Technical Specifications for WebMD Mobile App:

WebMD Mobile App Ipad

Last Updated August 8, 2012

I. Materials Submission and Support

All creative assets must be delivered **10 business days before launch.**

Email is preferred for submission.

Please send ad materials and correspondence to:

App Media
appmedia@webmd.net

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**
- **specific request** (i.e. "creative replacement")
- **launch date**

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 app: 5 business days from creative receipt long as specs are met

- Rich media mobile app: 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.

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

B. Ad Content and Appearance

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

IV. Technical Specifications

1. **Dimensions:** 704x90 in Landscape and 768x90 in Portrait

   Maximum Expansion Sizes

   768x1024

2. **File Size:**

   Low Resolution File – 40k png/jpg/gif

   High Resolution File – 100k png/jpg/gif

   png is the preferred file format.

   All files are Non Animating.

3. **Rich Media** - is served through Medialets SDK – For most up to date SDK information email - appmedia@webmd.net