

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](#)
[Custom Newsletter](#)
[Newsletter Ads](#)
[Product Showcase](#)
[Display Ad](#)
[Social Media](#)

[Video Advertising](#)
[Podcast](#)
[Sponsored Content/Hosted Article](#)
[Lead Generation/PPL](#)
[Client Press Release](#)
[Webinar](#)

EMAIL DEPLOYMENT

Option 1: Client Supplied Email

All material due 10 business days in advance

- Pre-designed HTML email message:
 - o Third party tags are not accepted
 - o 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
 - o If a trigger send is necessary, please send 2 subject lines with materials.
- Pre-header: 80 characters max (including spaces)
- Best Practices:
 - o Standard template width is 600px
 - o Place a stealth link within your HTML code to reduce unwanted clicks. [Learn more here](#)
 - o An email made entirely of images is **not** recommended because email platforms may block the images
 - o An HTML email should be a balanced combination of text and images, with a clear call to action.
 - o 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)
- 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](#)
[FLOG Client Email](#)
[GIP Client Email](#)
[SDCE Client Email](#)

[OEM Client Email](#)
[FCP Client Email](#)

CUSTOM NEWSLETTER SPECS

All material due 10 business days in advance

- Content may be written by IRONMARKETS or provided by the client
 - o If written by IM, subject to additional costs
- 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:
 - o 600x100px static JPG, PNG, or GIF
 - o Click URL
- Medium Rectangle:
 - o 300x250px static JPG, PNG, or GIF
 - o Click URL
- Sponsored Placement:
 - o 210x140px static JPG, PNG, or GIF
 - o Headline: 3-5words
 - o Body Copy: 300 characters max (including spaces)
 - o 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)
 - o No URLs or bullet points within body copy
- CTA Text
- Click URL

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)
- Separate 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](#)

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

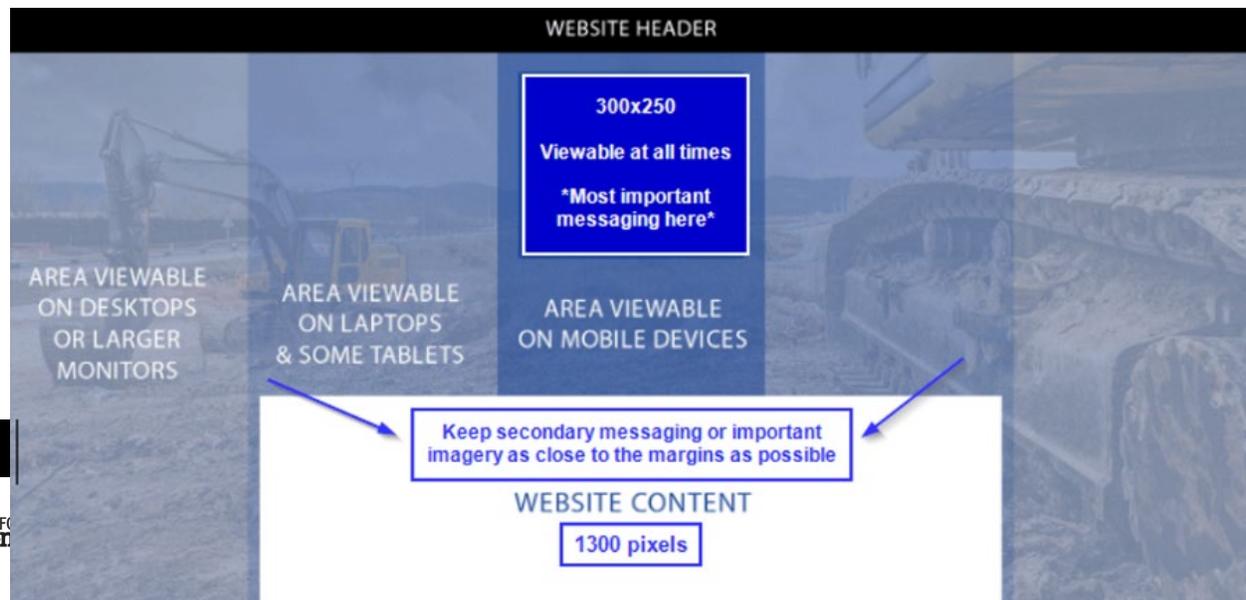
[View Example Ads](#)

