Technical Specifications for WebMD Consumer Ad Units on Standard Pages

Last modified August 8, 2012

I. Materials Submission and Support

Please send ad materials and correspondence to:

WebMD Ad Submission
ads@webmd.net

This will ensure full campaign support, regardless of individual trafficker availability.

To help us locate your account, please put the following in the subject line of every email:
- **client name**
- **brand or product name**
- **name of WebMD sales contact**
- **nature of request** (i.e. "creative replacement")
- **rich media type** (i.e. – "expanding", "Dart Motif", "Pointroll")

For the **WebMD Guide to Go**, please send materials to the separate production address listed below.

II. General Policies

A. Lead Times and Deployment

1. WeMD requires the following lead times in order to test and deploy ads:

- Flash, Rich Media: 5 business days from creative receipt as long as specs are met.

- Standard creative: 3 business days from creative receipt long as specs are met

- Guide to Go: contact your sales representative for further information

2. Creatives will only be deployed for signed contracts.

3. Creatives will only be deployed to the level of targeting details stated on contract.

4. WebMD reserves the right to limit the number of creatives deployed, and number of changes to creative per contract.

5. Geo-targeting of ads must be managed by WebMD's ad system.

B. Ad Content and Appearance

1. Media units with **general opinion/non-prescriptive** polling/quiz functionality (standard, rollover or expandable), personalized or diagnostic assessments/quizzes (standard, rollover or expandable are permitted on the WebMD.

2. Creative must have a distinct border to clearly identify where the page ends and advertisement begins.

C. Max Initial Load per Ad Size

1. Leaderboard
Size: **728x90 pixels**
Max initial load size: **40k**

2. Vertical Banner
Size: **120x240 pixels**
Max initial load size: **30k**

3. Skyscraper
Size: **120x600 pixels**
Max initial load size: **40k**

4. Medium Rectangle
Size: **300x250 pixels**
Max initial load size: **40k**

5. Half Page Ad
Size: **300x600 pixels**
Max initial load size: **40k**

6. Wide Skyscraper
Size: **160x600 pixels**
Max initial load size: **40k**

7. WebMD's Guide To Go
Size: **300x600 pixels**
Max initial load size: **40k**

D. Animation

1. Total max animation or looping time:
- **15 seconds** if non-user initiated
- Unlimited if user initiated by click or 1 second mouseover.

2. No restriction on number of loops. WebMD reserves the right to restrict rapid looping to protect user experience.

E. Navigation

1. All clicks used to open web pages must do so in a new browser window.

2. A click can open only one new browser window.

F. Serving Performance

1. 3rd party tags must serve working ads to all browsers and operating systems.

2. 3rd party serving speed and performance must be consistent and reliable.

G. Billing

1. Third party vendor surcharge must be discussed in advance and reflected within the overall program price – if client/agency does not have a direct deal with rich media vendor – vendor rate card rate should be applied.

2. For billing on actual campaigns, rich media vendors counts will serve as the authoritative source for impression delivery, unless client serves rich media tags through 3rd party tags (also known as "4th party serving").

III. Detailed Additional Specifications per Ad Format

A. Approved Ad Formats

1. WebMD Hosted Image Files
Image files can be hosted by WebMD, and the click served to 1 URL destination per file. For multiple URL destinations, please submit an HTML ad instead.

2. 3rd–Party Tags (Within Ad Space, In Banner)
Officially approved vendors include: Doubleclick, Atlas, Pointroll, MediaMind. All other vendors require advance review and case by case approval by WebMD Ad Operations.

a. Click Redirect Tags
Image files may be hosted by WebMD and the clickthrough served with a 3rd-party redirect URL.

b. Standard Tags
3rd party tags can be used to serve image files format and redirects for linking URLs.

c. iFrame/Javascript, iFrame/iLayer or Javascript Tags
For this format, we cannot guarantee tracking of clicks, or any metric other than impressions served, via the WebMD ad system.

d. For all 3rd party served SWFs:
- **wmode must be set to opaque or transparent.**
- **z-index level must set to 10 or lower.**

3. HTML Ads
WebMD can provide tracking on aggregate clickthroughs per creative unit only. Code must be valid XHTML 1.0.

4. WebMD hosted Flash ads
WebMD highly recommends the use of 3rd-party ad systems to serve and track performance on Flash creatives.

However, if you do require WebMD to host your Flash creatives, please read the following carefully.

Developer Guidelines for Flash ads hosted and click-tracked by WebMD
a. Version 4, 5, 6, 7,8 and 9 SWFs are acceptable. Please inform us of the file version you are submitting to ensure proper implementation Flash 10 is currently not excepted.
b. wmode must be set to opaque or transparent on all SWFs.
c. z-index level must set to 10 or lower on all SWFs.

d. Clickthrough functions must use the following clickTag actionscript:
 	
`on (release){`
`  if (_level0.clickTag.substr(0,5) == "http:") {`
`  getURL(_level0.clickTag, target="_blank");`
`  }`
`}`
 	
This actionscript must be applied to a button layer in the Flash SWF files for all clickthroughs.
 	
