

**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	.gif or .jpg 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.
Medium Rectangle	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	300x250	600x250	Left	.gif or .jpg 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.
Bottom Leaderboard	Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity	728x90	728x360	Up	.gif or .jpg 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.
Half Page	Custom Targeted Media Condition Exclusivity	300x600	600x600	Left	.gif or .jpg 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.
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.
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.

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
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 Gateway Package 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 Gateway Package 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.
- 1st party Flash ads are not supported.
- 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 1st party served HTML5 click tag, see: [https://support.google.com/dfp\\_premium/answer/7042362#clicktagguideline](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>