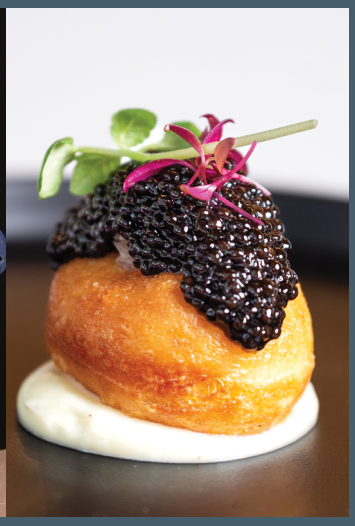
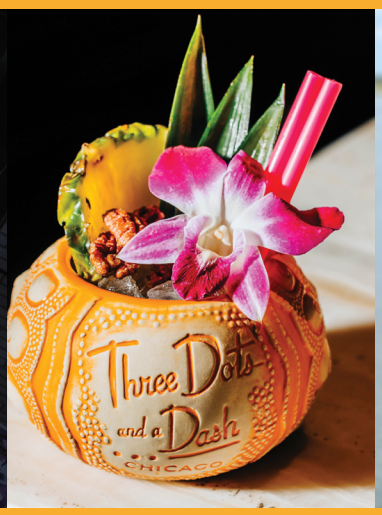
2025

plate

Print and Digital Specifications



plate



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Print Advertising

Display Ad Specifications—*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)

PRINTING METHOD: web offset, perfect bound

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
Email: PRINTMATERIALSPLATE@PLATEONLINE.COM
Upload to MTG File Transfer Site: HTTP://SENDIT.MTGMEDIAGROUP.COM

Web Advertising

Web Display Ad Specifications—*Plate* Magazine

Leaderboard Ad | 728 x 90 PIXELS

Your banner ad rotates randomly throughout Plate's website.

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 JPEG, GIF 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

Advertisers can drive to video hosted on their own site or Plate can host a 300x250 video ad unit on Plateonline.com.

Video specifications and upload instructions.

Send Web Advertising Materials to:

AMY CARTER | PRODUCTION MANAGER
Phone: 773.376.0344
Email: PRINTMATERIALSPLATE@PLATEONLINE.COM
Upload to MTG File Transfer Site: HTTP://SENDIT.MTGMEDIAGROUP.COM

Web Advertising

Right Sidebar or Video Ad | 300 x 250 PIXELS

Your right sidebar ad appears on the right hand side of the page throughout *Plate's* website.

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 JPEG, GIF 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 *Plate's* website.

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 JPEG, GIF or PNG and URL to: webmaterialsplate@plateonline.com

OTHER: Flash is not accepted.

Web Advertising

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 *Plate's* website, 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 JPEG, GIF 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 *Plate's* website.

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

FILE SIZE: 40 KB max

APPEARS: in header, run of site

MATERIALS NEEDED:

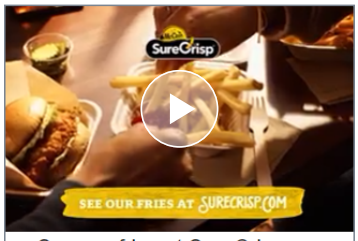
- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email JPEG, GIF or PNG and URL to: webmaterialsplate@plateonline.com

OTHER: Flash is not accepted.

Web Advertising

In-Article Ad

Your in-article ad runs at the start of the each full story throughout *Plate's* website.



