plate

FOOD
PERSONALITIES
INSPIRATION
CULTURE
COMMUNITY

Print and Digital Specifications

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Ad Specifications for Plate Magazine

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
Spread	18.25 x 11″	18 x 10.75″	17 x 9.75″	17 x 9.75″
Page	9.25 x 11″	9 x 10.75″	8 x 9.75″	8 x 9.75″
1/2 Island	5.875 x 8.3125″	5.625 x 8.0625″	4.75 x 7.25″	4.75 x 7.25″
1/2 Horizontal	9.25 x 5.875″	9 x 5.625″	7.25 x 4.75″	7.25 x 4.75″
1/2 Vertical	4.625 x 11″	4.375 x 10.75″	4 x 9.50″	4 x 9.50″
1/3 Square	5.875 x 6″	5.625 x 5.75″	4.75 x 4.875″	4.75 x 4.875″
1/3 Vertical	3.375 x 11″	3.125 x 10.75″	2.25 x 9.50″	2.25 x 9.50″

ALWAYS KEEP LIVE MATTER 1/2 INCH FROM TRIM.

Digital Specification Highlights

- The magazine is a 9″x 10.75″ trim, perfect-bound publication
- Ad corrections to be made by publisher will be billed at a rate of $150/hour
- Press-optimized PDFs (PDF-X1a) preferred
- Artwork must be a minimum of 266-300 dpi
- Art should be saved as CMYK or Grayscale (not RGB)
- Fonts must be embedded. If supplying native Mac files, please package all images and fonts

PRINTING METHOD: web offset, perfect bound

COLOR PROOFS: one press-suitable proof

INSERTS: contact the publisher about specifications for supplied inserts or for a quote on printing

Send Print Advertising Materials to:

AMY CARTER | PRODUCTION MANAGER

Phone: 773.376.0344   *Fax:* 312.266.3363

Email: PRINTMATERIALSPLATE@PLATEONLINE.COM

Upload to MTG File Transfer Site: HTTP://SENDIT.MTGMEDIAGROUP.COM

Web Ad Specifications for Plateonline.com

All specifications are detailed on the following pages.

Leaderboard Ad | 728 x 90 PIXELS

Your banner ad rotates randomly throughout plateonline.com.

DISPLAY SIZE: 728 (w) x 90 (h) pixels | **FILE SIZE:** 40 KB max

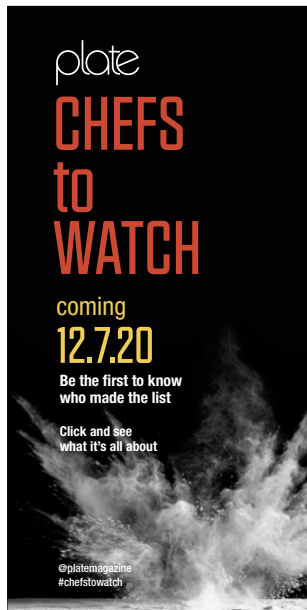**APPEARS:** at top of page, middle, footer, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

Materials Due:

Unless otherwise indicated, all materials for web ads are due TWO WEEKS (10 business days) prior to post date.

VIDEO AD OPTION FOR WEB ADS

Plateonline visitors can click on your digital ad and be directed to your website or other channel where they can play a video. Select digital ads (300 px x 250 px) have an option for video that is viewed on **plateonline.com**.

Video specifications and upload instructions.

Send Web Ad Materials to:

AMY CARTER | PRODUCTION MANAGER

Phone: 773.376.0344

Email: PRINTMATERIALSPLATE@PLATEONLINE.COM

Upload to MTG File Transfer Site: HTTP://SENDIT.MTGMEDIAGROUP.COM

Right Sidebar or Video Ad | 300 x 250 PIXELS

Your right sidebar ad appears on the right hand side of the page throughout plateonline.com.

300 x 250

DISPLAY SIZE: 300 (w) x 250 (h) pixels

FILE SIZE: 40 KB max

APPEARS: on right side of page, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

Right Sidebar Ad | 300 x 600 PIXELS

Your right sidebar ad appears on the right side of the page, below the smaller right sidebar or video ad (300 x 250) throughout plateonline.com.

