Technical Specifications for WebMD Consumer Ad Units on Mobile Pages

Last modified: August 8th, 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")
- **ad format**

II. General Policies

A. Lead Times and Deployment

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

- Standard mobile: 5 business days from creative receipt long as specs are met

- Rich media mobile: 10 business days from creative receipt as long as specs are met.

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.

B. Ad Content and Appearance

1. Media units with **prescriptive** data capture, i.e. Free Trial Offer (secure or unsecured) are **not** permitted on editorial pages (most commonly occurring in “rollover” and other types of expandable media unit functionalities) but **are** permitted within **sponsored programs/pages** (defined as single sponsor controlled and influenced).

2. 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.

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

C. Max Initial Load per Ad Size

300x50 or 320x50 – Top or bottom of page.

Size: **300x50 or 320x50 pixels**

- Max initial load size: **7.5K**
- Max polite load size: **30K**

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.

Note: Some mobile phones may not support image animation. Please take this into account when designing the creative messaging.

F. Text tagline (optional)

Max character length: 24 characters

F. Navigation

Each click can open only one new destination or experience.

F. Serving Performance

1. 3rd party tags must serve working ads to all webkit phones – all browsers, operating systems, and device versions.

Devices that must be supported include (but are not limited to): Apple iOS devices, Android, Blackberry.

2. 3rd party serving response time 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)
Vendors are currently being reviewed and certified by WebMD. Please submit the name of the vendor you wish to use for Ad Ops management approval 3 weeks before campaign launch.

All vendors will be required to have a signed agreement with WebMD to ensure that they comply with WebMD privacy policies.

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.

3. Expandable Ads

All expanding ads must be 3rd-party served. See II.A.2 above.

a. Max initial load: **10K**
Max polite load: **30K**

b. Expansion and collapse must be user initiated by click or tap.

c. Maximum expansion size (pixels): **300x416 or 320x416 pixels**

d. Expansion direction: **Downward (for top of page ad) and upwards (for bottom of page ad).** If auto detect is not possible, please supply both formats.

4. Audio ads

All audio ads must be 3rd-party served. See II.A.2 above.

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".

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

All in-page video ads must be 3rd-party served. See II.A.2 above.

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.

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. JSON /API ads
7. PHP ads
8. Any other formats not listed above must be approved prior to contract signature.