

Healthline Networks Technical Advertising Specifications

As of April 2011

Advertising Sizes Accepted and File Size Maximums

Ad Type	Dimensions	Max. File Size	Max Loops	Max Timing
Leaderboard	728x90	50k	Unlimited	15 sec.
Medium Rectangle	300x250	50k	Unlimited	15 sec.
Wide Skyscraper	160x600	50k	Unlimited	15 sec.
Half Page Ad	300x600	50k	Unlimited	15 sec.
Mobile	300x50 (gif/jpeg only)	5K	Unlimited	15 sec.

Healthline Marketplace Text link: Title character count: 30 w/ spaces; body character count: 90 w/ spaces

Acceptable Advertising Formats

- JPEG / GIF files; unlimited loop animation
- HTML/DHTML
- Flash (version 6 and above)
- Rich Media (see below)
- Third party or site-served via DART for Publishers

Approved Rich Media Ad Formats

- Atlas DMT
- Dart Motif
- Eyeblander
- EyeWonder
- Pointroll
- United Virtualties – Shoshkelies
- 40k initial load, 100k maximum load for all rich media placements

Healthline **does not** accept the following advertising or rich media units: Pop-Up or Pop-Under. Floating Ads, Interstitials, and Superstitials may be approved on an exception basis and require disclosure during campaign planning

Third Party Guidelines

- All third party tags must be from an approved third party vendor and in iFrame format (with the exception of DFA, which should be Internal Redirect)
- All creative served through third party ad tags must adhere to Healthline ad specs as defined in this document
- JavaScript tags only accepted from approved rich media vendors
- Pixels, beacons, or other tracking tags need to be from an approved third party vendor

Expandable Ads

Maximum Expansion Sizes

Ad Type	Initial Ad Size	Max Expanded Size	Expanded Direction
Leaderboard	728x90	728x280	Down
Medium Rectangle	300x250	600x500	Left, Down
Wide Skyscraper-R	160x600	320x600	Left
Wide Skyscraper-L	160x600	320x600	Right
Half Page Ad	300x600	600x600	Left, Down

- Expandable Ads must be 3rd party served via one of the following vendors: Pointroll, Eyeblaster, EyeWonder, Dart Motif, Atlas RM, and Klipmart. All others will be subject to approval
- All expanding ad formats must be user initiated by click or mouse-over held in place for 1 second
- A “Close” or “Collapse” button/functionality must be included in the expanded section at all times
- A default backup GIF or JPG must be served to all users who cannot accept the expanding ad format
- WMode setting must be “transparent” or “opaque”, but never “window”

In-Banner Video

- In-banner video is delivered in the same manner as Rich Media, displayed in one or more of the Standard IAB ad unit sizes (728x90, 300x250, 160x600). We can accept third party serving or host the .swf files (please allow 5-7 business day lead time for implementation and testing in the case of Healthline hosting the files)
- Video can initiate, without accompanying audio, upon page load for up to 15 seconds. User initiation is required to restart the video with audio
- Max 2.2 meg file size, including video
- Initial Flash image 40K max; alt image in static .gif or .jpg format, 40K max
- 30 second max animation
- Must be user initiated
- Audio on click or mouse-over only and must contain a clearly marked option for muting sound for entire duration, i.e. “sound off” or “turn off sound”

General Policies

- Healthline will run pop-up surveys and questionnaires, subject to requirements provided by Healthline
- Healthline implements a cap of 1 ad play per user session for all Super Rich media. Maximum play time is 15 seconds/10 seconds for reminder
- Rich Media can only be implemented by using advanced HTML tags (frames, IFRAMEs, layers/ilayers or IFRAMEs/JavaScript). Healthline’s ad server can serve DART Motif format with advanced notice to allow proper web server configuration

Ad Specifications

- In order for Healthline's ad server to track click-throughs on Flash creative, advertiser must use the clickTAG variable. Click-through must be targeted to open in a new window (target="blank")
- Healthline reserves the right to refuse any creative it deems inappropriate
- Healthline requests log-in access to advertiser's DFA/Atlas/Other advertiser-side ad server to monitor impression delivery
- Healthline does not accept 4th party ad tags without prior approval
- Cookies may not be set on Healthline network except by parties with a third party ad serving agreement

Production Deadline

Healthline requests the following lead times in order to test, QA, and deploy

- Standard Creative (gif and jpg) – 3 days
- Standard DFP accepted Flash – 3 days
- Non- Standard Rich Media – 5 days

Turnaround times begin when assets are received and within stated specs.

- Creatives will only be deployed for signed IO's
- Creatives will only be deployed to the targeting criteria stated on the IO
- Creatives will only be deployed for the # of impressions stated on the IO
- Healthline reserves the right to number the creatives deployed, and number of changes per contract
- Geo-targeting available by country, state, and DMA

Delivery Instructions

Advertising Operations

adops@healthline.com

415-281-3129

A Healthline trafficker will confirm receipt and be available for any additional questions.

Healthline Navigator Specs

Navigator Text Ad Spec

- Ad titles can have a maximum of 25 characters
- Each of the 2 ad description lines can have a maximum of 35 characters
- Display URL is limited to 35 characters
- Destination URL must lead the user to the same property as the display URL, maximum 1000 characters
- ISI Text, 10,000 character maximum
- PI Link text, maximum of 25 characters
- PI & ISI Link URL, maximum 1000 characters
- Brand Logo, 110px max by 60px max and a max file size of 10k

Navigator Image Ad Spec

- Full Navigator Tab
 - 370px by 270px
 - Max file size 200k
- 3rd content position banner ad
 - 370px by 85px
 - Max file size 100k

Navigator Video Spec

- 370px by 270px max player dimension
- Standard Adobe flash video formats .flv and .f4v supported
- Videos should be progressively streamed
- Supporting player file sizes (*.swf, *.js, *.xml) should add up to no more than 100k