



Video Ad Format Specifications

Please send ad materials to: ads@webmd.net cc: {insert Planning email}, {insert Sales Dir. email}
Deployment time: 3-7 business days from receipt of creative/tags and contract.

Ad Type	Product(s)	Dimensions (pixels)	Expandable / Collapse Dimensions (pixels)	Expand / Collapse Direction	Accepted 1st Party File Formats	3rd Party	Max Initial Load Size	Rich Media Polite Load Size	Max Animation Time	Max Loops**	Notes
Desktop/Tablet Web - Pre-Roll Video Ad	Rotational Media	Aspect ratio: 16x9 Dimensions: (Frame Size) 1920x1080	N/A	N/A	High Definition Files MPEG4 .mp4 file extension or ProRes 422 .mov file extension. Window Size: 1920x1080 (1080p) Frame rate: 30/29.97 FPS Progressive (lower frame rates will affect quality and are not recommended) Video Bitrate: 12 Mbps constant bitrate minimum, 16 Mbps preferred. Video Codec: H.264 or ProRes 422 Pixel Format: Square Audio Bitrate: 128Kbps audio Audio Codec: AAC (48kHz 16 bit stereo) Multiplexed: (Muxed)	VAST and VPAID accepted. Innovid, Vindico, Sizmek Must include .flv and .mp4 renditions	N/A	N/A	:30 seconds	N/A	
Desktop/Tablet Web - Companion - Top Leaderboard	Rotational Media	728x90	728x360	Down	.swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash.
Desktop/Tablet Web - Companion - Medium Rectangle	Rotational Media	300x250	600x250	Left	.swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection*	DCM, PointRoll, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash.
Mobile Web - Pre-Roll Video Ad	Rotational Media	Aspect ratio: 16x9 Dimensions: (Frame Size) 1920x1080	N/A	N/A	High Definition Files MPEG4 .mp4 file extension or ProRes 422 .mov file extension. Window Size: 1920x1080 (1080p) Frame rate: 30/29.97 FPS Progressive (lower frame rates will affect quality and are not recommended) Video Bitrate: 12 Mbps constant bitrate minimum, 16 Mbps preferred. Video Codec: H.264 or ProRes 422 Pixel Format: Square Audio Bitrate: 128Kbps audio Audio Codec: AAC (48kHz 16 bit stereo) Multiplexed: (Muxed)	VAST and VPAID accepted. Innovid, Vindico, Sizmek Must include .flv and .mp4 renditions	N/A	N/A	:30 seconds	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.
**3 loops must occur within overall 15 second animation time.

- Companion Ads - Additional General Guidelines
- No audio/video companion ads permitted.
 - 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.
 - Expandable ad units
 - 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.
 - For all 3rd party served SWFs:
 - wmode must be set to opaque or transparent.
 - z-index level must set to 10 or lower for ad in collapsed mode.
 - For 1st party served SWFs, version 6 and above SWFs are acceptable. Please inform us of the file version you are submitting to ensure proper implementation.
DFP clickTAG function is required for 1st party click tracking.
For clickTAG function, see: https://support.google.com/dfp_premium/answer/1085684
One unique click-through URL can tracked by clickTAG per SWF. Additional click-through URLs can be hardcoded in SWF and will not be tracked.
 - 3rd Party Servers not listed must be reviewed by WebMD.