



Ad Delivery Guidelines for WebMD Consumer Video Network Advertising

Description	<p>Video "pre-roll" commercial integrated as lead-in to the WebMD Video Network programming, accompanied by an adjacent 300x250 ad. The 300x250 ad and the video window are both clickable and open in a new window.</p> <p>Upon completion of streaming commercial, the 300x250 collapses to a 300x60 ad that accompanies the Daily Video till the end of the user session.</p> <p>In addition to the 300x250 & 300x60 ads above the fold, a 160x600 left rail ad is adjacent to the transcript below the fold.</p> <p>Ads can be first or third party (VAST) served.</p>
--------------------	--

Materials Submission and Support

Guidelines	<p>All creative assets must be delivered 10 business days before launch. Email is preferred for submission.</p> <p>Please send ad materials and correspondence to:</p> <p>videoads@webmd.net</p> <p>To help us locate your account, please put the following in the subject line of every email:</p> <ul style="list-style-type: none">• client name• brand or product name• name of WebMD sales contact• specific request (i.e. "creative replacement")• launch date
-------------------	---



3rd Party Video Ad Serving Template (VAST) Specifications

Video	
Aspect ratio	16x9
Dimensions (Frame Size)	640x360
Video time	:30 sec and less

Companion Banner	
Dimensions	300x250, 300x60, 160x600
FPS	24
Animation Time	15 sec
K size	40k
Javascript supported	No
Rich Media supported	No

Tracking	
First Quartile	Yes
Third Quartile	Yes
Mute	Yes
Pause	Yes
Rewind	No
Full Screen	Not applicable but coming soon
Stop	Yes
Custom Click	For pharma clients we support tracking Important Safety Information (ISI)

Other	
Please add any additional spec requirements here:	For the video, we ask for both MP4 and FLV formats to be available.



WebMD 1st Party Video Ad Served Specifications

Video	
Aspect ratio	16x9
Dimensions (Frame Size)	640x360 or larger (720p or 1080p) If you have the option to control the pixel aspect ratio (not the display aspect ratio) make sure it's set to "1:1" or "1.00", sometimes referred to as "square pixels."
Video time	:30 sec and less
Codec	H.264 A codec is the format in which your video will be encoded. Different codecs have different features and varying quality. For best results, we recommend using Apple Pro Res 422 or H.264 (sometimes referred to as MP4).
Frame Rate	30 FPS If you know at which frame rate you shot, it is best to encode at that same frame rate. However, if it exceeds 30 FPS (frames per second), you should encode your video at half that frame rate. For example, if you shot 60 FPS, you should encode at 30 FPS. If you're uncertain what frame rate you shot at, set it to either "Current" or 30 FPS. If there is an option for keyframes, use the same value you used for frame rate.
Data Rate	5000 kbps (HD) This setting controls both the visual quality of the video and the file size. In most video editors, this is done in terms of kilobits per second (kbps). Use 5000 kbps for high definition video.

Audio	
Codec	AAC (Advanced Audio Codec) For best results, we recommend using AAC for the audio codec.
Data Rate	320 kbps 320 kbps is the highest quality audio data rate we currently support
Audio Rate	44.1 kHz 44.1 kHz is the highest audio sample rate we currently support.

Tracking	
Start, Mid & End	Yes
Video window	Yes
300x250	Yes
300x60	Yes
160x600	Yes
Custom Click	For pharma clients we support tracking Important Safety Information (ISI)

Creative	
300x250 image	<ol style="list-style-type: none"> Image specifications <ol style="list-style-type: none"> Size: 300x250 pixels Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted. Max file size: 40K Click through URL specifications <ol style="list-style-type: none"> Please provide clickthrough URL per image supplied. 3rd-party click redirect tag is permitted.
300x60 image	<ol style="list-style-type: none"> Image specifications <ol style="list-style-type: none"> Size: 300x60 pixels Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted. Max file size: 20K Click through URL specifications <ol style="list-style-type: none"> Please provide clickthrough URL per image supplied. 3rd-party click redirect tag is permitted.
160x600 image	<ol style="list-style-type: none"> Image specifications <ol style="list-style-type: none"> Size: 160x600 pixels Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted. Max file size: 40K Click through URL specifications <ol style="list-style-type: none"> Please provide clickthrough URL per image supplied. 3rd-party click redirect tag is permitted.