See our fries at SureCrisp.com

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

FILE SIZE: 40 KB max

APPEARS: in-articles on left side, run of site

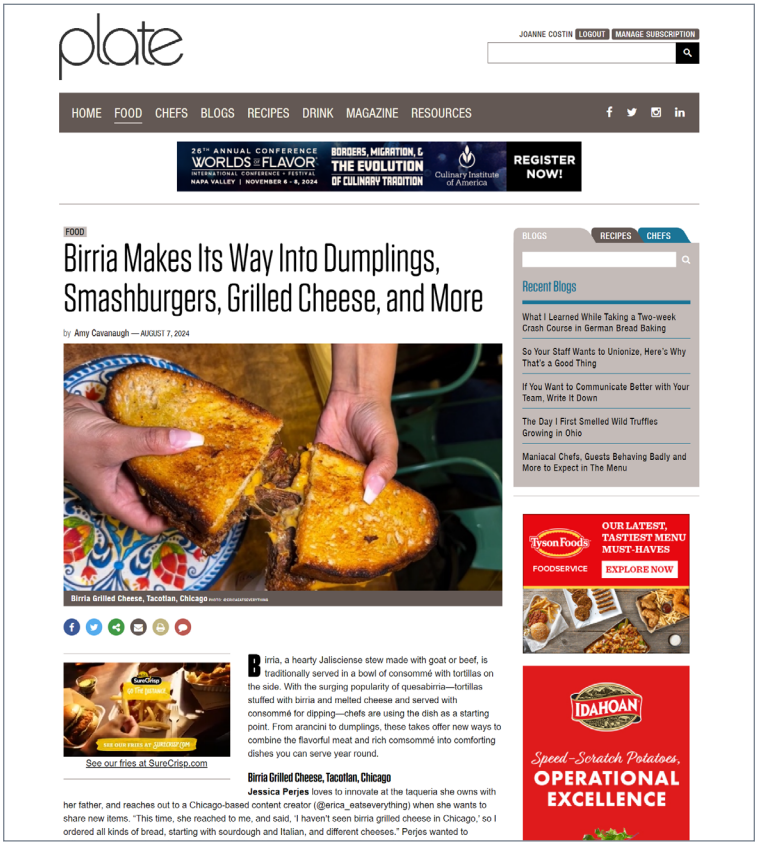
MATERIALS NEEDED:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Optional video
  See page 10 for video specifications and upload instructions.
- Email JPEG, GIF or PNG and URL to:
  webmaterialsplate@plateonline.com

OTHER: Flash is not accepted.

Option to Run a Video Ad

AD IN POSITION ON PAGE



Web Advertising

Sponsored Recipe with Photo

Your sponsored recipe ad appears on the *Plate's* website recipe search page results if terms match. (See Plate Recipes Newsletter for placement on page)

LOGO MAX 256 x 88

Recipe photo
256 x 165

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

IMAGE: JPEG, 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 (JPEG, 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.

Web Advertising

Video Specifications

Select digital ads (300x 250 pixels) have an option to have a video on *Plate's* website.

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.

Digital Edition Sponsorship

Specifications

All ads supplied with the exception of run-of-site driver ad.

In the Digital Edition

DISPLAY SIZE AND APPEARANCE:

2-4 BANNER ADS: 728 (w) x 90 (h) pixels, on editorial pages

1 INTERSTITIAL PAGE: 9" x 10.75" supplied PDF, placed within the digital edition

1 PRESENTATION PAGE: 9" x 10.75" supplied PDF, first page opposite the cover on the left

4-8 TOWER EDGE/MARGIN ADS: 120 (w) x 396 (h), on editorial pages.

We recommend at least 4 creative versions and can accomodate up to 8. Ads placed throughout digital edition.

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

BANNER ADS ON EDITORIAL PAGES

RUN-OF-SITE DRIVER AD

On the Website

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

FILE SIZE: 40 KB max

APPEARS: on Plate's website for two months. *Plate* creates driver ad with supplied sponsor logo.

