Consumer Newsletter Ads

Description

Sponsorship of WebMD's Consumer Newsletter emails.

Required unit: Static 300x250 pixel ad unit.

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")
- **name of newsletter and send date(s)**

II. General Policies

A. Lead Times and Deployment

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

- 3 business days from creative receipt 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 detail 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

1. Media units with **prescriptive** data capture, i.e. Free Trial Offer (secure or unsecured) are **not** permitted.

2. Media units with **general opinion/non-prescriptive** polling/quiz functionality, personalized or diagnostic assessments/quizzes are permitted.

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

III.Technical Specifications

A. Ad Size

Skyscraper
Size: **Static 300x250 pixels**
Max initial load size: **40k**

B. 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 example .gif or .jpg

2. 3rd–Party Tags (Within Ad Space, In Banner)
Officially approved vendors include: Doubleclick, Atlas. 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.

Iframe, Javascript, ilayer tags are **not** allowed.

D. 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.

E. 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 vendor, vendor rate card should apply.

2. For billing on actual campaigns, vendor's counts will serve as the authoritative source for impression delivery.