300 x 600

DISPLAY SIZE: 300 (w) x 600 (h) pixels

FILE SIZE: 40 KB max

APPEARS: on right side of page, below right sidebar ad or video (300 x 250), run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

Filmstrip Ad

Your filmstrip ad appears on the right side of the page, below the smaller right sidebar or video ad (300 x 250) throughout plateonline.com, and scrolls within the viewable 300 x 600 pixel window.

300 x 600 window

DISPLAY SIZE: 300 (w) x 600 (h) pixels. Total ad size is 300 x 3000 scrolls (There are five 300 x 600 segments.)

FILE SIZE: 40 KB max

APPEARS: on right side of page, run of site

MATERIALS NEEDED:

- HTML 5, (follow IAB Specs), as well as JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

MATERIALS DUE: HTML 5 ads require time for testing. Submit all materials in a zipped folder THREE WEEKS (15 business days) prior to launch date. All other materials must be submitted TWO WEEKS (10 business days) prior to launch date.

Billboard Ad | 970 x 250 PIXELS

Your billboard ad runs in the header section of each page throughout plateonline.com.

DISPLAY SIZE: 970 (w) x 250 (h) pixels

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

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In-Article Ad

Your in-article ad runs at the start of the each full story throughout plateonline.com.

VIDEO

DISPLAY SIZE: 300 (w) x 250 (h) pixels

FILE SIZE: 40 KB max

APPEARS: on right side of page, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Optional video (to generate click-throughs and drive traffic to your website) **Video specifications and upload instructions**
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

AD IN POSITION ON PAGE

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Sponsored Recipe with Photo

Your sponsored recipe ad appears on the plateonline.com recipe search page results if terms match. (See Plate Recipes Newsletter for placement on page)

RECIPE
PHOTO
256 x 165

LOGO MAX 256 x 88

TEXT: Recipe Name, Sponsored by Name (100 characters max, including spaces)

IMAGE: JPG, GIF or PNG file 256 x 165 pixels

LOGO: PNG file with transparent background, max 256 (w) x 88 (h) pixels

FILE SIZE: 40 KB max

APPEARS: Sponsored Recipe ads appear on the recipe search page results if terms match. Ads will run in 3rd position, then every 5th position. Ad delivery methods include Contextual Parameters, when a user searches and their terms match the contextual parameters chosen by the advertiser, when a term appears in the URL or when a term appears in the item's Section Placement Taxonomy, plus additional options. Note that images and ad widths will vary by page size.

MATERIALS NEEDED:

- Recipe name, company name, advertiser logo (PNG file with transparent background, max 256 pixels (w) and 88 pixels (h)) and recipe image (JPG, GIF or PNG 256 x 165 pixels)
- URL (to generate click-throughs and drive traffic to your website)
- Email in a zipped folder to: **webmaterialsplate@plateonline.com**

OTHER: Flash is not accepted.

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Third Party eBlast Guidelines

WHAT YOU NEED TO PROVIDE:

- HTML file and Plain Text file (not embedded in an email or a forwarded eblast)
- Subject Line for the message
- Test Seed List: Advertiser and agency email addresses to receive test blast
- Final Blast Seeds List (if different than test seed list)
- Suppression File (signed waiver will be required if no suppression file is available)

All blasts must adhere to the CAN SPAM Act of 2003. In order to conform both versions of the creative MUST include the advertiser's physical address.

IMPORTANT POINTS FOR SUBMITTING GRAPHICS AND LISTS:

- Creative assets: Hosted HTML (**Not sent as a forwarded email or embedded in an email**)
- All images must be hosted by your server
- Creative must include the mailer's opt out information and physical address in order to comply with all CAN SPAM laws.
- Suppression file: If the mailer has done email campaigns before, they should have a suppression list. (i.e. customers who no longer wish to receive email from them) In the absence of a suppression file, a suppression file waiver must be signed.