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](#)



SOCIAL MEDIA SPECS

All material due 10 business days in advance

- Facebook/Instagram:
 - o Image Ad:
 - 1200x628px, 1080x1080px, 1080x1920px (static or animated)
 - Acceptable file types: JPG, PNG, or GIF
 - Max file size: 30MB
 - o Carousel Ad:
 - 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)
 - o Video Ad:
 - 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
 - o Copy:
 - Headline: 27 characters max
 - Body Copy: 125 characters max
 - Link Description (Optional): 27 characters max
 - Click URL
- LinkedIn:
 - o Image Ad:
 - 1200x628px (static)
 - Acceptable file types: JPG or PNG
 - Max file size: 5MB
 - o Video Ad:
 - Length: 15-30 seconds recommended (3 seconds to 30 minutes capability)
 - File size: 78KB-500MB
 - File format: MP4
 - Aspect ratio: 16:9 landscape, 1:1 square
 - o Copy:
 - Headline: 70 characters max
 - Body Copy: 150 characters max
 - Click URL
- YouTube:
 - o 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](#)

VIDEO ADVERTISING SPECS

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
- 3 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

Connected TV (CTV) Video Specs

All material due 10 business days in advance

- 16:9 aspect ratio video
- Size: 1280x720 (sometimes notated as 720p)
- Length: 15 seconds min, 30 seconds max
- 3 MB file size max
- Click URL
- MP4 format or third party VAST tags (2.0) are accepted

PODCAST SPECS

15-30 Second Commercial

All material due 30 business days in advance

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

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:
 - o Submit as a word document (no character limit)
 - o Include URLs in the copy as well as images or videos as desired
 - o Image: JPG or PNG (static)
 - o Videos: send as separate embedded code
 - o *Please note that all content is subject to review and approval from Iron Market's Editorial team*
 - [Editorial Guidelines can be viewed here](#)

LEAD GENERATION SPECS

All material due 10 business days in advance

- Acceptable asset types:
 - o Whitepaper
 - o eBook
 - o Case Study
 - o Industry Research
 - o Spec Guide
 - o Comparison Guide
 - o Large Infographic
 - o Long Format Video (online course or tutorials)
- Imagery associated with the asset
- High resolution company logo
- Landing page copy:
 - o Headline: 75 characters or less recommended (including spaces)
 - o Teaser: 255 characters max (including spaces)
 - o 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:
 - o Headline: 55 characters min, 170 characters max
 - o Pull Out Quote: 300 characters max
 - o Press release image caption
 - o Summary/Teaser & Body
- Images:
 - o Press release JPG or PNG
 - o High resolution company logo
- 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

CALL US
Tel: 800.338.5544

MEDIA KIT
WEBSITES

ConstructionNetworkMediaKit.com | OEMOffHighwayMediaKit.com
LandscapNetworkMediaKit.com | SupplyChainNetworkMediaKit.com

IMAGE EXAMPLES:

FOR
Construction
PROS.com[®]

Equipment
TODAY

Rental[™]

ASPHALT
CONTRACTOR

CONCRETE
CONTRACTOR

PAVEMENT[™]
MAINTENANCE & RECONSTRUCTION

OEM OFF-HIGHWAY

GREEN
INDUSTRY
Pros

Snow PRO

SDC SUPPLY & DEMAND CHAIN
EXECUTIVE

Food
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MEDIA KIT
WEBSITES

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LandscapNetworkMediaKit.com | SupplyChainNetworkMediaKit.com

Website Banner Examples:

FOR Construction PROS.com
Equipment Rental Concrete Asphalt Pavement Business Technology Profit Matters
New Equipment Directory Spec Guides Video Network Magazines Events Podcasts Advertise Infrastructure

Selecting the Right Mixer for Highway and Road Paint Formulation **300x600**
Formulations for paint varies depending on humidity at application site, temperature range, amount of solids included (for reflective materials) and more - but...
Jim Wahl October 5, 2021

