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IRONMARKETS DIGITAL TECHNICAL SPECS

IRONMARKETS, along with its subsidiary brands — including *ForConstructionPros, Equipment Today, Rental, Asphalt Contractor, Concrete Contractor, Pavement Maintenance & Reconstruction, OEM Off-Highway, Green Industry Pros, IronPros, Supply & Demand Chain Executive* and *Food Logistics*, reserve the right to ask for revisions or reject any advertising it deems does not coincide, in its sole opinion, with the standards set in place.

SELECT ANY OF THESE SHORTCUTS TO BE TAKEN DIRECTLY TO THOSE SPECIFICATIONS:

EMAIL DEPLOYMENT

Option 1: Client Supplied Email

All material due 10 business days in advance

- Pre-designed HTML email message:
  - Third party tags are not accepted
  - Include full image paths in the code (ex: http://domain.com/images/graphic1.jpg)video or provide images
- Subject Line: 70 characters max (including spaces) 7-9 words recommended
  - If a trigger send is necessary, please send 2 subject lines with materials.
- (Optional) Pre-header: 80 characters max (including spaces)
- Best Practices:
  - Standard template width is 600px
  - Place a stealth link within your HTML code to reduce unwanted clicks. Learn more here
  - An email made entirely of images is **not** recommended because email platforms may block the images
  - An HTML email should be a balanced combination of text and images, with a clear call to action.
  - We do not recommend using emojis in subject lines or email content as this can lead to delivery challenges.

Option 2: IRONMARKETS Designed Email

All material due 10 business days in advance

- Design Concept: Include PDF or Word doc of the desired design, instructions, and overall campaign goals
- Creative: Include images, company logo, products, and Click URL(s) with linking instructions
- Subject Line: 41 characters max or 7 words (including spaces)
- (Optional) Pre-header: 50 characters max (including spaces)

REVIEW PROCESS:

A final proof will be distributed by email with a link for approval. Scheduled deployments will occur when the main point of contact has approved the deployment test. Include additional seed list or test email addresses as needed.

Email Deployment Examples:

Webinar Promotion Email   SDCE Client Email
FLOG Client Email   OEM Client Email
GIP Client Email   FCP Client Email

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CUSTOM NEWSLETTER SPECS

All material due 10 business days in advance

- Content may be written by IRONMARKETS or provided by the client
- Client provides the ad creative
- See a template example here

Client Provided Content:
- 2 to 3 articles with one photo per article IRONMARKETS design team will use photos based on best fit)
- Confirm if IRONMARKETS or client will be hosting the content

Header Image:
- 600x200px static JPG, PNG, or GIF
- Click URL

Choose 2 of the 3 newsletter ads below:
- Leaderboard:
  - 600x100px static JPG, PNG, or GIF
  - Click URL
- Medium Rectangle:
  - 300x250px static JPG, PNG, or GIF
  - Click URL
- Sponsored Placement:
  - 210x140px static JPG, PNG, or GIF
  - Headline: 3-5words
  - Body Copy: 300 characters max (including spaces)
  - Click URL

Custom Newsletter Examples:
FCP Caterpillar
PVM KM International
OEM Volvo Penta
GIP Cub Cadet

NEWSLETTER AD SPECS

Newsletter Leaderboard Placement

All material due 10 business days in advance

- Image: 600x100px JPG, PNG, or GIF (static or animated)
- Max download file size of 150KB
- Click URL
- Third Party Tags or 1x1 pixel trackers are **not** accepted

Newsletter Sponsored Placement

All material due 10 business days in advance

- Image: 320x180px JPG or PNG (static)
- Max download file size of 200KB
- Headline: 5-7 words
- Body Copy: 300 characters max (including spaces)
  - No URLs or bullet points within body copy
- CTA Text
- Click URL

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Newsletter Examples:
FCP Newsletter Example
OEM Newsletter Example
GIP Newsletter Example
FLOG Newsletter Example
SDCE Newsletter Example

PRODUCT SHOWCASE SPECS

All material due 10 business days in advance

- Image: 280x157px JPG or PNG (static)
    - o Best practice: logo should be separate from image (this will be included below)
- Horizontal Logo:
    - o High-resolution
    - o JPG or PNG (static)
    - o 16:9 aspect ratio
- Headline: 36 characters max (including spaces)
- Body Copy: 400 characters max (including spaces)
- CTA Text: 34 characters max (including spaces)
- Click URL