"MUST-FOLLOW" GRAPHIC AND FILE SETUP AND GUIDELINES:

Basic Guidelines for Creative

- Compelling offer
- Clear call-to-action
- Link to specific items/actions
- Provide HTML

CAN Spam Guidelines

- All creative versions must include the mailer's full postal address
- All creative versions must include a functioning unsub link so that the end user may unsubscribe from future offers from mailer

From Line

- Will read "Advertiser and List Source"

Subject Line Guidelines

- Cannot be misleading, should reflect the content of the offer
- Limited to 72 characters–upon preview recipient only sees first 23 characters
- No highlighting, bolding, italics or images
- No high ASCII characters (i.e. ,¡™§ £)
- No !, @, $, "" symbols
- Careful wording–anti-spam, anti-pornography filters misinterpret key phrases (Hot Tips)

COPY BUILDING GUIDELINES:

For HTML Emails send .htm document as separate file

- All images must be hosted by your server
- Most are portrait orientation of approximately 250–300 pixels (w) x 600-700 pixels (h)
- File size: 30KB max
- Avoid javascript, any scripting language and style sheets in HTML

Graphics Guidelines (HTML Only)

- No image maps (tables instead)
- Absolute paths to images
- GIF or JPG graphic format only
- Image tags must include full URL
- In-line images not accepted

URL Guidelines

- No longer than 62 characters (longer may break and be unclickable)
- No punctuation right after a URL–especially periods
- URL must not include: pound sign (#), pipe delimiter (|), or blank spaces

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Video Specifications | WHEN USED IN AD UNITS

Select digital ads (300x 250 pixels) have an option to have a video on plateonline.com.

A USER-INITIATED VIDEO PLAY:

- Max duration: 3 minutes (1 to 2 minutes recommended)
- File size: 500 MB
- File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps can be used

DISPLAY SIZE: 3g2, 3gp, asf (streaming for Windows Media Player), avi, dv, flv (VP6), mov (QuickTime multimedia), mp4 (H.264), mpeg, mpg (MPEG-1 and MPEG2), qt (QuickTime), wmv (Windows Media Video). FLV (VP6) files cannot be played on iOS and some Android devices. No i-frames.

ASPECT RATIOS: 16:9 or 4:3

THUMBNAIL: 576 x 450 pixels

Video Upload Instructions

STEP 1: Go to MTG file transfer site. **http://sendit.mtgmediagroup.com**. *Note*: Our file tranfer site can accommodate files up to 100MB. For larger files, please use another file transfer service such as *We Transfer* or *DropBox***.**

STEP 2: Fill out all required fields on upload form.

STEP 3: Select file to be uploaded, then click on UPLOAD.

STEP 4: When all files are uploaded click SUBMIT. (You can upload multiple files).

QUESTIONS? Contact Plate Production Department at 773.376.0344

3rd-Party Trafficked Ads

We accept 3rd-party trafficked ads on the website, but not in e-newsletters. Currently only ads from DoubleClick, Media Plex and MediaMind/Eyeblaster are fully integrated into our lead reporting system. Click tags are accepted.

Contact your account executive to make sure your 3rd-party trafficked ad provider is fully integrated with our system to receive maximum value for your web advertising. Please allow approximately 30 days for complete integration of 3rd-party trafficked ads.

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Specifications for Plate Newsletters

Plate Recipes Newsletter

Deployed every Monday

AD ZONE 1: display ad that appears at the top of the newsletter

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels • **FILE SIZE:** 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

AD ZONE 2: display or text ads

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels • **FILE SIZE:** 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

Text Ads

Text ads can be labeled Sponsored Content or Sponsored Recipe. Text ads include a logo, photo and text.

FILE SIZE: 40 KB max

MATERIALS NEEDED:

- Logo max 220 (w) x 100 (h) pixels
- Photo 100 (w) x 100 (h) pixels
- Headline, 30 characters max, and body text, 300 characters max (does not include URL)
- URL to provide a link to sponsor website or to video hosted at sponsor website or channel)

**AD ZONE 2
CAN ACCOMODATE EITHER
A SPONSORED RECIPE
OR DISPLAY AD**

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Chefs on the Move Newsletter

Deployed every Wednesday

AD ZONE 1: display ad that appears at the top of the newsletter

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to:
  webmaterialsplate@plateonline.com

AD ZONE 2, 3 AND 4: display or text ads

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to:
  webmaterialsplate@plateonline.com

Text Ads

Text ads can be labeled Sponsored Content or Sponsored Recipe. Text ads include a logo, photo and text.

