

Healthline.com Advertising Specifications

As of February, 2008

Leaderboard

728w x 90h
pixels

Medium Rectangle

300w x 250h
pixels

Wide Skyscraper

160w x 600h
pixels

Advertising Sizes Accepted - Standard IAB ADs, Rich Media Welcomed

Ad Type	Dimensions	Max. File Size	Max. Loops	Max. Timing
Leaderboard	728 x 90	40k	Unlimited	15 sec.
Wide Skyscraper	160 x 600	40k	Unlimited	15 sec.
Medium Rectangle	300 x 250	40k	Unlimited	15 sec.
Text Link	n.a.	n.a.	n.a.	n.a.

Acceptable Advertising File Formats:

- .jpeg/.gif; unlimited loop animation
- Flash
- Unicast
- Pointroll
- Eyeblander
- DHTML
- Javascript

Note: open to testing others

Send files to:

Fernando "Roman",
Sr. Manager, Advertising Operations
adops@healthline.com, cc: roman@healthline.com
415-281-3137

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.