



2018 EH Media Online Advertising Specifications

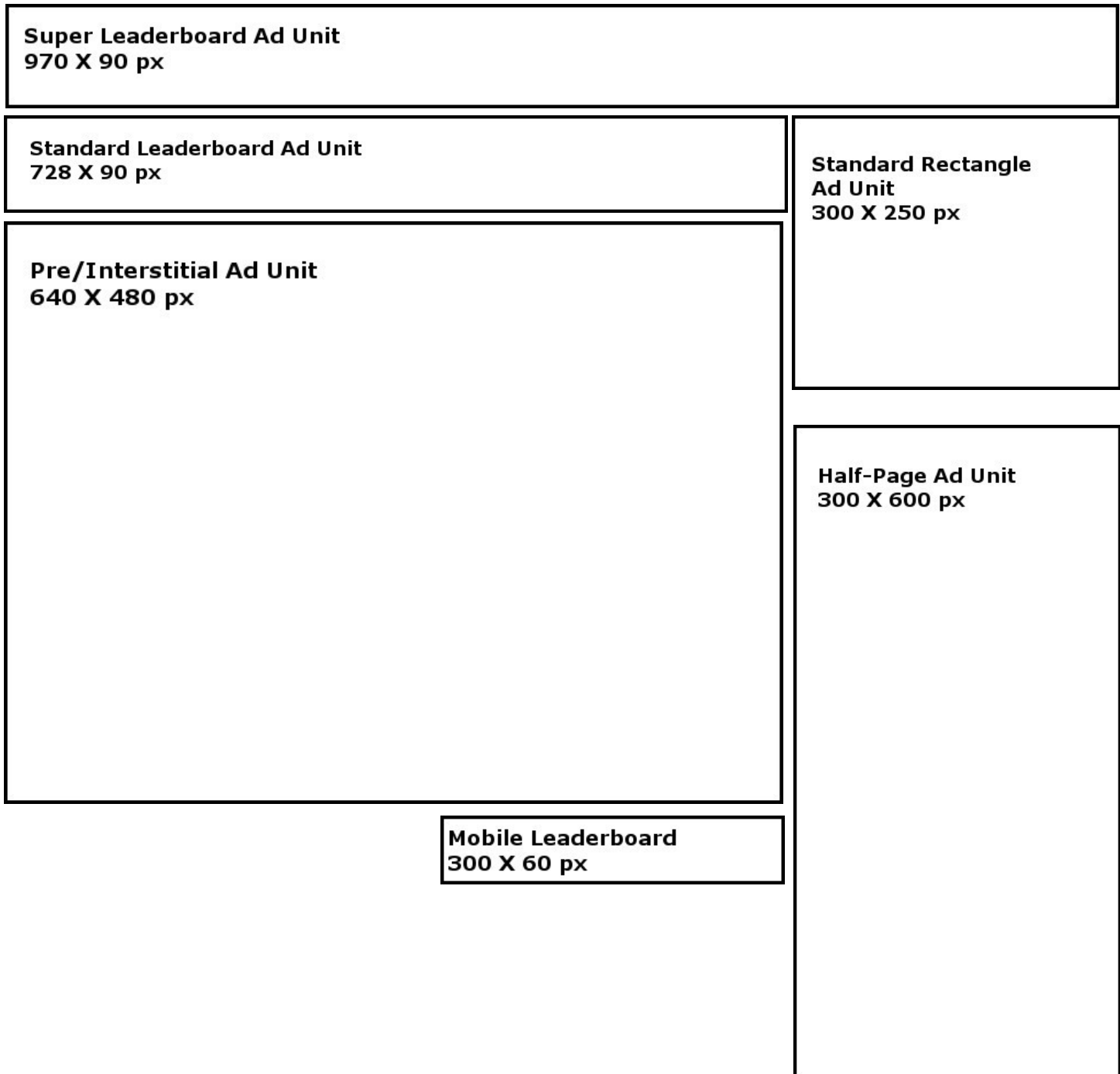
The following specifications apply to many of the EH Network of Sites including:

*CEPro.com CommercialIntegrator.com
SecuritySales.com CampusSafetyMagazine.com MyTechDecisions.com
ProSoundWeb.com RoboticsBusinessReview.com*

EH Publishing will review your advertising submissions to optimize your creative materials for our audience experience. Our staff will work with you to make sure you get the most value out of your advertising opportunity on the EH network of web sites. We reserve the right to ask you to edit your creative to meet our editorial and creative guidelines if necessary.

