



Video Compression, Creative Specifications and Delivery Guidelines for WebMD Consumer Network Advertising

WebMD Daily Video Sponsorship

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| Description | <p>Video "pre-roll" commercial integrated as lead-in to the WebMD Daily Video 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 120x600 left rail ad is adjacent to the transcript below the fold.</p> <p>None of the ads can be third party served.</p> |
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Materials Submission and Support

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| Guidelines | <p>All creative assets must be delivered 10 business days before launch.</p> <p>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 |
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| Video Format | <p>For quality assurance video files cannot be accepted via FTP. Please provide video assets in the following format:</p> <ul style="list-style-type: none">- Digital Files on Data DVD/CD- Digibeta- Beta SP- DVCAM- MiniDV <p><i>Please note: digital files are preferred.</i></p> |
| Address | <p>WebMD</p> <ul style="list-style-type: none">- C/O Heather Bardinelli for "WebMD Video"- 1201 Peachtree St. NE- 400 Colony Square, Suite 2100- Atlanta, GA 30361- Phone: 404-541-2063 <p><i>Please make sure all media materials are labeled with name of client, brand, campaign and WebMD account manager.</i></p> |

Video Specifications

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| Codec | <p>H.264</p> <p>A codec is the format in which your video will be <i>encoded</i>. 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).</p> |
| Frame rate | <p>24, 25, or 30 FPS</p> <p>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,</p> |

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| | <p>set it to either "Current" or 30 FPS. If there is an option for keyframes, use the same value you used for frame rate.</p> |
| Data rate | <p>2000 kbps (SD), 5000 kbps (HD)</p> <p>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 2000 kbps for standard definition or 5000 kbps for high definition video.</p> |
| Resolution | <p>640x480 (SD), 1280x720 (HD)</p> <p>640x480 for 4:3 SD video, 640x360 for 16:9 SD video, and 1280x720 or 1920x1080 for HD. 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."</p> |
| Deinterlacing | <p>Maybe</p> <p>If you are shooting on an older camera, enable this option. Otherwise, you may get weird-looking horizontal lines in your video. With newer camera models this won't matter, so you can leave this option unchecked.</p> |

Audio Specifications

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

Creative Specifications

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| 300x250 image | <ol style="list-style-type: none">1. Image specifications<ol style="list-style-type: none">a. Size: 300x250 pixelsb. Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted.c. Max file size: 40K2. Click through URL specifications<ol style="list-style-type: none">a. Please provide clickthrough URL per image supplied.b. 3rd-party click redirect tag is permitted. |
| 300x60 image | <ol style="list-style-type: none">1. Image specifications<ol style="list-style-type: none">a. Size: 300x60 pixelsb. Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted.c. Max file size: 8K2. Click through URL specifications<ol style="list-style-type: none">a. Please provide clickthrough URL per image supplied.b. 3rd-party click redirect tag is permitted. |
| 160x600 image | <ol style="list-style-type: none">1. Image specifications<ol style="list-style-type: none">a. Size: 160x600 pixelsb. Format: JPG, GIF image file, or 3rd-party image redirect. Iframe or Javascript is not permitted.c. Max file size: 40K2. Click through URL specifications<ol style="list-style-type: none">a. Please provide clickthrough URL per image supplied.b. 3rd-party click redirect tag is permitted. |