	JPG, BMP, GIF or PNG	http://admarketing.penton.com/portfolio/jumbotron/
Expandable Unit	970x700px			



- **Please note, Flash is no longer recommended due to browser restrictions.**
- Full URLs required for the video, images, buttons, etc.
- Penton reserves the right to edit images/copy that do not meet the specifications listed above

Additional details and spec info: http://www.jivox.com/resources/displayrisingstars_creativespecs.pdf

MATERIALS DUE

- 5 business days (excluding weekends or holidays) prior to posting

Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

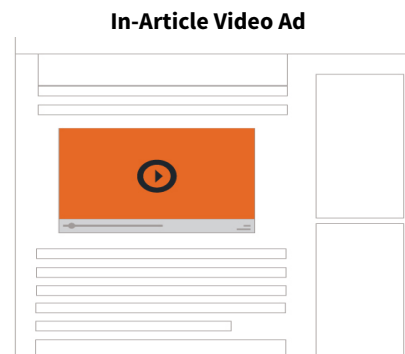
Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

In-Article Video Ad

IN-ARTICLE VIDEO AD	VIDEO DIMENSIONS	VIDEO FILE SIZES	VIDEO FILE FORMATS	ADDITIONAL INFO
In-Article Video	Max: 1920×1080, Min: 640×360. 15-60 seconds in length is optimal.	20 mb max	FLV, MP4, MOV, VAST, VPAID*, Youtube video key HTML5 as: 3rd party tag, DoubleClick Studio creative, DCM tag or self-contained HTML5.	http://admarketing.penton.com/portfolio/in-article-video/



ADDITIONAL INFORMATION

- **Please note, Flash is no longer recommended due to browser restrictions.**
- Full URLs required for the video, images, buttons, etc.
- Penton reserves the right to edit images/copy that do not meet the specifications listed above

Additional details and spec info: http://www.jivox.com/resources/displayrisingstars_creativespecs.pdf

MATERIALS DUE

- 5 business days (excluding weekends or holidays) prior to posting

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orders@penton.com

Fax: 913-514-7000

Contact:

Cynthia Serna

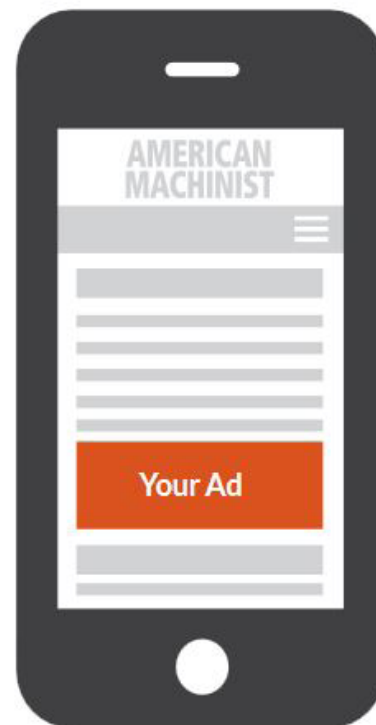
913-967-7228 | Cynthia.Serna@penton.com

Mobile

Page Wrap allows for an additional top 970x120 canvas above the site content (excludes NRN.com).

Mobile Ad

STANDARD UNITS	IMAGE DIMENSIONS	IMAGE FILE SIZES	IMAGE FILE FORMATS
Exclusive Ad Placement	320 x 50 pixels	15 kb max	GIF, PNG, JPG, Animated GIF, HTML5, 3rd party tags, 15K max file size



ADDITIONAL INFORMATION

- Penton is able to target mobile advertising similar to desktop web advertising, such as targeting to content areas, geographical locations, date, time of day, and more.
- All ads must comply with and meet Penton advertising policies and guidelines. This technology is rapidly changing, therefore ad specifications may be updated when necessary

MATERIALS DUE

- 14 business days prior to posting

Send Insertion Orders To:

orders@penton.com

Fax: 913-514-7000

Contact:

Cinthia Serna

913-967-7228 | Cinthia.Serna@penton.com

AD GUIDELINES & SPECS: Website

SPACE & AVAILABILITY

Your salesperson will work with you to determine actual available dates for your placement(s).

GENERAL GUIDELINES

- We reserve the right to approve all creative prior to launch.
- We reserve the right to edit, revise, or refuse advertising for any reason.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10 pt font) and the speed of any animation should reasonably allow the user to read the advertisement in its entirety.
- Any advertisement or content that can be misread by the user as news, feature, etc. must be clearly labeled as an “advertisement”.
- We are not responsible for errors in customer-created or third-party delivered advertisements.
- We are not responsible for errors in advertisements/placements which are submitted after the materials deadline.
- We do not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credits for incorrect ad placements/creatives in the form of “make-goods” will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- We reserve the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credits will be provided.
- Late delivery of materials may result in forfeiture of lost days in campaign.

MATERIALS SUBMISSION

- As a general rule, placements should be submitted 5 business days prior to deployment/live date. Some placements require more lead time to implement, so be sure to acknowledge the lead time for the placement within the guidelines.
- Materials can be sent to Cinthia Serna (Cinthia.Serna@penton.com)
- If you have any questions, please contact Cinthia Serna.

THIRD-PARTY AD TAGS

- Internal redirects, redirects, Java, iFrame and standard ad calls are accepted.
- Approved vendors include DART Motif, Atlas, PointRoll, MediaMind (EyeBlaster), Mediaplex.
- All other vendors should be run by your ad trafficker for testing and verification.
- Anti-caching documentation is required.

GENERAL TERMS

- American Machinist reserves the right to reject creative that it deems, in its sole opinion, to be inappropriate. Copy may be edited for length and clarity.
- For all ads with a frequency discount, a short rate will apply if an advertiser does not use the number of insertions upon which its billings are based.
- Unless advertiser/agency instructs otherwise, American Machinist will continue to run creative that is already on file for a campaign for each of the campaign’s placements. Of course, advertiser/agency is always free to submit new creative (or modify existing creative) for upcoming placements at any time prior to the creative deadlines.
- Bills Rendered: On or around the 29th of the month in which the placement runs.
- Unless otherwise specified, all placements shall abide by the IAB/AAAA Terms and Conditions
- All special requests for statistics reporting must be negotiated prior to the media buy and specified on the insertion order.
- Liability: Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.
- It is the advertiser’s/agency’s obligation to submit advertising materials in accordance with American Machinist’ existing criteria or specifications (including content limitations, technical specifications and material due dates) as posted on American Machinist’ website at the time of the signing of the IO. If advertising materials are late, Advertiser is still responsible for the media purchased pursuant to IO.
- When submitting e-mail copy, advertisers and agencies are advised that Microsoft Word is not an acceptable format for sending text, since it may insert automatic formatting that causes problems in mail servers. American Machinist is not liable for poor or improper display of any text that an advertiser or agency has prepared in Microsoft Word.
- If advertiser chooses to use a third-party service to deliver ads, American Machinist will not be held responsible for any technical errors caused by said third-party server. In the event American Machinist discovers that a third-party ad server is causing an error, the campaign will be pulled from the American Machinist site. Notification will come from American Machinist to the addresses on the IO. Said contactees will be responsible for notifying American Machinist when the error is fixed, at which point American Machinist will restore the campaign within one business day. The total impressions will be prorated due to the downtime, but the full fee will be charged as if no downtime had occurred.

IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you that do not meet our specifications.