Product Showcase Examples:
FCP Product Showcase Example
OEM Product Showcase Example
GIP Product Showcase Example

DISPLAY AD SPECS

Website Banners

All material due 10 business days in advance

- Standard Image Sizes: Max download file size of 1MB
    - o 970x90px, 728x90px, 300x50px, 300x600px, 300x250px
- Premium Image Sizes: Max download file size of 1MB
    - o Billboard: 970x250px
- Format: Acceptable file types below
    - o JPG, PNG, or GIF (static or animated)
    - o Third party tags
    - o HTML5 (must be served within third party tags)
- Click URL

View Example Ads

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Audience Extension/Website Retargeting

All material due 10 business days in advance

- Standard Image Sizes: Max download file size of 300KB
    - o 970x90px, 728x90px, 300x50px, 300x600px, 300x250px
- Additional Image Sizes (Optional)
    - o 160x600px, 320x50px, 970x250px
- Format: Acceptable file types below
    - o JPG, PNG, or GIF (static or animated)
    - o Third party tags
    - o HTML5 (must be served within third party tags)
- Click URL

Geofencing Banners

All material due 10 business days in advance

- Standard Image Sizes: Max download file size of 1MB
    - o 970x90px, 728x90px, 300x50px, 300x600px, 300x250px, 160x600px
- Format: Acceptable file types below
    - o JPG, PNG, or GIF (static or animated)
    - o Third party tags (must be served with *one* creative size from list above)
    - o HTML5 (must be served within third party tags)
- Click URL

Native Ad

All material due 10 business days in advance

- Image: 1600x900px JPG or PNG
    - o Recommended: Provide 2 different images for rotation
- Headline: 20 characters min, 75 characters max (including spaces)
- Body Copy: 150 characters max (including spaces)
- Click URL
    - o If using multiple creatives, only one URL can be used
- Third party tags are **not** accepted

View Example Ads

Responsive Reskin Ad

All material due 10 business days in advance

- Images:
    - o 300x250px transparent PNG (containing important marketing message and call to action)
    - o 1658x1058px high resolution background JPG or PNG (branding, imagery, color, etc.)
    - o Max download file size of 1MB
- Click URL
- Third party tags are **not** accepted
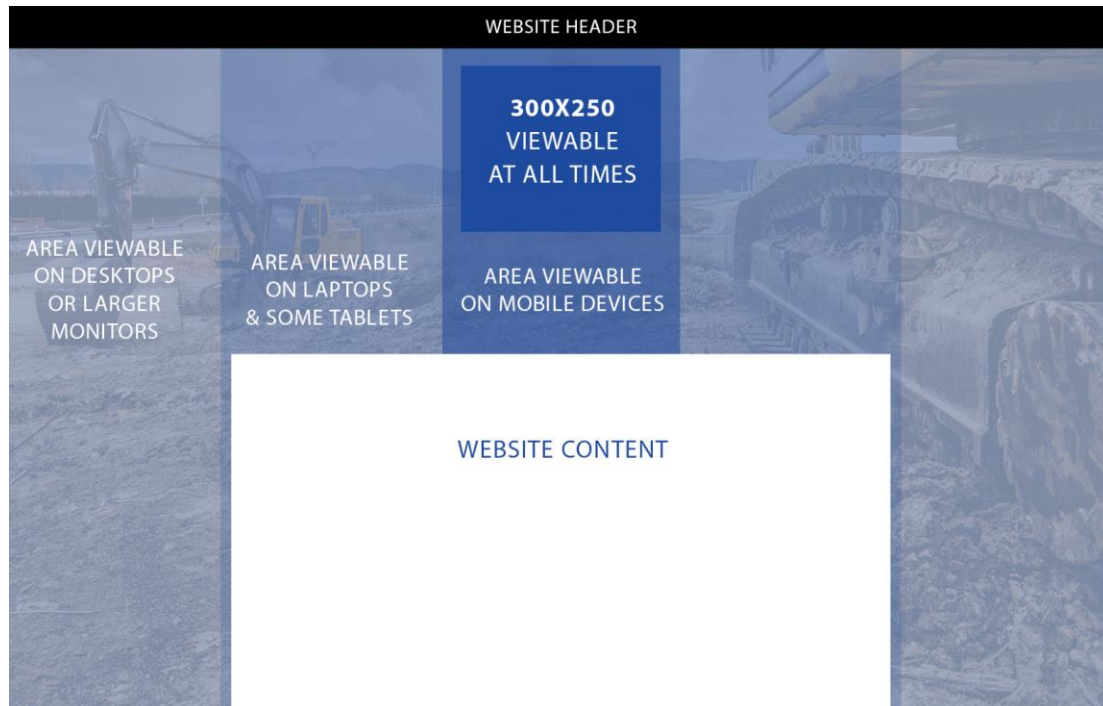- See the image below for live area dimensions

