



Product Developer
turned Bean Counter

Annual R&D Survey finds
cost containment, food
safety top priorities
for 2010

Top selling products of 2007 p. 28

Outsourcing product development p. 31

PT show returns to New Orleans p. 37

Managing global plants p. 43



FOOD PROCESSING

2010 DIGITAL SPECS

CREATIVE DEADLINES

- GIF, JPEG, HTML, & text only – Five business days prior to start date
- Flash – Ten business days prior to start date
- Third Party and Rich Media – Ten business days prior to start date
- Include a text version – 50 words max – of all e-newsletter ads. (Some e-newsletters are sent out in text-only formats due to browser restrictions.)

SUBMISSION GUIDELINES

- Send all creative to: digitalads@putman.net
- Click-thru URL must be submitted with creative
- Include a text version – 50 words max – of all e-newsletter ads. (Some e-newsletters are sent out in text-only formats due to browser restrictions.)

DISPLAY AD SPECIFICATIONS

HTML:

- HTML code cannot exceed 20K

FLASH:

- Adobe Flash up to version 8
- Creative must be delivered as a .SWF file
- Must submit an image (JPEG or GIF) to be served in case the user does not have flash installed
- Do not embed the click-thru URL in the Flash creative. Create a button that covers the entire creative at the root level or level 0. Enter the following in the "Action" tag:
on (release) {
 get URL (clickTAG, "_blank");
}
- The frame rate for flash files may not exceed 18 frames per second. 12 frames per second is preferred.

ROADBLOCKS

Roadblocks are a unique opportunity for you to own all key positions on a home page for selected time periods. They are well-suited for product announcements, marketing "splash" campaigns, major initiative launches, and other types of marketing campaigns. Contact your local sales representative for more information.

THIRD PARTY SERVING

Putman Media Web sites allow third party rich media tags (IFRAME/JavaScript) for the rotation of rotating, rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPEG.

RICH MEDIA GUIDELINES:

- All rich media must be approved by the Putman Media editor
- Supported Vendors: Eyeblaster, PointRoll, EyeWonder
- Load Time: Creative must load within 5 seconds or less with 56k modem and must not interrupt page loading
- All rich media must be hosted by a 3rd party vendor
- All creative must be submitted 10 days prior to start date for testing purposes
- For all types of creative, sound is allowed based on prior Putman Media approval
- Sound must be user initiated and have a visible on/off switch

EXPANDABLE AD GUIDELINES

- All expandable ads must be approved by the Putman Media editor
- Definition: Allows ad to expand on a mouse-over or click interaction.
- Uses Java, JavaScript, Flash and/or DHTML.
- Supported Vendors: PointRoll, Eyeblaster
- Positions: Can be used in the top leaderboard or Large Rectangle page positions



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JAN 2010

FOOD PROCESSING

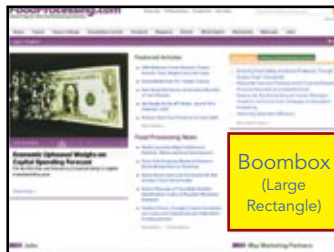
2010 DIGITAL SPECS

WEB SITE ADVERTISING SPECS & SIZES



Leaderboard

Dimensions: 728 x 90 px
File Size: 40K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML, Flash
Alt Text: Cannot exceed 70 characters



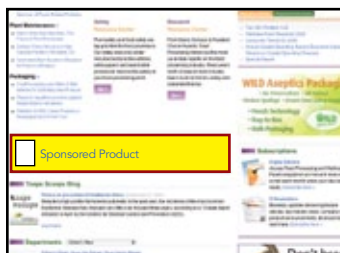
Boombox (Large Rectangle)

Dimensions: 336 x 280 px
File Size: 40K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML, Flash
Alt Text: Cannot exceed 70 characters



Article-embedded Text Box

Size: Up to 40-character headline, plus 300 characters additional text
Format: Text only



Sponsored Product

Size: 120x60 pixel non-animated image, plus 40-character headline and 300 characters additional text
Format: Text and JPG or GIF



Sponsored Link

Size: Up to 40-character headline, plus 80 characters additional text
Format: Text only



Square Button

Dimensions: 125 x 125 px
File Size: 20K or less
Loop Limit: 5 Loop Limit
Formats: GIF, JPEG, HTML, Flash
Alt Text: Cannot exceed 70 characters



FOOD PROCESSING

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E-NEWSLETTER AD SIZES AND SPECS



Top Sponsor:
Dimensions: 468 x 60 pixels
File Size: 40K or less
Formats: Non-animated gif or jpeg
Text Alt: 120 x 60 pixel image with 5 lines at 80 characters each



Skyscraper:
Dimensions: 160 x 600 pixels
File Size: 40K
Formats: Non-animated gif or jpeg



Sponsored Product:
Dimensions: 120 x 60 pixels,
File Size: 5K
Formats: Non-animated gif or jpeg
Text: 300 characters



Sponsored Link:
Up to 40-character headline, plus 80 characters additional text