FILE SIZE: 40 KB max

MATERIALS NEEDED:

- Logo max 220 (w) x 100 (h) pixels
- Photo 100 (w) x 100 (h) pixels
- Headline, 30 characters max, and body text, 300 characters max (does not include URL)
- URL to provide a link to sponsor website or to video hosted at sponsor website or channel)

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From the Editors Newsletter

Deployed every Sunday

AD ZONE 1: display ad that appears at the top of the newsletter

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

AD ZONE 2: display or text ads

Display Ads

DISPLAY SIZE: 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

Text Ads

Text ads can be labeled Sponsored Content or Sponsored Recipe. Text ads include a logo, photo and text.

FILE SIZE: 40 KB max

MATERIALS NEEDED:

- Logo max 220 (w) x 100 (h) pixels
- Photo 100 (w) x 100 (h) pixels
- Headline, 30 characters max, and body text, 300 characters max (does not include URL)
- URL to provide a link to sponsor website or to video hosted at sponsor website or channel)

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Sponsored-Content Program Specifications

500-Word Article

APPEARS: on Plateonline.com under our sponsored-content section *Chef's Solutions*. Call to action links to sponsor's website.

Three Surrounding Ads

DISPLAY SIZE: 728 (w) x 90 (h) pixels

300 (w) x 250 (h) pixels, right hand cube

300 (w) x 600 (h) pixels, half-page right sidebar (supplied ads)

FILE SIZE: 40 KB max

MATERIALS NEEDED FOR ALL IMAGE ADS:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to: **webmaterialsplate@plateonline.com**

Run-of-Site Driver Ad

DISPLAY SIZE: 300 (w) x 250 (h) pixels

FILE SIZE: 40 KB max

APPEARS: on Plateonline.com, driving readers to article for one month (supplied)

Text Ad

AD ZONE 2

Text ads include a logo, photo and text.

FILE SIZE: 40 KB max

MATERIALS NEEDED:

- Logo max 220 (w) x 100 (h) pixels
- Photo 100 (w) x 100 (h) pixels
- Headline, 30 characters max, and body text, 300 characters max (does not include URL)
- URL to provide a link to sponsor website or to video hosted at sponsor website or channel)
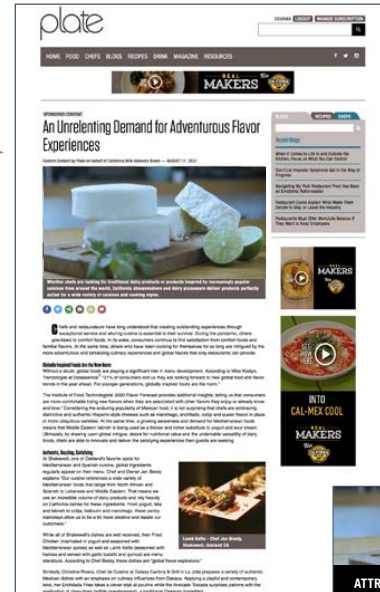
ARTICLE WITH THREE SURROUND ADS

RUN-OF-SITE DRIVER AD ON PLATE WEBSITE

TEXT AD

plate
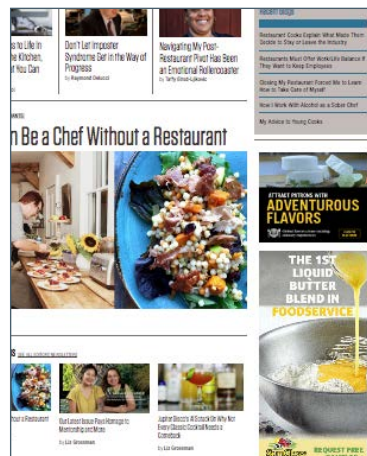
Digital Edition Sponsorship Specifications

In the Digital Edition

DISPLAY SIZE AND APPEARANCE:

