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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Product(s)</th>
<th>Dimensions</th>
<th>Expandable/Collapse Dimensions</th>
<th>Expand/Collapse Direction</th>
<th>Accepted 1st Party File Formats</th>
<th>3rd Party</th>
<th>Max Initial Load Size</th>
<th>Rich Media File Load Size</th>
<th>Max Animation Time</th>
<th>Max Loops***</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>728x90</td>
<td>728x360</td>
<td>Down</td>
<td>gif or jpg plus click-through URL; or HTML5 with browser detection</td>
<td>DOM, Sizmek</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 seconds (excluding ISI/IP)</td>
<td>3</td>
<td>For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>300x250</td>
<td>600x250</td>
<td>Left</td>
<td>gif or jpg plus click-through URL; or HTML5 with browser detection</td>
<td>DOM, Sizmek</td>
<td>200 KB</td>
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<td>3</td>
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<tr>
<td>Bottom Leaderboard</td>
<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>728x90</td>
<td>728x360</td>
<td>Up</td>
<td>gif or jpg plus click-through URL; or HTML5 with browser detection</td>
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<tr>
<td>Half Page</td>
<td>Custom Targeted Media Condition Exclusivity</td>
<td>300x600</td>
<td>600x600</td>
<td>Left</td>
<td>gif or jpg plus click-through URL; or HTML5 with browser detection</td>
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<tr>
<td>Billboard Ad</td>
<td>Gateway Package</td>
<td>970x250</td>
<td>Collapse to &quot;Show Ad&quot; button: 970x31</td>
<td>Collapse: Up</td>
<td>3rd party served</td>
<td>DOM, Sizmek</td>
<td>200 KB</td>
<td>1 MB</td>
<td>15 seconds (excluding ISI/IP)</td>
<td>3</td>
<td>&quot;Close Ad X&quot; button will collapse 100% of the Billboard and leave a &quot;Show Ad&quot; button that will redisplay the ad on user click. When a user clicks &quot;Show Ad&quot;, the ad will disappear, page content will push back up and a &quot;Show Ad&quot; button will remain. When a user clicks &quot;Show Ad&quot; or the branded &quot;Show Ad&quot; button, the ad will reappear, page content will push back down and a &quot;Close Ad X&quot; button will appear on the Billboard.</td>
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<tr>
<td>Smartphone App Banner</td>
<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>300x50</td>
<td>n/a</td>
<td>n/a</td>
<td>jpg or png plus click-through URL</td>
<td>DOM, Sizmek</td>
<td>50 KB</td>
<td>n/a</td>
<td>15 seconds (excluding ISI/IP)</td>
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<td>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.</td>
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<tr>
<td>Smartphone App Wide Banner</td>
<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>320x50</td>
<td>n/a</td>
<td>n/a</td>
<td>jpg or png plus click-through URL</td>
<td>DOM, Sizmek</td>
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<td>Specialty Media ROS Custom Targeted Media Gateway Package Conference Package Condition Exclusivity</td>
<td>300x50</td>
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<td>n/a</td>
<td>jpg, png, gif plus click-through URL; or HTML5 with browser detection*</td>
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<td>3</td>
<td>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.</td>
</tr>
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<td>Billboard Ad</td>
<td>Gateway Package</td>
<td>970x250</td>
<td>Collapse to &quot;Show Ad&quot; button: 970x31</td>
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<td>3rd party served</td>
<td>DOM, Sizmek</td>
<td>200 KB</td>
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<td>&quot;Close Ad X&quot; button will collapse 100% of the Billboard and leave a &quot;Show Ad&quot; button that will redisplay the ad on user click. When a user clicks &quot;Show Ad&quot;, the ad will disappear, page content will push back up and a &quot;Show Ad&quot; button will remain. When a user clicks &quot;Show Ad&quot; or the branded &quot;Show Ad&quot; button, the ad will reappear, page content will push back down and a &quot;Close Ad X&quot; button will appear on the Billboard.</td>
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Notes:
- Expand/Collapse Direction:
  - Down: The ad collapses downward.
  - Up: The ad collapses upward.
  - Left: The ad collapses to the left.

- Expandable/Collapse Dimensions:
  - 728x90: The ad collapses to 728x90.
  - 300x250: The ad collapses to 300x250.
  - 970x250: The ad collapses to 970x250.

- Accepted 1st Party File Formats:
  - gif or jpg plus click-through URL:
    - For 3rd party served ads, the click-through can be served with a 3rd-party redirect URL.
  - HTML5 with browser detection:
    - For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.

- Max Initial Load Size:
  - 200 KB
  - 300 KB
  - 1 MB

- Rich Media File Load Size:
  - 200 KB
  - 300 KB

- Max Animation Time:
  - 15 seconds (excluding ISI/IP)

- Max Loops***:
  - 3

- Notes:
  - For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
  - For 3rd party served ads, the click-through can be served with a 3rd-party redirect URL.
  - *HTML5 with browser detection:
    - For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
  - **Expandable/Collapse Dimensions:
    - For 3rd party served ads, the click-through can be served with a 3rd-party redirect URL.
  - ***Max Loops:
    - For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
  - 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 back 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.
  - "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 back 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.
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<tbody>
<tr>
<td>Tablet App Banner</td>
<td>Specialty Media ROS</td>
<td>728x90</td>
<td>n/a</td>
<td>n/a</td>
<td>.jpg or .png plus click-through URL</td>
<td>DCM, Sizmek</td>
<td>200 KB</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>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.</td>
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<tr>
<td>Tablet App Start Page</td>
<td>Specialty Media ROS</td>
<td>994x90 (optional for landscape) or 728x90 (portrait or landscape)</td>
<td>n/a</td>
<td>n/a</td>
<td>.jpg or .png plus click-through URL</td>
<td>DCM, Sizmek</td>
<td>200 KB</td>
<td>n/a</td>
<td>n/a</td>
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<td>Tablet App Medium Rectangle</td>
<td>Specialty Media ROS</td>
<td>300x250</td>
<td>n/a</td>
<td>n/a</td>
<td>.jpg or .png plus click-through URL</td>
<td>DCM, Sizmek</td>
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<td>Tablet App Half Page</td>
<td>Specialty Media ROS</td>
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<td>n/a</td>
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* 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 url must open in a new browser window.
- All ads must be fully secure HTTPS. This applies to both 1st party and 3rd party serving, and all ad related files.
- 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.
- For 1st party served HTML5 click tag, see: [https://support.google.com/dfp_premium/answer/7042362#clicktag guideline](https://support.google.com/dfp_premium/answer/7042362#clicktag guideline)
- For 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: