



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
Top Leaderboard	All	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.
Medium Rectangle	All	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.
Half Page	All	300x600	600x600	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.
Wide Skyscraper	All	160x600	600x600	Right	.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.
Billboard Ad	First Impression Health Center RB	970x250	Collapse to "Show Ad" button: 970x31	Collapse up	3rd party served	DCM, PointRoll, Sizmek	200 KB	1 MB	15 seconds (excluding ISI/PI)	3	Close X collapses ad when clicked, to a 970x31 "show ad" collapsed banner, which expands ad upon click.  WebMD will frequency cap this unit (as well as other high impact ads or navigation) to 1 per user per 30 min. A standard 728x90 ad must also be supplied to serve when cap is reached.
Filmstrip	All	300x600	Not allowed	N/A	3rd party served	DCM, PointRoll, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	300x600 viewable window in which total ad size of 300x3000 scrolls
Portrait	Health Center RB	300x1050	Not allowed	N/A	3rd party served	DCM, PointRoll, Sizmek	200 KB	350 KB	15 seconds (excluding ISI/PI)	3	
Pushdown	First Impression Health Center RB	970x90	970x415	Expand and push down	3rd party served	DCM, PointRoll, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Expanded panel may be either auto-initiated, or user-initiated by 1 second mouseover or click. Close button on expanded pushdown, initiated by click. Collapsed ad provides expand button that can be initiated with a click.  WebMD will frequency cap this unit (as well as other high impact ads or navigation) to 1 per user per 30 min. A standard 728x90 ad must also be supplied to serve when cap is reached.
Smartphone Web Top Banner	All	300x50	300x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	50 KB	200 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL.
Smartphone Web Top Wide Banner	All	320x50	320x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	100 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL.
Smartphone Web Instream Banner	All	300x50	300x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	50 KB	200 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL.
Smartphone Web Instream Wide Banner	All	320x50	320x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	100 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL.
Smartphone Web Instream Medium Rectangle	All	300x250	300x416	Up	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection *	DCM, PointRoll, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL.

\* 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.  
\*\*\*\*When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain.

- 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.
    - 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](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.

- Audio/Video Guidelines:**
- All audio/video ads 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.
  - For 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.
- Product Definitions**
- Rotational Media: Content and Audience targeting, First Impression.
  - Exclusive Media: Health Center RB, URL Targeting.
  - All: Includes all of above Rotational and Exclusive Media products. Does not include custom media products.