Do not hard code the URL into the SWF. WebMD will use our HTML to manage the clickthrough destination. Instead, send the URL to be assigned to each SWF.
 	
Please note that only 1 clickthrough URL value can be assigned per SWF. Also, Medscape can only provide tracking on total clicks per SWF, and cannot break out click data for the Flash creative versus the default GIF/JPGs.
 	
For additional information visit: http://www.adobe.com/resources/richmedia/tracking/

e. A default GIF or JPG and clickthrough URL must be also be submitted to support users without Flash. These may also be used by Medscape in place of Flash, if SWF is incorrectly built at time of campaign launch.
f. Due to the amount of testing required, WebMD allows a max of 10 Flash ad creatives per campaign, unless approval is granted prior to pricing and contract signature.

5. Expandable Ads

All expanding ads must be 3rd-party served.

Important: WebMD uses Iframe ad calls. In some cases, we may request other format.

Officially approved vendors:
PointRoll, MediaMind, Dart MOTIF, AtlasRM

All other vendors require advance review and case-by-case approval by WebMD Ad Operations.

a. wmode must be set to opaque or transparent on all SWFs.

b. z-index level must set to 10 or lower on all SWFs.

c. Expansion must be user initiated by click, or mouseover held in place for 1 second.

d. Ad must collapse when mouse is moved off expanded section.

e. "Close" or "collapse" button must be included on expanded section at all times.

f. A default backup GIF or JPG must be served to all users who cannot accept the expanding ad format.

g. Maximum expansion size (pixels) and direction:

Initial Ad Size	Max Expanded Size	Expanded Direction
728x90	728x360	Down
120x240	240x240	Right
120x600	240x600	Right
160x600	320x600	Right
300x250	500x250	Left
300x600	*No expansion permitted*	

6. Audio ads

All audio ads must be 3rd-party served.

a. Sound must be user-initiated with a click.

b. A clearly marked option for muting sound must be included for the entire duration. Examples include a button marked "sound off", or "turn off sound".

7. Video ads (Within Ad Space, In Banner)

All in-page video ads must be 3rd-party served.

a. Streaming ads need to adhere to WebMD initial load requirements. (see:II.C)

b. A clearly marked option for stopping video must be included for the entire duration.

c. Sound must be user-initiated with a click.

d. A clearly marked option for muting sound must be included for the entire duration.

e. Max playtime, if non-user initiated = 30 seconds

f. Max playtime, if user initiated with a click = unlimited

g. A backup ad must be included for all users who cannot handle video playing functionality.

h. wmode must be set to opaque or transparent on all SWFs.

i. z-index level must set to 10 or lower on all SWFs.

8. WebMD's Guide to Go

The following are specifications for components required by WebMD to build the Guide to Go.

All G2G creative should be sent by email to: **G2G@WebMD.net**

If video format is not digital, please send creative to:

WebMD
C/O Paul Marsico
1175 Peachtree St. NE
Suite 2400
Atlanta, GA 30361

a. 300x600 ad

Size: **300x600 pixels**
Max initial load size: **40k**

Format: JPG or SWF file only (no GIFs). Only the SWF file may be animated.
In-frame only -- no expanding ads permitted.
Roll-over: Permitted for Safety Information only within the G2G frame
> Note: If roll-overs are included that require multiple clicks within the ad unit, FLA files, dependent fonts and/or class files should be forwarded to WebMD
Content: No polling ads, assessments or games permitted.

b. Video

The video should be delivered in one of these formats:

1) Digital File (Preferred format)
a. Uncompressed Windows AVI file at 720x486, NTSC lower field first with audio at 48Khz uncompressed
b. Uncompressed Quicktime MOV file at 720x486, NTSC lower field first with audio at 48Khz uncompressed

2) Tape
a. Digital Betacam
b. Betacam SP

c. 300x250 ad

Size: **300x250 pixels**
Max initial load size: **30k**

Format: JPG or SWF file only (no GIFs). Only the SWF file may be animated.
In-frame only -- no expanding ads permitted.
Roll-over: Permitted for Safety Information only within the G2G frame
> Note: If roll-overs are included that require multiple clicks within the ad unit, FLA files, dependent fonts and/or class files should be forwarded to WebMD
Content: No polling ads, assessments or games permitted.

d. 300x600 backup ad for users without Flash:

Size: **300x600 pixels**
Max initial load size: **40k**
Format: JPG or GIF file

e. 3rd party-served images or pixels are not permitted.

B. Ad formats that are NOT approved:

1. Pop-ups
2. Pop-unders
3. Floating ads, a.k.a. "out-of-banner"
4. Interstitials
5. Superstitials
6. Any other formats not listed above must be approved prior to contract signature.