2 Banner Ads: 728 (w) x 90 (h) pixels, on editorial pages

2 Interstitial Pages: 9″ x 10.75″ supplied PDF, placed within the digital edition
OR
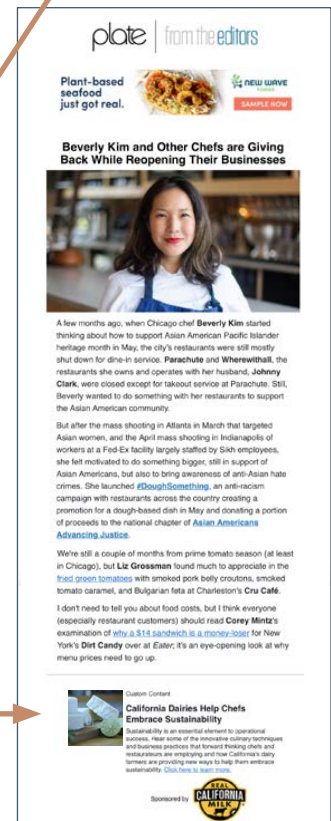**1 Presentation Page:** 9″ x 10.75″ supplied PDF, first page opposite the cover on the left

4–8 Tower Edge/Margin Ads: 120 x 396 pixels supplied PDF, opposite editorial pages. We recommend at least 4 creative versions and can accomodate up to 8. Ads placed throughout digital.

AD FILE SIZE: 40 KB max

PDF FILE SIZE: Press-optimized (PDF-X1a) preferred, 300 dpi

On the Website

DISPLAY SIZE: 250 (w) x 300 (h) pixels

FILE SIZE: 40 KB max

APPEARS: on Plateonline.com, web driver ad for one month (need sponsor logo to create)

On the eBlast that delivers the Digital Edition

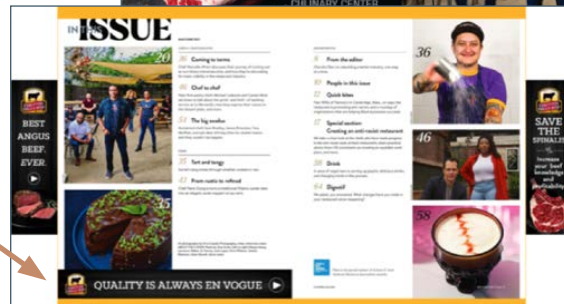**DISPLAY SIZE:** 728 (w) x 90 (h) pixels, above the Digital Edition eBlast notification

FILE SIZE: 40 KB max

MATERIALS NEEDED FOR ALL IMAGE ADS:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email GIF, JEG or PNG and URL to:

RUN-OF-SITE DRIVER AD

BANNER ADS ON INTERSTITIAL PAGES

DRIVER AD ON PLATE WEBSITE

BANNER AD ABOVE EBLAST NOTIFICATION

Facebook Ads Guide | CREATIVE SPECS

Image Ads

Design Recommendations with Link

IMAGE RATIO: 4:5 or 1:1 (vertical or square)

RECOMMENDED RESOLUTION: 1200 x 627 pixels or 1,080 x 1,080 pixels

FILE TYPE: JPEG or PNG, images may not consist of more than 20% text

TEXT: 90 characters max

HEADLINE: 25 characters (1 line)

LINK DESCRIPTION: 30 characters (1 line)

Video

Design Recommendations
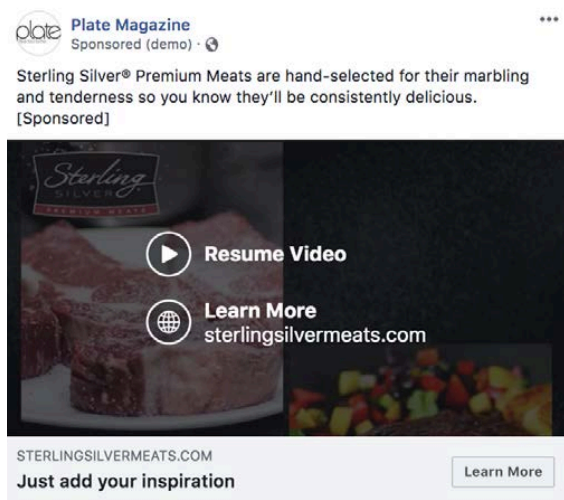
VIDEO RATIO: 1:1 or 16:9

RECOMMENDED RESOLUTION: Minimum 1080 x 600 pixels, upload the highest resolution source video available

VIDEO MAXIMUM FILE SIZE: 4 GB

VIDEO LENGTH: 60 seconds

VIDEO FORMAT: .MP4 or .Mov

TEXT: 90 characters max

VIDEO CAPTIONS: Optional

VIDEO SOUND: Optional

Facebook Ads Guide | CREATIVE SPECS

Carousel

Design Recommendations

The carousel format allows you to showcase up to 10 images/videos within a single ad, each with its own link and headline. With more creative space within an ad, you can highlight different products; showcase specific details about one product, service or promotion; or tell a story about your brand that develops across each carousel card.