Standard Ad Unit Dimensions Supported on EH Network Sites* (images below not to scale)

**Not all EH Network sites support all ad unit types depicted; please see the chart at the bottom of this document.*



Ad Unit Specifications (EH Publishing follows IAB Display Advertising Guidelines)

Standard Static Image Based Ad Creative Specifications*			
Unit/Dimensions	File Types	Max File Size	Notes
Leaderboard 728X90px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times
Rectangle 300x250px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit also appears on mobile at proper dimensions
Super Leaderboard 970X90px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times
Half Page 300X600px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit also appears on mobile at proper dimensions
Pre/Interstitial 640X480px	.jpg, .gif, .png	40kb	We only accept static images for this larger ad unit. This ad unit will be resized appropriately on mobile for viewing
Mobile Leaderboard 300X60px	.jpg, .gif, .png	40kb	Animated GIF-based creatives may only loop 3 times This ad unit only appears on mobile devices

Rich Media Based Ad Creative Specifications*					
Unit/Dimensions	Rich Media Types	File Initial Load	Max Polite Load	Max User Initiated	Other
Leaderboard 728X90px	HTML5, 3 rd Party Served	40kb	100kb	Unlimited for streaming media from 3 rd party served ads	15 sec max for animation, 30 secs max for 3 rd party Video, user initiated audio, expandable to 728X180px
Rectangle 300x250px	HTML5, 3 rd Party Served	40kb	100kb	Unlimited for streaming media from 3 rd party served ads	15 Sec max for animation, 30 secs max for 3 rd party Video, user initiated audio, expandable to 600X250px
Super Leaderboard 970X90px	HTML5, 3 rd Party Served	40kb	100kb	Unlimited for streaming media from 3 rd party served ads	15 Sec max for animation, 30 secs max for 3 rd party Video, user initiated audio, expandable to 970X180px
Half Page 300X600px	HTML5, 3 rd Party Served	40kb	100kb	Unlimited for streaming media from 3 rd party served ads	15 Sec max for animation, 30 secs max for 3 rd party Video, user initiated audio, non-expandable
Pre/Interstitial 640X480px	We prefer to host serve and do not permit rich media in this ad position. We can however, support a 3 rd party 1X1 pixel for 3 rd party tracking purposes.				
Mobile Leaderboard 300X60px	HTML5, 3 rd Party Served	40kb	100kb	NA	15 sec max animation

EH Publishing Supports Ad Tags From Most 3rd Party Servers Including: DoubleClick(DART), Atlas, Sizmek, FlashTalking, and more...

***Note about Mobile Responsiveness:**

The majority of our websites are now mobile responsive, meaning that they automatically resize the display based on the device the user is using to visit the site. With standard JPEG, GIF, and PNG based ad media, the ads will automatically respond and resize themselves to be viewed properly on mobile and tablet devices. However, HTML5, rich media, and some 3rd party provided ad unit don't always respond properly. Please test your creatives for responsiveness prior to submission to us. If you cannot get your rich media unit to respond, please also submit a static JPEG, GIF or PNG as a backup unit to be displayed on mobile devices.

HTML 5 Best Practices and Guidelines: (Bear in mind that HTML 5 standards can vary, so our specifications are subject to change. We reserve the right to return HTML 5-based ad media that we cannot get to function properly in our ad serving environment.)

Optimize the for best user experience with your HTML 5 ads:

- Combine all supporting files e.g. JavaScript toolkits, libraries, Fonts, HTML, and CSS whenever possible.
- Consolidate images wherever possible.
- Be sure the clickable element(s) are set properly.
- Package assets to allow for maintaining a persistent connection.
- All assets and files should be delivered using relative paths.
- Use compression where applicable to minimize the file load size.
- Caching- Use CDN-hosted files and caching of static objects as much as possible.
- Provide inline CSS and use HTML to deliver initial display resources as much as possible. Limit initial dependencies on any render-blocking .js or .css.
- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH.
- HTML5 Created in Google Designer or Adobe Edge may require additional lead time for us to test and optimize for delivery.

Which Ad Units Are Supported On Which Sites?					
Leaderboard 728x90px	Rectangle 300x250px	Pre/Interstitial 640x480px	Super Leaderboard 970x90px	Half-Page 300x600px	Mobile Leaderboard 300x60px
CEPro	CEPro	CEPro	CEPro	CEPro	CEPro
Commercial Integrator	Commercial Integrator	Commercial Integrator	Commercial Integrator	Commercial Integrator	Commercial Integrator
TechDecisions	TechDecisions	TechDecisions	TechDecisions	TechDecisions	TechDecisions
Campus Safety	Campus Safety	Campus Safety	Campus Safety	Campus Safety	Campus Safety
Security Sales	Security Sales	Security Sales	Security Sales	Security Sales	Security Sales
ProSoundWeb	ProSoundWeb	ProSoundWeb	ProSoundWeb	ProSoundWeb	ProSoundWeb
RoboticsBusiness	RoboticsBusiness	NA	RoboticsBusiness	RoboticsBusiness	RoboticsBusiness

Working With EH Publishing for Your Online Ad Campaign:

- All ad media should be sent to ads@ehpub.com, which is sent to a group to ensure your ad campaign is deployed as scheduled.
- We require at least 3 days lead time for static image-based ads, and 7 days lead time to for any HTML 5 or Rich Media-based ads. Thank you!
- Please be sure to include the URL you would like your ads to click-through to. Even if the URL is embedded in your ad units themselves
- Please give us additional lead time when you are changing ad creatives during your campaign run.

Our Ad Server:

All ads on the EH Network of sites are served by OpenAdStream by AppNexus. Please review their consumer privacy policy at <http://www.appnexus.com/en/company/platform-privacy-policy>.