On the eBlast that delivers the Digital Edition

DISPLAY SIZE: 728 (w) x 90 (h) pixels, at top and bottom of the Digital Edition eBlast

FILE SIZE: 40 KB max

In the New Issue Newsletter

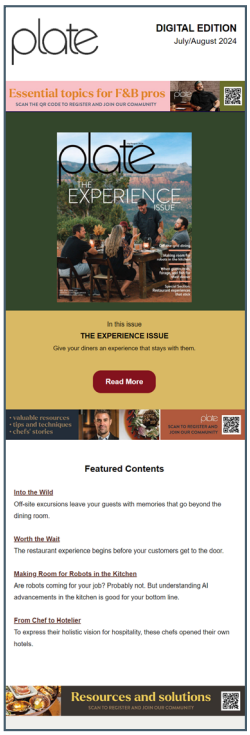
DISPLAY SIZE: Two 468x90 ads as shown

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 JPEG, GIF or PNG and URL to: webmaterialsplate@plateonline.com

TWO BANNER ADS IN NEW ISSUE NEWSLETTER



TWO BANNER ADS IN DIGITAL EDITION BLAST

Newsletters

Specifications

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

MATERIALS NEEDED:

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

MATERIALS NEEDED:

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

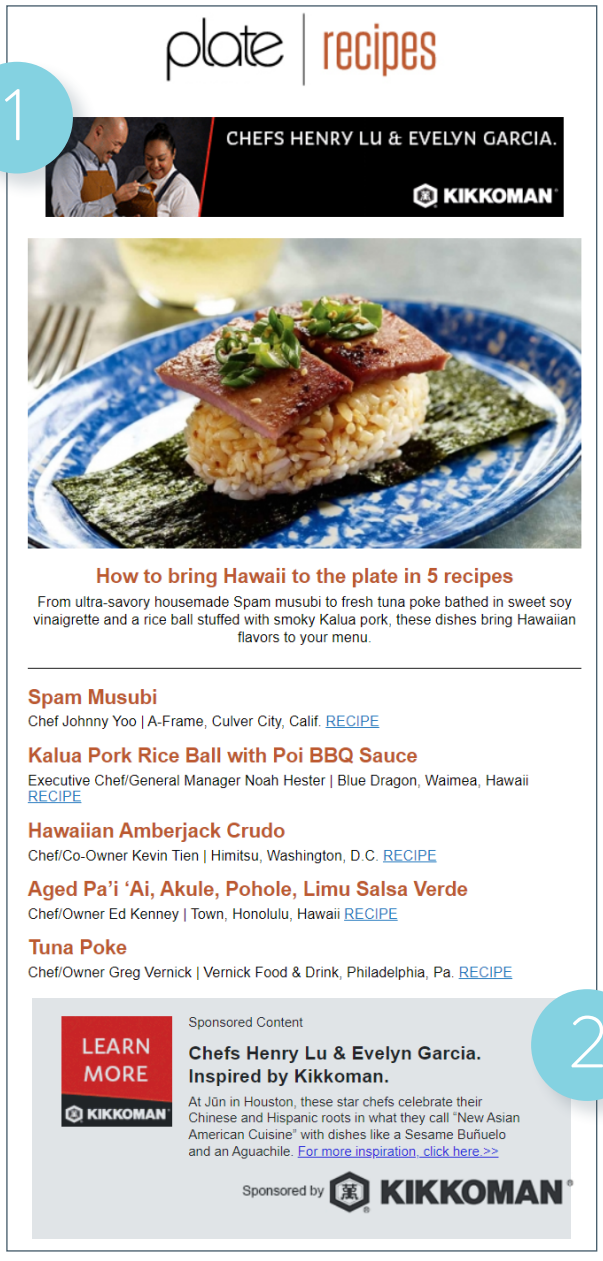
Text Ads

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

Newsletters

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

MATERIALS NEEDED:

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

MATERIALS NEEDED:

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

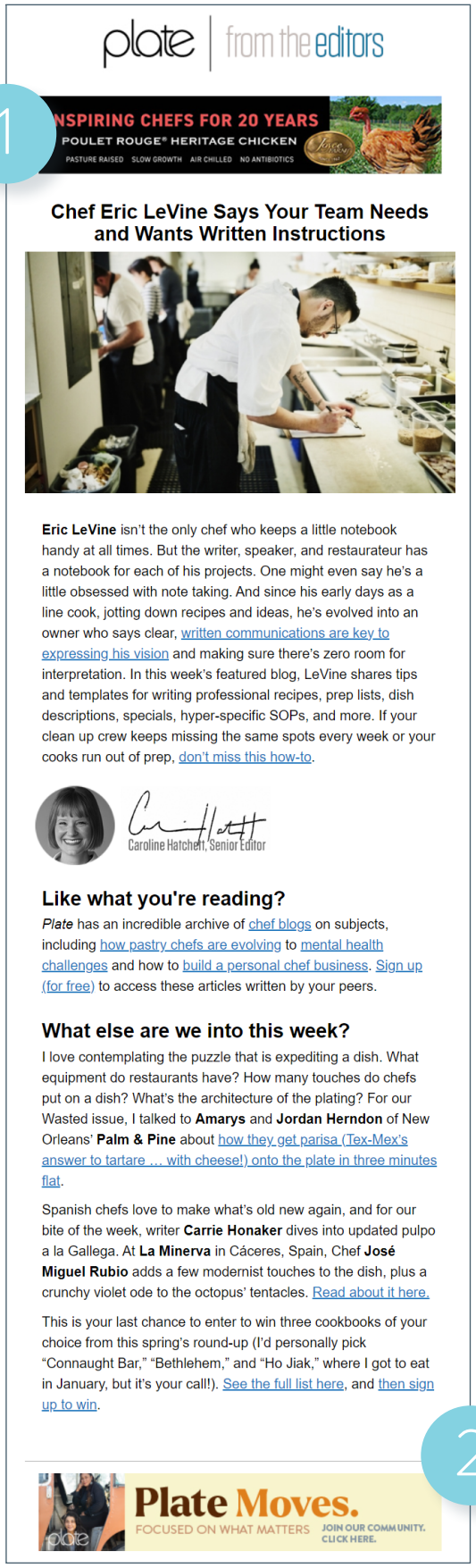
Text Ads

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



Newsletters

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

MATERIALS NEEDED:

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

AD ZONE 2, 3, 4 AND 5: 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 JPEG, JIF or PNG and URL to: webmaterialsplate@plateonline.com

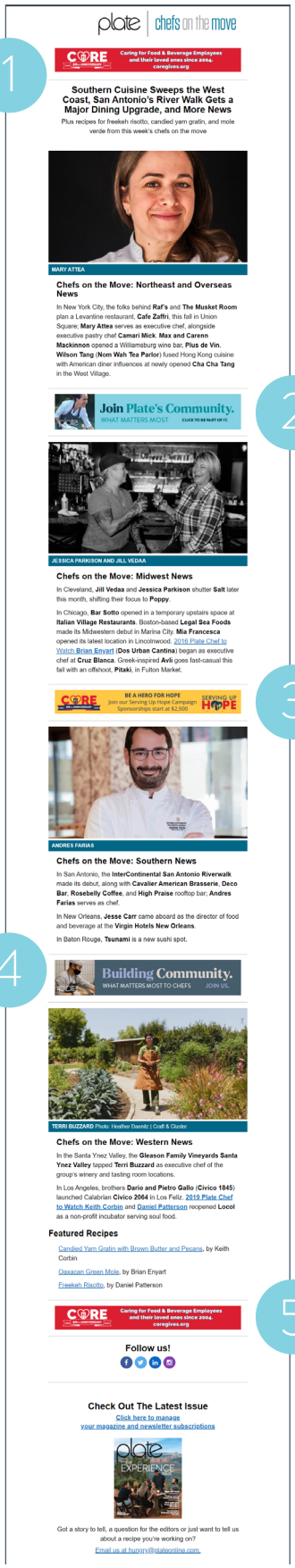
Text Ads

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

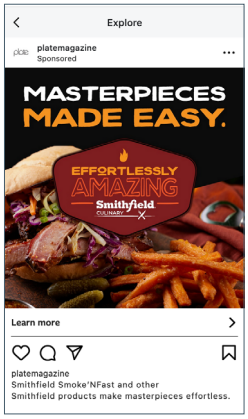


Social Media

Facebook Ads Guide | Creative Specs

Image Ads

Design Recommendations with Link



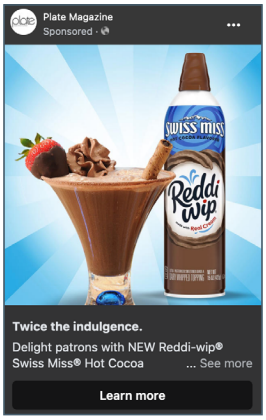


IMAGE RATIO: 4:5 or 1:1 (vertical or square)