MINIMUM NUMBER OF CARDS: 2

MAXIMUM NUMBER OF CARDS: 10

RECOMMENDED RATIO: 1:1

RECOMMENDED RESOLUTION: 1,080 x 1,080 pixels

IMAGE FILE TYPE: JPEG or PNG

IMAGE MAXIMUM FILE SIZE: 30 MB

VIDEO MAXIMUM FILE SIZE: 4 GB

VIDEO LENGTH: 60 seconds

TEXT: 90 characters max

HEADLINE: 40 characters (1 line)

LINK DESCRIPTION: 20 characters (1 line)

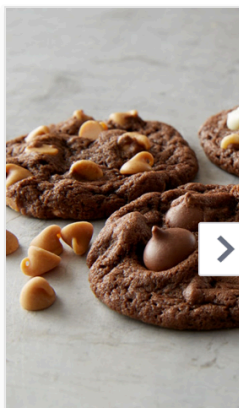**Plate Magazine**
Sponsored (demo) ·

[sponsored] Drive return visits with young diners. Gen Z & Millennials identify with Hershey brands and trust desserts made with these branded ingredients. See the research!

76% of Gen Z and Millennial consumers think dessert is...   Learn More

87% of Gen Z and Millennia consumers think about...

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Social Media Best Practices | CREATIVE SPECS

TIMING: Replace ads each week or every 2 weeks with at least 2 different ads in constant rotation.
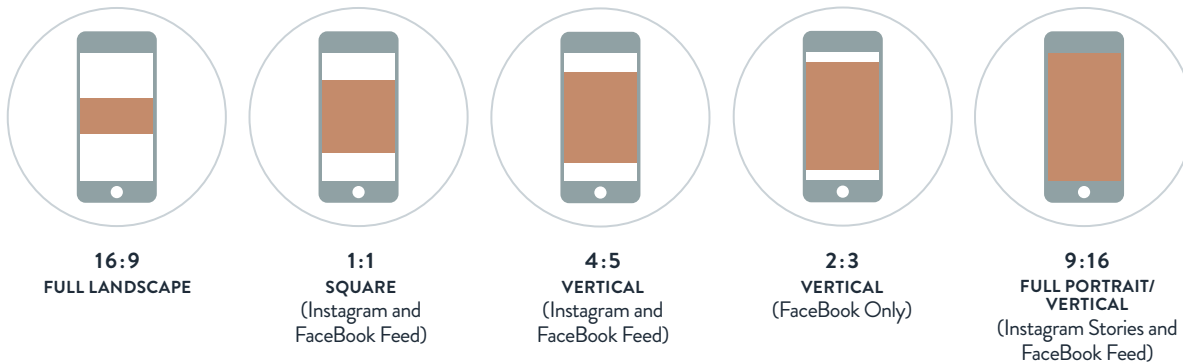
CREATE MULTIPLE AD COPY VARIATIONS: Experiment with different headlines and text. This helps ads stay fresh as you reach your target audience.

RECOMMENDED RESOLUTION: Video typically outperforms image ads, so use video whenever possible (60 seconds or less). Use vertical or square aspect ratio.

READER IMPACT: Keep your text short, clear and concise to get your message across. In research conducted by the Mobile Marketing Association, it took 2 to 3 seconds for 2 out of 3 people to see and cognitively recognize desktop ads compared to 0.4 seconds on mobile devices.

VARY WORDING: Use questions and calls-to-action in ad copy to increase CTR.

MAKE VISUALS STAND OUT: Keep images simple to ensure immediate understanding and use colors that grab the eye.

| **16:9**
FULL LANDSCAPE | **1:1**
SQUARE
(Instagram and FaceBook Feed) | **4:5**
VERTICAL
(Instagram and FaceBook Feed) | **2:3**
VERTICAL
(FaceBook Only) | **9:16**
FULL PORTRAIT/
VERTICAL
(Instagram Stories and FaceBook Feed) |

Contact a member of our Plate team to learn more.

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