

### Healthline Networks Technical Advertising Specifications As of July 2009

#### Advertising Sizes Accepted and File Size Maximums

Ad Type	Dimensions	Max. File Size	Max Loops	Max Timing
Leaderboard	728x90	40k	Unlimited	15 sec.
Medium Rectangle	300x250	40k	Unlimited	15 sec.
Wide Skyscraper	160x600	40k	Unlimited	15 sec.
Half Page Ad	300x600	40k	Unlimited	15 sec.
Text Link	n.a.	n.a.	n.a.	n.a.

**SERP Premium Text Link:** Title character count: 25 w/ spaces; body character count: 75 w/ spaces; display URL not to exceed 30 characters.

**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
- JavaScript
- Flash (version 6 and above)
- Rich Media (see below)

#### Approved Rich Media Ad Formats

- Atlas DMT
- Dart Motif
- Eyeblaster
- 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-Ups, Pop-Unders, Floating Ads, Interstitials, and Superstials

#### 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

- Expandable Ads must be 3rd party served via one of the following vendors: Pointroll, Eyeblaster, EyeWonder, Dart Motif, Atlas RM, and Klipmart.

## Ad Specifications

- 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”

### Audio

- Must be 3rd party served
- Must be user initiated
- Must contain a clearly marked option for muting sound for entire duration i.e. “sound off”, “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.
- 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

### 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 functionality is limited to what is available via the DFP interface.

### Delivery Instructions

Advertising Operations  
[adops@healthline.com](mailto:adops@healthline.com)  
415-281-3100

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