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

Social Media

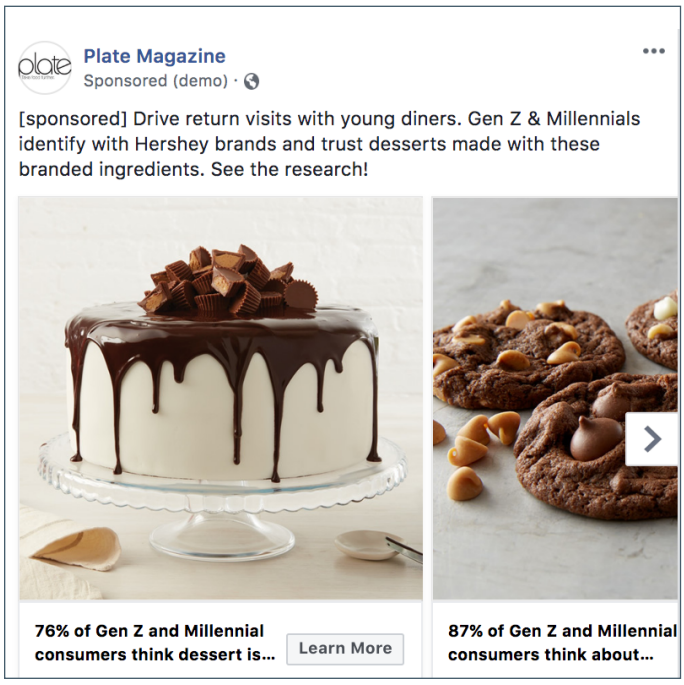
Facebook Ads Guide | Creative Specs

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)



Social Media

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)

Dedicated Email Marketing

Improve Email Campaign Results by Following Best Practices

There are many elements to a successful email campaign and to ensure the best results, we've put together some email marketing Best Practices to help guide you. We'll save the technical details for your HTML coder/designer!

Best Practices and Specs

CONTENT: Be sure your email is compelling. Try to educate, position your company as a thought leader, or provide a clear value to our subscribers.

SUBJECT LINES: Use an attention-getting subject line that reflects not only the content of the email but piques interest. Choose brief and direct language rather than clever plays on words. For optimal results keep it to less than 72 characters. Recipients can only see the first 23 characters. To avoid spam filter blocking do not use symbols, highlighting, boldface, italics or images, hyperbole, mention of money or questionable verbiage in the subject line.

FROM LINE: Your email's "from line" will be your company name. While some advertisers have tested from lines from one person, we do not recommend this because we are unsure how well those emails will get past spam filters.

CALLS TO ACTION: Be sure your call to action is clear. For example, CLICK HERE to get a sample, CLICK HERE to get in touch with our sales team, DOWNLOAD a copy of a white paper, or LEARN MORE.

IMAGES: Images included your email must be hosted on your server. This is very important. Images should be GIF or JPG files and include alternative text in the html code for each image. Alternative text should describe the image, and will appear if the recipient has blocked images in their settings.

DESIGN: Break up the content of your email into chunks, balancing copy and images. Use several images rather than one large image. Avoid long paragraphs. A width of 600 to 700 pixels (no wider) and depth of 1500 pixels will work best. Do not exceed a length of 3,000 pixels. The size of your HTML file shouldn't be any larger than 30K. The design should be mobile friendly.

URLS: Both image URLs and URLs that link to landing pages should be no longer than 62 characters with no punctuation following the URL. Do not include pound sign (#), pipe delimiter (|), or blank spaces. Include absolute paths to images and use tables, not image maps. Long URLS can break and be unclickable, and contribute to higher spam scores.

