

**Ad Format Specifications**

| Platform                | Ad Type  | Product(s)   | Dimensions (pixels)   | Expandable/Collapse Dimensions** (pixels) | Expandable/Collapse Direction** | Accepted File Formats   | Max Initial K-Weight | Max Subload | Recommended Max Loops/Animation Time***     | Border Required (Non White) | Notes   |
|-------------------------|--|--|---|---|---------------------------------|---|----------------------|-------------|---|-----------------------------|---|
| Desktop / Tablet Web    | MPU  | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 300x250   | 600x250                                   | Left                            | .gif or .jpg plus click-through URL or HTML5 with browser detection *, or 3rd party tags (see Approved 3rd Party Tag Vendors) | 150 KB               | 300 KB      | 15-30 seconds (excluding ISI/PI) / 3x Loops | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  |
|                         | Double MPU   | Condition Article Exclusivity<br>Conference Package<br>PVE Specialty Media<br>PVE CC Media<br>Spec Media Roadblock<br>Condition Roadblock  | 300x600   | 600x600                                   | Left                            |   | 200 KB               | 400 KB      |   | Yes                         |   |
|                         | Top Leaderboard  | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 728x90  | 728x360                                   | Down                            |   | 150 KB               | 300 KB      |   | Yes                         |   |
|                         | Bottom Leaderboard   | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 728x90  | 728x360                                   | Up                              |   | 150 KB               | 300 KB      |   | Yes                         |   |
| Mobile Web / Mobile App | Smartphone App Banner  | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 300x50  | n/a                                       | n/a                             | .gif or .jpg plus click-through URL or HTML5 with browser detection *, or 3rd party tags (see Approved 3rd Party Tag Vendors) | 50 KB                | n/a         | 15-30 seconds (excluding ISI/PI) / 3x Loops | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  |
|                         | Smartphone App Wide Banner                                   | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 320x50  | n/a                                       | n/a                             |   | 50 KB                | n/a         |   | Yes                         | We do not accept Expandables on Mobile.   |
|                         | Smartphone Web Banner  | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 300x50  | n/a                                       | n/a                             |   | 50 KB                | 100 KB      |   | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.<br><br>We do not accept Expandables on Mobile.   |
|                         | Smartphone Web Wide Banner                                   | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 320x50  | n/a                                       | n/a                             |   | 50 KB                | 100 KB      |   | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.<br><br>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.<br><br>We do not accept Expandables on Mobile.   |
| Custom / Special Units  | Billboard  | Conference Package<br>Condition Article Exclusivity<br>PVE Specialty Media<br>PVE CC Media<br>Spec Media Roadblock<br>Condition Roadblock  | 970x250   | Collapse to "Show Ad" button: 970x31      | Collapse: Up                    | .jpg, png or gif plus click-through URL or 3rd party served (see Approved 3rd Party Tag Vendors)                              | 250 KB               | 500 KB      | 15-30 seconds (excluding ISI/PI) / 3x Loops | Yes                         | For 3rd party serving:<br>"Close Ad X" button will collapse 100% of the Billboard and leave a "Show Ad" button that will redisplay the ad on user click.<br><br>When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain.<br><br>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.<br><br>For 1st party serving:<br>No ability to expand/collapse |
|                         | MPU (Static Newsletter)                                      | Conference Package<br>Newsletter Roadblock   | 300x250   | n/a                                       | n/a                             | .jpg or png plus click-through URL  | 150 KB               | n/a         | n/a   | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  |
| Tablet App              | Tablet App Leaderboard                                       | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 728x90  | n/a                                       | n/a                             | .gif or .jpg plus click-through URL or HTML5 with browser detection *, or 3rd party tags (see Approved 3rd Party Tag Vendors) | 150 KB               | n/a         | n/a   | Yes                         | For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.  |
|                         | Tablet App Start Page (Landscape/Portrait Extra Wide Banner) | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 994x90 (optional for landscape) or 728x90 (portrait or landscape) | n/a                                       | n/a                             |   | 150 KB               | n/a         |   |                             |   |
|                         | Tablet App MPU   | Specialty Media (Rotational)<br>CC Media (Rotational)<br>PVE Specialty Media<br>PVE CC Media<br>Custom Targeted Media<br>Conference Package<br>Condition Article Exclusivity<br>Spec Media Roadblock<br>Condition Roadblock<br>Medscape Extend | 300x250   | n/a                                       | n/a                             |   | 150 KB               | n/a         |   |                             |   |

\* 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 15-30 second animation time.

**Submission Guidelines:**

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.  
 3rd Party Servers not listed must be reviewed by WebMD.  
 Submit all 3rd party creative tags to your Campaign Manager and adops@webmd.net, 3 days prior to campaign launch for static creative, 5 days prior for rich media.  
**Approved 3rd Party Tag vendors:**  
 DCM, Flashtalking, Sizmek, Adform (Rich Media only).  
 If vendor is not on our approved list, we will need to review and approve before tags can be served.

**Audio/Video Guidelines:**

- Audio:
  - Must be 3rd party served.
  - Sound must be user-initiated with a click.
  - A clearly marked option for muting sound and pausing video must be included for the entire duration.
- 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.
  - Max playtime for ISI/PI = 30 seconds.

**Approved 3rd Party Measurement Vendors:**

DoubleClick (DV), MOAT and Integral Ad Science (IAS).

**Expandable Guidelines:**

Expansion must be initiated by hover or click. Hover must be held in place for 1 second before expansion.  
 Ad must collapse when hover is moved off expanded section.  
 Expandable ad units must have a clearly visible Close X button in the top right corner of the original ad unit or expanded panel.  
 Expansion must be click to expand with a defined "Close Ad X" button for the user to close out and return to the content screen. All expandables must be MRAID compliant and use the 'mraid.open' property for click-through. We do not accept expandables on Mobile.

**Delivery Guidelines:**

All ads must be fully secure HTTPS (SSL Compliant). This applies to both 1st party and 3rd party serving, and all ad-related files.  
 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.  
 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)  
 Animation Frame rate: 24 FPS Progressive (lower frame rates will affect quality and are not recommended).  
 Maximum number of host-initiated file requests: Ad must not exceed ten file requests during initial file load.