# Ad Format Specifications

![Medscape WebMD Professional logo]

**Please send ad materials to**: ads@webmd.net and cc: your Sales and Planning contact.
**Deployment time**: 3-7 business days from receipt of creative/tags and contract.

| Ad Type | Product(s) | Dimensions (pixels) | Expandable/Collapse Dimensions ** (pixels) | Expand/Collapse Direction ** | Accepted 1st Party File Formats | 3rd Party | Max Initial Load Size | Rich Media Polite Load Size | Max Animation Time | Max Loops*** | Notes |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Top Leaderboard | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 728x90 | 728x360 | Down | .swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection * | DCM, Sizmek | 200 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash. |
| Medium Rectangle | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 300x250 | 600x250 | Left | .swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 200 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash. |
| Bottom Leaderboard | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 728x90 | 728x360 | Up | .swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 200 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash. |
| Half Page | Custom Targeted Media Condition Exclusivity | 300x600 | 600x600 | Left | .swf, .gif or .jpg plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 200 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | A default .gif or .jpg and clickthrough URL must be also be submitted for swfs to support users without Flash. |
| Billboard Ad | Gateway Package | 970x250 | Collapse to "Show Ad" button: 970x31 | Collapse: Up | 3rd party served | DCM, Sizmek | 200 KB | 1 MB | 15 seconds (excluding ISI/PI) | 3 | "Close Ad X" button will collapse 100% of the Billboard and leave a "Show Ad" button that will redisplay the ad on user click. When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain. When a user clicks "Show Ad" or the branded "Show Ad" button, the ad will reappear, page content will push back down and a "Close Ad X" button will appear on the Billboard. |
| Smartphone App Banner | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 300x50 | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 50 KB | n/a | 15 seconds (excluding ISI/PI) | 3 | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |
| Smartphone App Wide Banner | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 320x50 | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 100 KB | n/a | 15 seconds (excluding ISI/PI) | 3 | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |
| Smartphone Web Banner | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 300x50 | n/a | n/a | .png, .jpg, .gif plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 50 KB | 200 KB | 15 seconds (excluding ISI/PI) | 3 | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. |
| Smartphone Web Wide Banner | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 320x50 | n/a | n/a | .png, .jpg, .gif plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 100 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. |
| Smartphone Web Medium Rectangle | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 300x250 | n/a | n/a | .png, .jpg, .gif plus click-through URL, or HTML5 with browser detection* | DCM, Sizmek | 200 KB | 300 KB | 15 seconds (excluding ISI/PI) | 3 | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Click-through can be the same as corresponding desktop 300x250 ad if URL is cross platform friendly, or can device detect to send user to a mobile optimized site. |

# Medscape
WebMD Professional

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|---|---|---|---|---|---|---|---|---|---|---|---|
| Medium Rectangle (Static Newsletter) | Gateway Package Conference Package Condition Exclusivity | 300x250 | n/a | n/a | .jpg or .gif plus click-through URL | n/a | 100 KB | n/a | n/a | n/a | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL: |
| Tablet App Banner | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 728x90 | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 200 KB | n/a | n/a | n/a | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |
| Tablet App Start Page (Landscape/Portrait Extra Wide Banner) | Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity | 994x90 (optional for landscape) or 728x90 (portrait or landscape) | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 200 KB | n/a | n/a | n/a | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |
| Tablet App Medium Rectangle | Specialty Media ROS Custom Targeted Media Conference Package Condition Exclusivity | 300x250 | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 200 KB | n/a | n/a | n/a | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |
| Tablet App Half Page | Specialty Media ROS Custom Targeted Media Conference Package Condition Exclusivity | 300x600 | n/a | n/a | .jpg or .png plus click-through URL | DCM, Sizmek | 200 KB | n/a | n/a | n/a | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL. Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through. |

\* HTML5 is accepted if either served by approved 3rd party vendor or 1st party code.  For both 3rd and 1st party, the capability to detect browser HTML5 capability and serve non-HTML5 defaults must be included within the ad creative or ad tag provided to WebMD.

\*\*Must be 3rd party served.

\*\*\*3 loops must occur within overall 15 second animation time.

**Additional Guidelines:**
- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- Click-through urls must open in a new browser window.
- Expandable ad units
- All expandables ads must be 3rd party served.
- Expansion must be initiated by mouseover or click. Mouseover must be held in place for 1 second before expansion.
- Ad must collapse when mouse is moved off expanded section.
- Expandable ad units must have a prominent Close X button in the corner of the original ad unit or expanded panel.
- For all 3rd party served SWFs:
- wmode must be set to opaque or transparent.
- z-index level must set to 10 or lower for ad in collapsed mode.
- For 1st party served SWFs, version 6 and above SWFs are acceptable. Please inform us of the file version you are submitting to ensure proper implementation.
  DFP clickTAG function is required for 1st party click tracking.
  For clickTAG function, see:     https://support.google.com/dfp_premium/answer/1085684
  One unique click-through URL can tracked by clickTAG per SWF.  Additional click-through URLs can be hardcoded in SWF and will not be tracked.
- For 1st party served HTML5 click tag, see:     https://support.google.com/dfp_premium/answer/7042362#clicktagguideline
- 3rd Party Servers not listed must be reviewed by WebMD.

**Audio/Video Guidelines:**
- All audio/video ads must be 3rd party served.
- Sound/Video must be user-initiated with a click.
- A clearly marked option for muting sound  and pausing video must be included for the entire duration.
- For Video:
- max playtime, if user initiated with a click = unlimited.
- max playtime, if non-user initiated = 30 seconds.
- default backup ad must be included for all users who cannot accept the video format.

**All ads must comply with the Medscape Ad Policy:**
http://www.medscape.com/public/adpolicy