

## Plate Print and Web Specifications

### Ad Specifications For Plate Magazine

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
Spread	18 1/4" x 11"	18" x 10 3/4"	17" x 9 3/4"	17" x 9 3/4"
Page	9 1/4" x 11"	9" x 10 3/4"	8" x 9 3/4"	8" x 9 3/4"
1/2 Island	5 7/8" x 8 5/16"	5 5/8" x 8 1/16"	4 3/4" x 7 1/4"	4 3/4" x 7 1/4"
1/2 Horizontal	9 1/4" x 5 7/8"	9" x 5 5/8"	7 1/4" x 4 3/4"	7 1/4" x 4 3/4"
1/2 Vertical	4 5/8" x 11"	4 3/8" x 10 3/4"	4" x 9 1/2"	4" x 9 1/2"
1/3 Square	5 7/8" x 6"	5 5/8" x 5 3/4"	4 3/4" x 4 7/8"	4 3/4" x 4 7/8"
1/3 Vertical	3 3/8" x 11"	3 1/8" x 10 3/4"	2 1/4" x 9 1/2"	2 1/4" x 9 1/2"

\*Always keep live matter 1/2 inch from trim.

**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  
Plate Magazine  
c/o Marketing & Technology Group  
1415 N Dayton St, Chicago, IL 60642 USA

**Phone:** 773.376.0344 **Fax:** 312.266.3363

**Email:** [printmaterialsplate@plateonline.com](mailto:printmaterialsplate@plateonline.com) or **Upload to MTG File Transfers Site:** <http://sendit.mtgmediagroup.com>

#### Digital Specification Highlights:

- The magazine is a 9"x 10 3/4" trim, perfect-bound publication.
- Ad corrections to be made by publisher will be rebilled at a rate of \$150/hour.
- We prefer press-optimized PDFs (PDF-X1a).
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.

#### CONTACT PLATE PRODUCTION

WEBMATERIALSPLATE@PLATEONLINE.COM | PHONE: 773.376.0344 | FAX: 312.266.3363

# Web Ad Specifications for Plateonline.com

## IAB Guidelines

Plate adheres to IAB guidelines and is focused on enhancing the user's advertising experience and maximizing its page load performance. Ads provided should adhere to IAB's LEAN (Light, Encrypted, AdChoices supported, Non-invasive ads) principles and flexible ad sizing. While ad types within this document may use previous IAB terminology, some of the ad names have been classified as "in transition" in the IAB New Ad Portfolio. Committed to its user's experience, Plate requests ads submitted are executed for non-disruptive user experiences.

### SEND WEB AD MATERIALS TO:

#### Production Manager

[webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com) Phone: 773.376.0344 Fax: 312.266.3363

### 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 (300px x 250px) have an option for video that is viewed on [plateonline.com](http://plateonline.com).

[Video specifications and upload instructions](#)

## Leaderboard Ad

Your banner ad rotates randomly throughout plateonline.com.

#### Display size:

728 (w) x 90 (h) pixels

**File size:** 40kb max

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

#### Materials needed:

1. GIF, JPEG or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.

**728px X 90px**

## Right Sidebar or Video Ad 300 x 250

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

**Display size:** 300 (w) x 250 (h) pixels

**File size:** 40kb max

**Appears:** on right hand side of page, run of site

#### Materials needed:

1. GIF, JPEG or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. OPTIONAL VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
4. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.

**300px X 250px**

#### CONTACT PLATE PRODUCTION

WEBMATERIALSPLATE@PLATEONLINE.COM | PHONE: 773.376.0344 | FAX: 312.266.3363

## Right Sidebar Ad 300 x 600

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

**Display size:** 300 (w) x 600 (h) pixels

**File size:** 40kb max

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

**Materials needed:**

1. GIF, JPEG or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.



## Filmstrip Ad

Your filmstrip ad appears on the right hand 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.

**Display size:** 300 (w) x 600 (h) pixels. Total ad size is 300x3000 scrolls (There are five 300 x 600 segments.)

**File size:** 40kb max

**Appears:** on right hand side of page, run of site

**Materials needed:**

1. HTML5, (follow IAB Specs), as well as JPEG, GIF or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto: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 require two weeks (10 business days) prior to launch date.



## In-Article Ad

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

**Display size:** 300 (w) x 250 (h) pixels

**File size:** 40kb max

**Appears:** on left within each article, run of site

**Materials needed:**

1. GIF, JPEG or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. OPTIONAL VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
4. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.



