

## Ad Format Specifications

Platform	Ad Type	Product(s)	Dimensions (pixels)	Expandable/Collapse Dimensions ** (pixels)	Expand/Collapse Direction **	Accepted 1st Party File Formats	3rd Party	Max Initial K-Weight	Max Subload	Max Animation Time / Max Loops**	Notes
Desktop / Tablet Web	Medium Rectangle	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity Drug Monograph	300x250	600x250	Left	gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	150 KB	300 KB	15 seconds (excluding ISI/PI) / 3x Loops	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
	Half Page	Custom Targeted Media (US Only) Condition Exclusivity	300x600	600x600	Left			200 KB	400 KB		
	Top Leaderboard	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity Drug Monograph	728x90	728x360	Down			150 KB	300 KB		
	Bottom Leaderboard	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity Drug Monograph	728x90	728x360	Up			150 KB	300 KB		
Mobile Web / Mobile App	Smartphone App Banner	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	300x50	320x180	Full Screen	.jpg or .png plus click-through URL	DCM, Sizmek	50 KB	n/a	15 seconds (excluding ISI/PI) / 3x Loops	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through.
	Smartphone App Wide Banner	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	320x50	320x180	Full Screen			50 KB	n/a		Expansion must be tap to expand with a defined "Close Ad X" button for the user to close out and return to the content screen. All expandables must be MRAID compliant and use the 'mraid.open' property for click-through.
	Smartphone Web Banner	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	300x50	320x180	Full Screen	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	50 KB	100 KB	15 seconds (excluding ISI/PI) / 3x Loops	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  Expansion must be tap to expand with a defined "Close Ad X" button for the user to close out and return to the content screen. All expandables must be MRAID compliant and use the 'mraid.open' property for click-through.
	Smartphone Web Wide Banner	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	320x50	320x180	Full Screen			50 KB	100 KB		For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
	Smartphone Web Medium Rectangle	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	300x250	320x180	Full Screen			150 KB	300 KB		Click-through can be the same as corresponding desktop 300x250 ad if URL is cross platform friendly, or can device detect to send user to a mobile optimized site.  Expansion must be tap to expand with a defined "Close Ad X" button for the user to close out and return to the content screen. All expandables must be MRAID compliant and use the 'mraid.open' property for click-through.
Custom / Special Units	Billboard Ad	Gateway Package	970x250	Collapse to "Show Ad" button: 970x31	Collapse: Up	3rd party served	DCM, Sizmek	250 KB	500 KB	15 seconds (excluding ISI/PI) / 3x Loops	"Close Ad X" button will collapse 100% of the Billboard and leave a "Show Ad" button that will redisplay the ad on user click.  When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain.  When a user clicks "Show Ad" or the branded "Show Ad" button, the ad will reappear, page content will push back down and a "Close Ad X" button will appear on the Billboard.
	Carousel Sticky MAN Layer Native	Drug Monograph	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Creative will be built in-house.
	Medium Rectangle (Static Newsletter)	Gateway Package Conference Package Condition Exclusivity	300x250	n/a	n/a	n/a	.jpg or .gif plus click-through URL	n/a	150 KB	n/a	n/a

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Tablet	Tablet App Banner	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	728x90	n/a	n/a	.jpg or .png plus click-through URL	DCM, Sizmek	150 KB	n/a	n/a	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through.
	Tablet App Start Page (Landscape/Portrait Extra Wide Banner)	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	994x90 (optional for landscape) or 728x90 (portrait or landscape)	n/a	n/a			150 KB	n/a		
	Tablet App Medium Rectangle	Specialty Media ROS Custom Targeted Media Conference Package Condition Exclusivity	300x250	n/a	n/a			150 KB	n/a		
	Tablet App Half Page	Specialty Media ROS Custom Targeted Media Conference Package Condition Exclusivity	300x600	n/a	n/a			200 KB	n/a		

\* HTML5 is accepted if either served by approved 3rd party vendor or 1st party code. For both 3rd and 1st party, the capability to detect browser HTML5 capability and serve non-HTML5 defaults must be included within the ad creative or ad tag provided to WebMD.

\*\*Must be 3rd party served.

\*\*\*3 loops must occur within overall 15 second animation time.

**Submission Guidelines:**

- Please send ad materials to: ads@webmd.net and cc: your Sales and Planning contact.
- Deployment time: 3-7 business days from receipt of creative/tags and contract.
- 3rd Party Servers not listed must be reviewed by WebMD.
- Submit all 3rd party creative tags to your Campaign Manager and adops@webmd.net, 3 days prior to campaign launch for static creative, 5 days prior for rich media.

**Delivery Guidelines:**

- All ads must be fully secure HTTPS (SSL Compliant). This applies to both 1st party and 3rd party serving, and all ad-related files.
- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- Click-through urls must open in a new browser window.
- 1st party Flash ads are not supported.
- For 1st party served HTML5 click tag, see: [https://support.google.com/dfp\\_premium/answer/7042362#clicktagguideline](https://support.google.com/dfp_premium/answer/7042362#clicktagguideline)
- Animation Frame rate: 24 FPS Progressive (lower frame rates will affect quality and are not recommended)
- Maximum number of host-initiated file requests: Ad must not exceed ten file requests during initial file load. Additional files can be loaded as necessary during host initiated subload and user initiated loads.

**Audio/Video Guidelines:**

- Audio:
  - must be 3rd party served
  - Sound must be user-initiated with a click.
  - A clearly marked option for muting sound and pausing video must be included for the entire duration.
- Video:
  - max playtime, if user initiated with a click = unlimited.
  - max playtime, if non-user initiated = 30 seconds.
  - default backup ad must be included for all users who cannot accept the video format.

**Expandable Guidelines:**

- Expansion must be initiated by mouseover or click. Mouseover must be held in place for 1 second before expansion.
- Ad must collapse when mouse is moved off expanded section.
- Expandable ad units must have a prominent Close X button in the corner of the original ad unit or expanded panel.