# MOBILE AD FORMAT SPECIFICATIONS

**WebMD**

**Submissions**
Submit all ads and requests to **WebMD Ad Submission** at ads@webmd.net with the containing information in the subject line:
- Client name
- Brand or product name
- Name of WebMD sales contact
- Optionally include additional information within the body (i.e., nature of request (e.g., creative replacement)

**Lead Time**
Up to **5 business days** from date of request for testing, revisions, and implementation.

**MOBILE SITE MEDIA**

| AD UNIT | POSITION | DIMENSIONS | EXPANDABLE DIRECTION | MAX EXPANDABLE *3rd Party Served | FORMAT | INITIAL LOAD SIZE | POLITE LOAD SIZE | MAX ANIMATION PLAYTIME | MAX LOOPS (within time limit) | IN-BANNER VIDEO FRAME RATE | MAX IN-BANNER VIDEO PLAYTIME |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Smartphone Static Banner | Top | 300x50 | N/A | 300x416 | *.png,*.jpg, .gif or 3rd party served *preferred format | 15kb | 35KB | 15sec | 3 | 24fps | Non-User Initiated: 30sec |
| | Bottom | 300x250 | Up | | | | | | | | User Initiated: Unlimited |
| Smartphone Static Wide Banner | Top | 320x50 | Down | 320x416 | | | | | | | |
| | Bottom | | N/A | | | | | | | | |

**Additional Guidelines:**
- 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.
- Approved third party servers include, but not limited to:
  - DFA, Medialets, MediaMind, Phluant, Pointroll
    - No DFA Internal Redirects are accepted
    - Tags must be in JavaScript or HTML5
- HTML5 accepted if served by approved 3rd party vendor.
  - Third party ad server must detect HTML5 compatibility and automatically serve non-HTML5 creative to browsers that do not support HTML5.
- Third party servers not listed must be reviewed by WebMD.

**Audio/Video Guidelines:**
- All audio/video ads must be 3rd party served.
- Sound/video must be user-tap-initiated.
- A clearly marked option for muting sound and pausing video must be included for the entire duration.