## Billboard Ad

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



**Display size:** 970 (w) x 250 (h) pixels

**File size:** 40kb max

**Appears:** in header, run of site.

**Materials needed:**

1. GIF, JPEG or PNG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF, JPEG or PNG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.

## Pushdown Ad

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Your pushdown ad runs in the header section of each page throughout plateonline.com, expanding from 970 pixels x 90 pixels to 970 pixels x 415 pixels.



970px X 90px



970px X 415px

**Display size:** 970 (w) x 90 (h) pixels, expands to 970 (w) x 415 (h)

**File size:** 40kb max

**Appears:** in header, run of site.

**Materials needed:**

1. HTML 5 recommended (follow IAB Specs); not recommended for mobile; default presentation is 970 x 90 pixels.
2. URL (to generate click-throughs and drive traffic to your website)
3. Email materials in zip file to: [webmaterialsplate@plateonline.com](mailto: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.

## Sponsored Recipe with Photo

Your sponsored recipe ad appears on the plateonline.com recipe search page results if terms match.

**Text:** Recipe Name, Sponsored by Company Name (100 max characters with spaces)

**Image:** JPG, GIF or PNG file  
265 x 165 pixels.

**Logo:** PNG file with transparent background: 256 pixels max width; 88 pixels max height

**File Size:** 40kb

**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 width will vary by page size.

### Materials needed:

1. Recipe name, company name, advertiser logo (PNG file with transparent background max 256 pixels wide and 88 pixels height) and 265 x 165 pixel image (JPG, GIF or PNG) file.
2. URL (to generate click-throughs and drive traffic to your website)
3. Email materials in a zipped folder to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Other:** Flash is not accepted.

**Materials due:** Two weeks (10 business days) prior to launch date.



# Sponsored Video

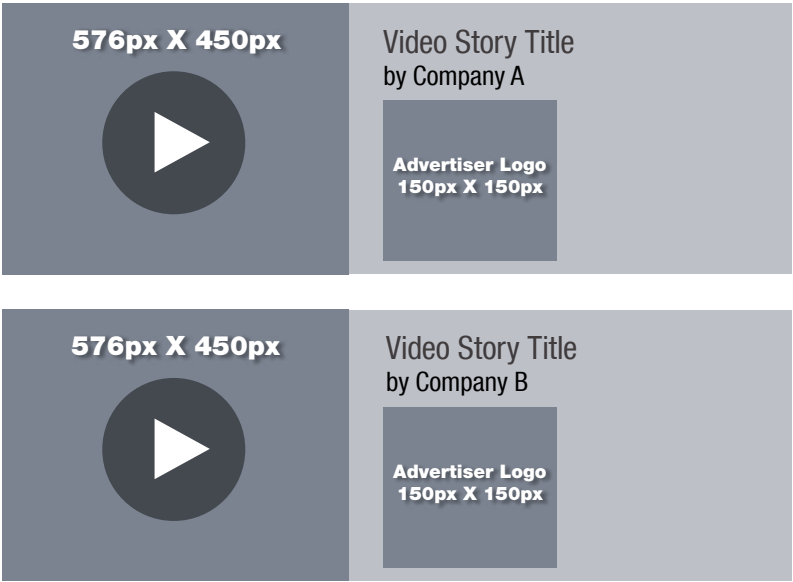
Sponsored videos appear in a three-photo strip at the bottom of the Plate home page, food page and video page on plateonline.com. Website visitors can click on a single video to open a single sponsored video page, or click on “see all sponsored videos” to see all.

## Plate Online Video Placement

✱SPONSORED VIDEO [See all sponsored videos](#)



## PlateOnline Video Page



## Sponsored Video (Continued)

Sponsored Video Page

**Leaderboard Ad**  
**728px X 90px**

Video Story Title  
by Company Name

**576px X 450px**



**Advertiser Logo**  
**150px X 150px**

Up to 500 words of text.

