WebMD

Consumer Display
Ad Format Specifications

Platform	Ad Type	Product	Dimensions (pixels)	Expandable/Collapse Dimensions ** (pixels)	Expand/Collapse Direction **	Accepted 1st Party File Formats	3rd Party	Max Initial K-Weight	Max Subload	Max Animation Time / Max Loops***	Notes
Desktop / Tablet Web	Medium Rectangle	All Desktop/Tablet Web	300x250	600x250	Left	.gif or .jpg plus click-through URL, or HTML5 with browser detection*		150 KB	300 KB	15 seconds (excluding ISI/PI) / 3x Loops	Click-through can be served with a 3rd-party redirect URL. Click-through urls must open in a new browser window.
	Half Page	All Desktop/Tablet Web	300x600	600x600	Left			200 KB	400 KB		
	Top Leaderboard	All Desktop/Tablet Web	728x90	728x360	Down			150 KB	300 KB		
Mobile Web	Smartphone Web Top Banner	All Mobile Web	300x50	300x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek, Celtra, Flashtalking	50 KB	100 KB	15 seconds (excluding ISI/PI) / 3x Loops	Click-through can be served with a 3rd-party redirect URL. Click-through urls must open in a new browser window.
	Smartphone Web Top Wide Banner	All Mobile Web	320x50	320x416	Down						
	Smartphone Web Instream Banner	All Mobile Web	300x50	300x416	Autodetect						
	Smartphone Web Instream Wide Banner	All Mobile Web	320x50	320x416	Autodetect						
	Smartphone Web Instream Medium Rectangle	All Mobile Web	300x250	300x416	Autodetect			150 KB	300 KB		
Rising Stars - Desktop / Tablet Web	Filmstrip	All Desktop/Tablet Web	300x600	Not allowed	N/A	3rd party served	DCM, Sizmek	200 KB	400 KB	15 seconds (excluding ISI/PI) / 3x Loops	300x600 viewable window in which total ad size of 300x3000 scrolls
	Portrait	Health Center Roadblock	300x1050	Not allowed	N/A			250 KB	500 KB		N/A
	Pushdown	First Impression Health Center Roadblock	970x90	970x415	Expand and push down			200 KB	400 KB		Expanded panel may be either auto-initiated, or user-initiated by 1 second mouseover or click. Close button on expanded pushdown, initiated by click. Collapsed ad provides expand button that can be initiated with a click. WebMD will frequency cap this unit (as well as other high impact ads or navigation) to 1 per user per 30 min. A standard 728x90 ad must also be supplied to serve when cap is reached.
Email	Email Medium Rectangle	Email Newsletters	300x250	No expansions allowed	N/A	static .gif or .jpg plus click-through URL	DCM, Sizmek standard redirect tags	40 KB	N/A	No animation allowed	Static images only: 1st party or 3rd party.

* 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.

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.

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
- 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. Additional files can be loaded as necessary during host initiated subload and user initiated loads.

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.

Expandable Guidelines:
- 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.
- Expandable ad units must have a prominent Close X button in the corner of the original ad unit or expanded panel.

Platform	Ad Type	Dimensions (pixels)	1st Party Playback Requirements	1st Party Video Encoding Specifications	1st Party Audio Encoding Specifications	3rd Party	Max Initial K-Weight	Max Subload	Animation Time / Max Loops	Audio	Notes
Desktop / Tablet Web / Mobile Web	Video	*In-Article Video:* 1280x720 (16:9 aspect ratio)	High Definition Files 1st Party click-through URL required Window Size: 1920x1080 (1080p) Frame rate: 30 FPS Progressive (lower frame rates will affect quality and are not recommended)	MPEG4 .mp4 file extension or .mov file extension. Video Bitrate: 12 mbps minimum / 16 Mbps preferred Video Codec: H.264	Audio Bitrate: 128Kbps audio Audio Codec: AAC (48kHz 16 bit stereo)	VAST, VPAID JS (HTML) from Innovid, Sizmek accepted. Must include non-Flash file renditions (i.e. - .mp4).	40MB recommended. Max: 40 MB	N/A	*In-Article Video (non-skippable):* Recommeneded Ad Length: 30 seconds Max Ad Length: 120 seconds / No Looping	*In-Article Video:* Tap to play Audio	*Video campaigns will run across In-Article.* *Videos longer than 30 seconds will require approval from WebMD.*

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WebMD

Consumer Mobile and Tablet App
Ad Format Specifications

Platform	Ad Type	Product(s)	Dimensions* (pixels)	Expandable/Collapse Dimensions (pixels)	Expand/Collapse Direction	Accepted 1st Party File Formats*	3rd Party**	Max Initial K-Weight	Max Subload	Max Animation Time / Max Loops***	Notes
Mobile	Smartphone App Banner	All	300x50	Max is full screen for mobile device	Auto detect	static.jpg or .png plus click-through URL	DCM, Sizmek	50 KB	100 KB	15 seconds (excluding ISI/PI) / 3x Loops	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
	Smartphone App Wide Banner	All	320x50		Auto detect			50 KB	100 KB		
	Smartphone App Medium Rectangle	All	300x250		Auto detect			150 KB	300 KB		
Tablet	Tablet App	All	704x90 in Landscape and 768x90 in Portrait	768x1024	Auto detect	.png plus click-through URL		200 KB	300 KB		

* 1st party high resoluton, over-display size image files are also supported, and preferred -- i.e. 640x100, 600x100, 600x500 .png assets.
** Third-party served creative must be MRAID compliant and use the 'mraid.open' property for click-through.
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- 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.

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- For 1st party served HTML5 click tag, see:
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