OTHER REQUIREMENTS: Your full postal address will be included in the footer as well as an opt out link. This is to comply with U.S. email marketing laws. If your e-mails are compelling our audience generally will not opt-out.

TESTING: *Plate* will test your email on a variety of devices and platforms to identify deliverability and spam issues and provide a report on what is causing the issues. Issues can result in a delay of the deployment. ***Submitting your files two weeks before deployment date is the best way to ensure the email is sent on your scheduled date.***

Dedicated Email Marketing

Setting up an email campaign with our team is easy!

Here's what to do:

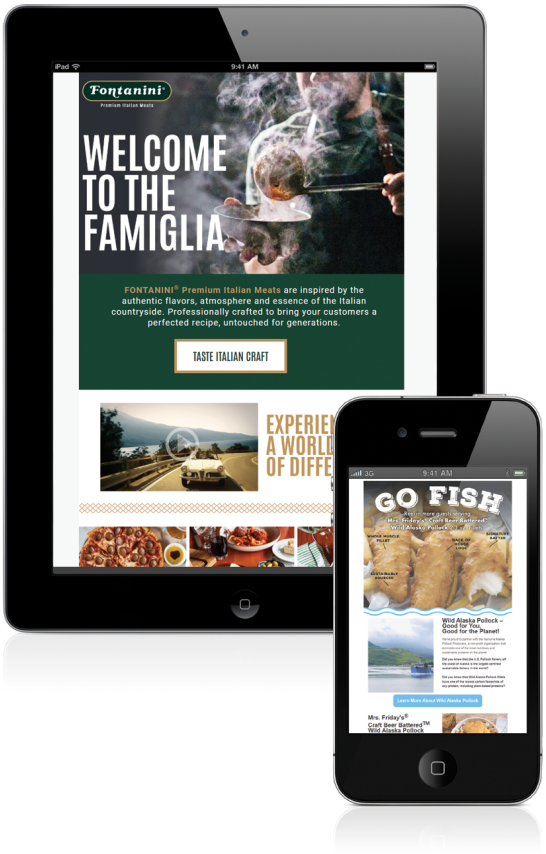
STEP 1: Confirm all send dates and the circulation select with your sales person/account executive.

3rd party email purchases include two emails to the selected list. The second email will be sent 7 days after the first email to anyone who hasn't opened the email. The subject lines and content may be different for each deployment.

STEP 2: Send the required files and information to Pam Sturgess (psturgess@mtgmediagroup.com) TWO WEEKS PRIOR to the first deployment date.

- HTML files (sent as attachments) for the initial email and two additional emails (if different content)*
- Subject lines for all emails to be sent*
- Company name as you want it to appear in the "from line" and postal address.
- Seed list—email addresses of anyone you want to receive the live email.
- Suppression list. If you have done email campaigns before, send a copy of your suppression (or unsubscribe) list. If you don't maintain an unsubscribe list or do not wish to share, we will require a signed and dated copy of a suppression form.
- Email addresses of anyone you want to receive the test of the email. (You will receive a test of each send all at the same time)*
- Name and email of final approver of the test.

*NOTE: All emails are scheduled at one time and our email system does not permit us to change the HTML file, subject line or from line once campaign has been approved and scheduled.



White Label Marketing Journey

Specifications/Best Practices

Eblasts

3 separate HTML files, each with its own subject line and preheader **(See page 17 for specs)**
Anyone who doesn't click through on the first email, gets the second email, and so forth. So keep that progression in mind when writing the subject lines and email copy.

Anyone who clicks your URL on an email will be suppressed from the remaining emails in the campaign.

Social Assets

3 ad sets **(see pages 14-16 for specs—can be static, video or carousel).**

Google Adwords

3 text ad sets with a headline and description each; the display URL, final URL and keywords can all be the same.