View Example Ad

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SOCIAL MEDIA SPECS

Social Standard Ad

All material due 10 business days in advance

- Facebook/Instagram:
    o Image:
        ▪ 1200x628px, 1080x1080px, 1080x1920px (static or animated)
        ▪ Acceptable file types: JPG or PNG
        ▪ Max file size: 30MB
    o Copy:
        ▪ Headline: 27 characters max
        ▪ Body Copy: 125 characters max
        ▪ Link Description (Optional): 27 characters max
        ▪ Click URL
- LinkedIn:
    o Image:
        ▪ 1200x628px (static or animated)
        ▪ Acceptable file types: JPG, PNG, or GIF
        ▪ Max file size: 5MB
    o Copy:
        ▪ Headline: 70 characters max
        ▪ Body Copy: 150 characters max
        ▪ Link Description (Optional): 70 characters max
        ▪ Click URL

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- Twitter:
  - Image:
    - 1200x628px (static or animated)
    - Acceptable file types: JPG or PNG
    - Max file size: 5MB
  - Copy:
    - Headline: 25 characters max
    - Body Copy: 280 characters max
    - Click URL
- YouTube:
  - Bumper (short, non-skippable video ads):
    - Run time: 6 seconds max
    - Resolution: 300x60px or 300x250px or 640x360px
  - Standard (appears on the page)
    - Image: 300x250px, 300x60px, 300x600px JPG, PNG, or GIF
  - Overlay (appears on lower 20% of video, desktop display only)
    - Image: 728x90px or 468x60px overlay
      - OR: 300x250px companion banner
  - Discovery
    - 640x360px or 480x360px
    - Headline: 25 characters max
    - Description: 35 characters max

View Example Ad

Social Video Ad

All material due 10 business days in advance

- Video:
  - MOV or MP4 files are ideal (supported video formats)
  - Horizontal Aspect ratio 16:9 or square 1:1 aspect ratio (supported aspect ratios)
  - Resolution: 720px min
  - File size: 4 GB max
  - Facebook length: 240 minutes max
  - Thumbnail image: 1200x675px 16:9 aspect ratio
  - Text (Optional): 2,200 characters max
    - Send as an SRT.US file
- Copy:
  - Text: 125 characters max
  - Headline: 27 characters max
  - CTA Text (Optional): 27 characters max
  - Click URL

Facebook Carousel Ad

All material due 10 business days in advance

- Image/Video:
  - 1080x1080px
  - 1:1 Ratio
  - Cards: 2 min, 10 max per carousel ad
  - MOV or MP4 files are ideal for video (supported video formats)
  - Facebook length: 240 minutes max
  - File size: 4 GB max (video), 30MB max (image)

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- Copy:
  - o Headline: 32 characters max
  - o Body Copy: 125 characters max
  - o Link description: 18 characters max (each image)
  - o Click URL (each image)

VIDEO ADVERTISING SPECS

Pre-Roll Video Specs

All material due 10 business days in advance

- 16:9 aspect ratio video
- Length: 15 seconds max
- Click URL
- MP4 or third party tags are accepted (JW player/onsite)
- Desktop player dimensions are 550x310. Please note the video player is responsive and dimensions will change according to the size of the viewing device

In-Article/In-Content Video Specs

All material due 10 business days in advance

- 16:9 aspect ratio video
- Length: 15 seconds min, 30 seconds max
- 4 MB file size max
- Click URL
- MP4 format or third party VAST tags (2.0 or 3.0) are accepted
- Desktop player dimensions are 550x310. Please note the video player is responsive and dimensions will change according to the size of the viewing device