**Right Sidebar Ad**  
**300px X 250px**

**Right Sidebar Ad**  
**300px X 600px**

### Materials needed:

#### Video File (User initiated)

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

**Accepted File Formats:** 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 Image:** 576px x 450px

**Logo:** PNG file with transparent background  
(150 pixels max width; 150 pixels max height)

**Text:** 500 words maximum

**Leaderboard ad:** 728px x 90px

**Right sidebar ad:** 300px x 250px

**Right sidebar ad:** 300px x 600px

(See ad specs for further details on display ad units)

**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 require two weeks (10 business days) prior to launch date



## Video Specifications (When Used in ad units)

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

### A User Initiated Video Play

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

**Accepted File Formats:** 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

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Step 1. Go to MTG file transfer site. <http://sendit.mtgmediagroup.com>. Note: Our file transfer 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. Click Select file to be uploaded, then click on UPLOAD.

Step 4. When all files are uploaded Click SUBMIT. (You can add multiple files)

**Questions?** Contact Plate Production Department at 773.376.0344.

## 3rd-Party Trafficked Ads

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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.

# Specifications for Plate Newsletter

## SEND WEB AD MATERIALS TO:

[webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com) Phone: 773.376.0344 Fax: 312.266.3363

## MATERIALS DUE

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

## Plate Newsletter DEPLOYED EVERY TUESDAY AND THURSDAY

**Ad Position 1** is a display ad that appears at the top of the Plate Newsletter

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

**File size:** 40kb max

**Materials needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Ad Position 2** is a display or text ad that appears in the middle of the Plate Newsletter

### Display Ad

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

**File size:** 40kb max

**Materials needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

### Text Ad

Text ads have the same specifications and features as sponsored recipes however the label will read Sponsored Content instead of Sponsored Recipe.

**Sponsored Recipe** is a text and photo ad that appears just below the newsletter content on Tuesday and Thursday

**File size:** 40kb max

**Materials needed:**

1. Logo: Up to 220 (w) x up to 100 (h) pixels
2. Photo 100 (w) x 100 (h) pixels
3. 30 character headline and 300 characters of body text. (does not include URL)
4. URL. Provide a link to sponsor website or to video hosted at sponsor website or channel.

**Ad Position 4** is a text or photo ad that appears at the bottom of the newsletter.

### Display Ad

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

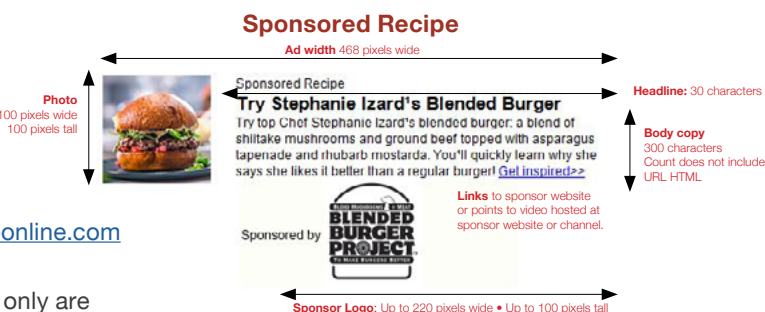
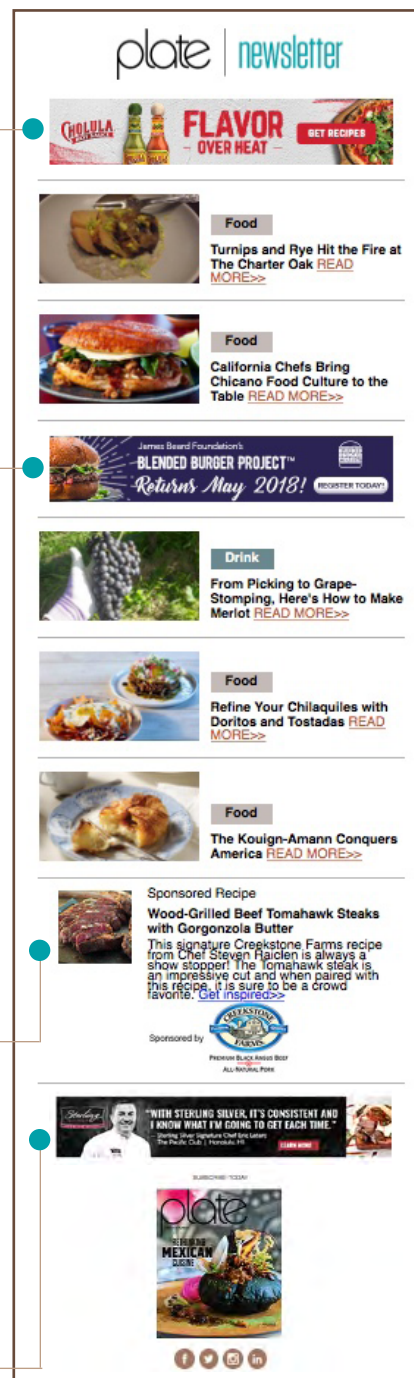
**File size:** 40kb max

**Materials needed:**

1. GIF or JPEG
2. (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

### Text Ad

Text ads have the same specifications as Sponsored Recipes, only are labeled "Sponsored Content."