Rental RUNDOWN
Arvada Rent-All's President Talks Animals, ARA Show
In the latest episode of Rental Rundown, Editor Alexis Sheprak speaks to Andrew Heesacker, president and CEO of Arvada Rent-Alls and Region 7 Director of the ARA.
Alexis Sheprak October 5, 2021

Concrete
Researchers from Spain Develop New Self-Healing Concrete
With a reported 30% more durability to withstand cracking when compared to conventional high-performance concrete, the new mix design is also able to repair itself automatically...
October 4, 2021

KEEP THE JOB MOVING FORWARD.
FIND A DEALER CNH INDUSTRIAL REMAN

forconstructionpros.com/?google_pre...
Apps JIRA: ACBM - Mater... NETSUITE Reading list

FOR Construction PROS.com

The *FUTURE* of Mining?
Equipment
VIDEO: How Komatsu's MC51 Could Transform the Underground Hard Rock...
Check out the video for all the details on how Komatsu is transforming the traditional batch process into a continuous process.
300x50 *mobile

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FOR Construction PROS.com
Equipment Rental Concrete Asphalt Pavement Business Technology Profit Matters
New Equipment Directory Spec Guides Video Network Magazines Events Podcasts Advertise Infrastructure

Funding Patch as Infrastructure Bill Stalls
Wayne Grayson October 5, 2021
728x90

KEEP THE JOB MOVING FORWARD.
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Profit Matters
Infrastructure
300x250

KEEP THE JOB MOVING FORWARD.
FIND A DEALER CNH INDUSTRIAL REMAN

FOR Construction PROS.com
Equipment Rental Concrete Asphalt Pavement Business Technology Profit Matters
New Equipment Directory Spec Guides Video Network Magazines Events Podcasts Advertise Infrastructure

Wayne Grayson October 4, 2021 Jessica Lombardo October 4, 2021 Jessica Lombardo
970x90

KEEP THE JOB MOVING FORWARD.
FIND A DEALER CNH INDUSTRIAL REMAN

SHIPWELL **970x250**
Does your supply chain have the right ingredients to succeed?

Native Ad Example:

FOR Construction PROS.com

Equipment TODAY

Rental

ASPHALT CONTRACTOR

CONCRETE CONTRACTOR

PAVEMENT MAINTENANCE & RECONSTRUCTION

OEM OFF-HIGHWAY

GREEN INDUSTRY Pros

Snow PRO

SUPPLY & DEMAND CHAIN EXECUTIVE

Food Logistics

IRONMARKETS CONNECTED SOLUTIONS

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MEDIA KIT
WEBSITES

ConstructionNetworkMediaKit.com | OEMOffHighwayMediaKit.com
LandscapNetworkMediaKit.com | SupplyChainNetworkMediaKit.com



Sponsored

Ready for what's next **Headline**

With Cat® Dozers, you're ready to push ahead of the competition—and keep more money in your pocket.

March 8, 2022

Body Copy

Social Media Ad Example:

Facebook mobile news feed interface showing a sponsored advertisement for ForConstructionPros.com. The ad content includes:

- Header: ForConstructionPros.com Sponsored
- Text: Tune in Wed's as Brad Humphrey & Caterpillar experts explain how to retain employees & run a successful construction business. (Callout: **Body Copy**)
- Graphic: Sponsored by Construction Network CATERPILLAR. TCBF THE CONTRACTOR'S BEST FRIEND PODCAST.
- Call to Action: SEASON 6 - LISTEN NOW >>
- Link: FORCONSTRUCTIONPROS.COM Construction Biz Tips Listen to the podcast today! (Callout: **Title**)
- Interaction: 9 likes, Like button, Share button. (Callout: **Link Description**)

FOR Construction PROS.com

Equipment TODAY

Rental

ASPHALT CONTRACTOR

CONCRETE CONTRACTOR

PAVEMENT MAINTENANCE & RECONSTRUCTION

OEM OFF-HIGHWAY

GREEN INDUSTRY Pros

Snow PRO

SUPPLY & DEMAND CHAIN EXECUTIVE

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