PODCAST SPECS

15-30 Second Commercial

All material due 30 business days in advance

- Script: 60 words min, 80 words max
  - o Copy can be supplied to IRONMARKETS to be recorded
  - o Idea can be supplied to IRONMARKETS to be written and recorded

Sponsored Podcast

All material due 30 business days in advance

- Image: High Resolution Logo
- Formats:
  - o Preferred: M4A
  - o Others accepted: WAV, MOV, AIF, MP4
- Word Count:
  - o Episode title: 15 characters min, 20 characters max
  - o Episode subtitle: 20 characters min, 25 characters max
  - o Episode summary: 75 characters min, 100 characters max
- Other Notes:
  - o If IRONMARKETS is creating the podcast, client will be put in touch with an editor (talking points are required)
  - o If client is creating the podcast:
    - ▪ Editing notes we need to know with reference to timecodes
    - ▪ Spelling and title of participants
    - ▪ Podcast publication date
    - ▪ If podcast includes mid-roll commercial, suggested timecode

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SPONSORED CONTENT/HOSTED ARTICLE SPECS

All material due 10 business days in advance

- High Resolution Logo: 16:9 aspect ratio
- Headline: 75 characters max (including spaces)
- Teaser: 255 characters max (including spaces)
- Body Copy:
    - Submit as a word document (no character limit)
    - Include URLs in the copy as well as images or videos as desired
    - Image: JPG or PNG (static)
    - Videos: send as separate embedded code

LEAD GENERATION SPECS

All material due 10 business days in advance

- Acceptable asset types:
    - Whitepaper
    - eBook
    - Case Study
    - Industry Research
    - Spec Guide
    - Comparison Guide
    - Large Infographic
    - Long Format Video (online course or tutorials)
- Imagery associated with the asset
- High resolution company logo
- Landing page copy:
    - Headline: 75 characters or less recommended (including spaces)
    - Teaser: 255 characters max (including spaces)
    - Description of asset/body copy: A few brief paragraphs is recommended
- Filters for audience targeting
- TAL or ABM list (if applicable)
- Suppression list (if applicable)
- Name and email of person(s) to receive the leads

Landing page example

CLIENT PRESS RELEASE SPECS

All material due 10 business days in advance

Press release must be promoting a launch, event, etc. If the press release is product coverage this will be denied via our partner CISION.

- Copy:
    - Headline: 55 characters min, 170 characters max
    - Pull Out Quote: 300 characters max
    - Press release image caption
    - Summary/Teaser & Body
- Images:
    - Press release JPG or PNG
    - High resolution company logo

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- Information needed:
    - o Company Headquarters (city and state)
    - o Company website
    - o Company and/or product boilerplate
    - o PR contact information: name, company, website, phone, email

Press Release Email Example

WEBINAR SPECS

All material due 8 weeks in advance

Webinars can be Live (video or audio) or Simu-live/Pre-recorded (audio)