SPEC REQUIREMENTS FOR A GOOGLE ADWORDS TEXT AD CAMPAIGN:

1. **HEADLINE:** This is the first thing users will see. Google AdWords allows for three headlines separated by a vertical pipe (|), with a maximum of 30 characters each.
2. **DESCRIPTION:** Two lines of description are allowed, with a maximum of 90 characters each. This is where you provide more detailed information about the product/service.
3. **DISPLAY URL:** This is the URL that will be shown in the ad, typically a shortened version of the final URL. It can be up to 15 characters for the domain and another 15 for the path.
4. **FINAL URL:** The actual URL where you want to direct users when they click on your ad.
5. **KEYWORDS:** These are the search terms you want to bid for. It's crucial to choose relevant keywords that potential customers might use to find your product/service

BEST PRACTICES FOR A GOOGLE ADWORDS TEXT AD CAMPAIGN:

1. **RELEVANCE:** Ensure that your ad copy is relevant to the keywords you're bidding on. This not only improves your Quality Score but also ensures that users find what they're looking for.
2. **CLEAR CALL-TO-ACTION (CTA):** Encourage users to take action, whether it's "Buy Now," "Learn More," or "Contact Us."
3. **USE AD EXTENSIONS:** These provide additional information and can improve the click-through rate (CTR) of your ads. Examples include sitelink extensions, callout extensions, and structured snippet extensions.
4. **OPTIMIZE FOR MOBILE:** Ensure that your ad copy, landing page, and CTA are optimized for mobile users, as a significant portion of searches come from mobile devices.
5. **AVOID OVERLOADING TEXT:** While it's tempting to use all available characters, sometimes a concise message can be more effective.
6. **UTILIZE NEGATIVE KEYWORDS:** This helps filter out irrelevant traffic and ensures that your ads only appear for searches that are truly relevant to your business.
7. **LANDING PAGE RELEVANCE:** Ensure that the landing page you're directing users to is relevant to the ad copy and provides a seamless experience.

Bite, Drink or Technique of the Week

Specifications

Display Ads for Page Exclusives on Article and Recipe Page*

Leaderboard Ad

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 JPEG, GIF or PNG and URL to: webmaterialsplate@plateonline.com

OTHER: Flash is not accepted

Right Sidebar or Video Ad

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

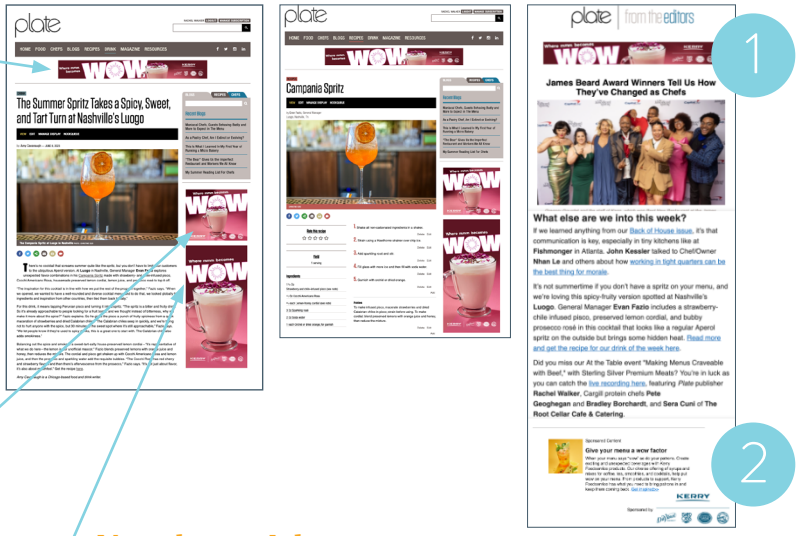
DISPLAY SIZE: 300 (w) x 600 (h) pixels
FILE SIZE: 40 KB max
APPEARS: on right side of page, below right sidebar ad or video (300 x 250), run of site
MATERIALS NEEDED:

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

OTHER: Flash is not accepted.

*Recipe article only included when provided by chef. If recipe provided, your page exclusive ad sets will also run here.