**Single sponsor advertiser receives both ad positions.**

**Ad Position 1** is a display ad that appears at the top of the Plate Recipes newsletter

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

**File size:** 40kb max

**Materials needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and  
URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Sponsored Recipe** is a text and photo ad that appears at the bottom of the newsletter and is only available to the sponsor.

**File size:** 40kb max

**Materials needed:**

1. Logo: Up to 220 (w) x up to 100 (h) pixels
2. Photo: 100 (w) x 100 (h) pixels
3. 30 character headline and 300 characters of body text. (does not include URL)
4. URL. Provide a link to sponsor website or to video hosted at sponsor website or channel.

plate | recipes



**Add Crunch to Dishes with Cucumber**

The freshness and crunch of cucumbers make them a favorite summer vegetable and these recipes showcase their versatility. Ferment cucumbers to serve with octopus and chanterelles, turn them into a sorbet to add to a martini, pickle them to accent an albacore crudo, and more. Try these recipes, then share your favorite cucumber applications with us on social media.

**Cucumber Chaat**

Chef Yoshi Yamada | Bombay Breakdown, Chicago, Ill.

[RECIPE](#)

**Octopus, Nori Oil, Fermented Cucumber, Preserved Chanterelle**

Executive Chef Miles Thompson | Allumette, Los Angeles, Calif.

[RECIPE](#)

**Cucumber Sorbet**

Chef/Owner Matt Gennuso | Chez Pascal, Providence, R.I.

[RECIPE](#)

**Wagyu With Cucumber, Honeydew, and Lime Sugar**

Chef Grant Achatz | Alinea, Chicago, Ill.

[RECIPE](#)

**Albacore Crudo, Spicy Pickled Lemon Cucumbers, Heirloom Melon, Caviar, Wild Fennel**

Executive Chef Bruce Kalman | Union, Pasadena, Calif.

[RECIPE](#)



**Sponsored Recipe**

**Try Stephanie Izard's Blended Burger**

Try top Chef Stephanie Izard's blended burger: a blend of shiitake mushrooms and ground beef topped with asparagus tapenade and rhubarb mostarda. You'll quickly learn why she says she likes it better than a regular burger! [Get inspired>>](#)

Sponsored by



SUBSCRIBE TODAY



**Ad Position 1** is a display ad that appears at the top of the Chefs on the Move Newsletter

## Display Ads

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

**File size:** 40kb max

## Materials needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

**Ad Position 2, 3 and 4** can be display or text ads

## Display Ads

**Display size:** 468 (w) x 90 (h) pixels or 468 (w) x 60 (h) pixels

**File size:** 40kb max

## Materials needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website or to video hosted at sponsor website or channel)
3. Email GIF or JPEG and URL to: [webmaterialsplate@plateonline.com](mailto:webmaterialsplate@plateonline.com)

## Text Ads

Text ads can be labeled Sponsored Content or Sponsored Recipe. Text ads include a logo, photo and text. Submit materials as follows:

**File size:** 40kb max

## Materials needed:

1. Logo: Up to 220 (w) x up to 100 (h) pixels
2. Photo 100 (w) x 100 (h) pixels
3. 30 character headline and 300 characters of body text. (does not include URL)
4. URL. Provide a link to sponsor website or to video hosted at sponsor website or channel.

**Ad Position 2**

**Ad Position 3**

**Ad Position 4**



## Plate Sales

Contact a Plate representative for rates and media planning assistance.

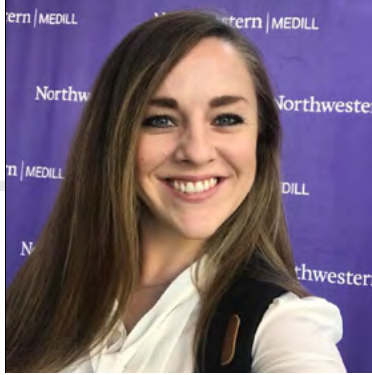


**VP/Publisher**

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**Director of Advertising  
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