- Information needed:
    - o Webinar title
    - o Webinar date and time with time zone
    - o Webinar description
    - o Speaker information
        - ▪ Name
        - ▪ Title and Company
        - ▪ Short bio (100 words max)
    - o Confirm registration fields
        - ▪ Standard: Name, Email, Work Phone, Job Title, Company, Industry, Country
    - o Emails of those to be included in the Webinar and Prep Session, including speakers
- Images: JPG or PNG
    - o High resolution company logo
    - o Speaker headshots
- Optional features
    - o Custom registration questions
        - ▪ Max of 3 – Yes/no, true/false, multiple choice, open text field, etc...
    - o Image to be used for promotional materials
    - o Additional platform options for webinar
        - ▪ Poll Questions: yes/no, single answer, multiple choice
        - ▪ Downloadable resources: PDFs, URLs, links to videos etc...
        - ▪ Video: upload a video to be shown during your webinar (MP4)
        - ▪ Screen Share: great for showing a demo
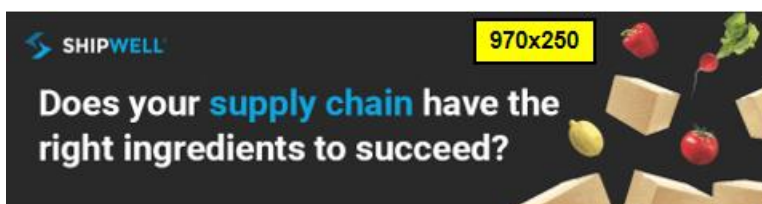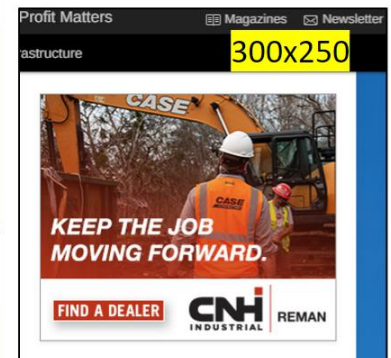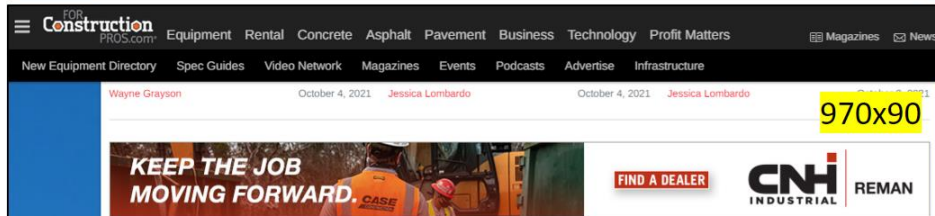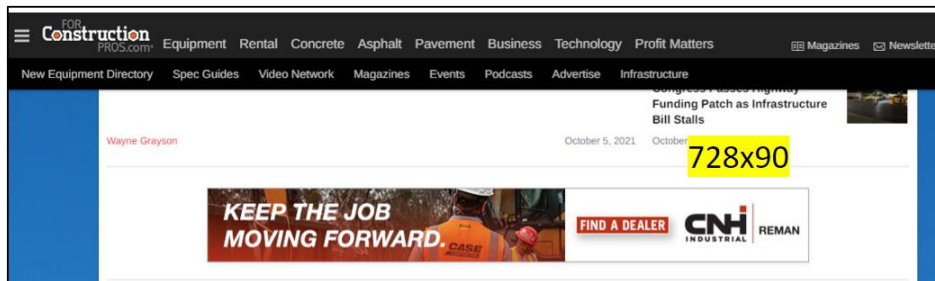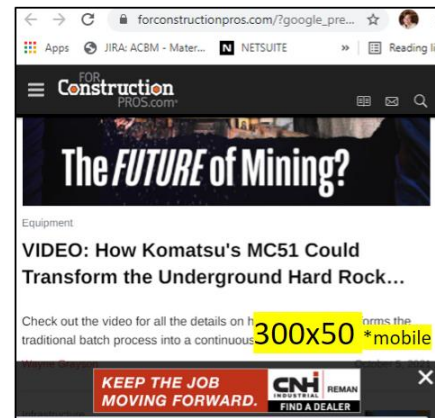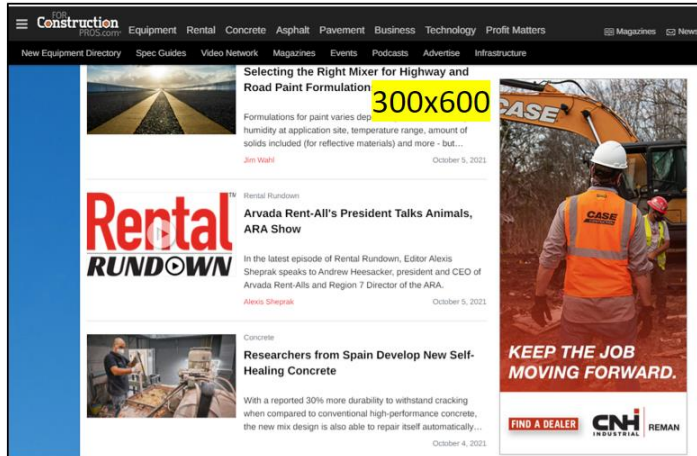   - ▪ Post-Webinar survey: get immediate feedback about your presentation

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IMAGE EXAMPLES:

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Native Ad Example:

Social Media Ad Example:

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