ARTICLE PAGE | RECIPE PAGE* | NEWSLETTER



Newsletter Ads

AD ZONE 1: DISPLAY AD

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

Display Ads

Same specs as AD ZONE 1.

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

Sponsored Content

Program Specifications

500-word Article

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

ARTICLE WITH THREE PAGE EXCLUSIVE ADS

Page Exclusive Ads

DISPLAY SIZE: 728 (w) x 90 (h) pixels
300 (w) x 250 (h) pixels, right sidebar or video ad
300 (w) x 600 (h) pixels, right sidebar ad (supplied ads)

FILE SIZE: 40 KB max

MATERIALS NEEDED FOR ALL DISPLAY ADS:

- JPEG, GIF or PNG
- URL (to generate click-throughs and drive traffic to your website)
- Email JPEG, GIF 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 *Plate*'s website, driving readers to article for one month (supplied)

RUN-OF-SITE DRIVER AD ON PLATE WEBSITE

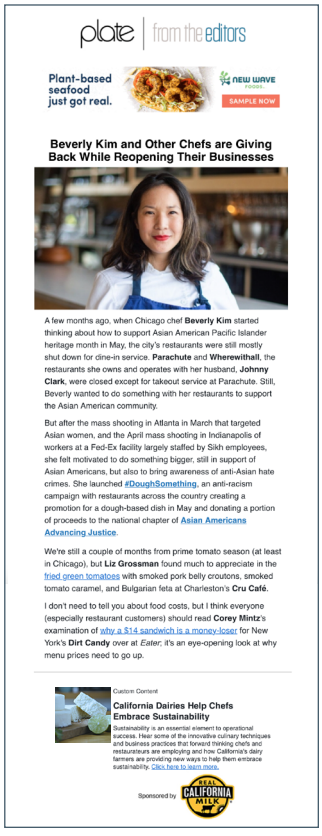
Text Ad in From the Editors Newsletter

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



TEXT AD

Virtual Events

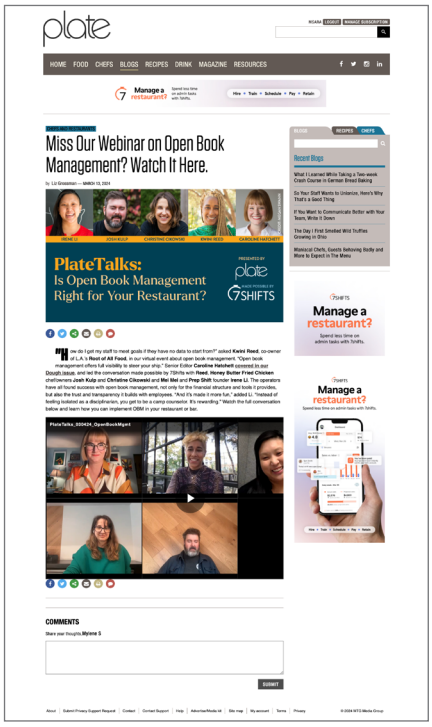
PlateTalks and At the Table with Plate Sponsorship Requirements

SPONSORS OF PLATETALKS AND AT THE TABLE WITH PLATE SHOULD PROVIDE THE FOLLOWING MATERIALS:

- Sponsor logo (EPS file preferred)
- Page exclusive ad sets to appear on recording page for event.
  See complete web ad specification on pages 4–5.
  728 x 90 px
  300 x 600 px
  300 x 250 px
- Email list for any special invites
- List of competitive companies you wish to exclude from virtual event

AT THE TABLE WITH PLATE POST-EVENT ARTICLE WITH PAGE EXCLUSIVE ADS

PLATETALKS POST-EVENT ARTICLE WITH PAGE EXCLUSIVE ADS



Contacts

Contact *Plate* Production or Sales

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webmaterials@mtgmediagroup.com

UPLOAD FILES:
http://sendit.mtgmediagroup.com
Follow the easy directions to upload files, providing advertiser name and description.

***PLATE* SALES**
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