haymarket medical network

2017 DIGITAL SPECIFICATIONS

Desktop Web

Dimensions	Product Name	Initial File Size	Polite File Size	Rich Media	Third Party Ad Served	Site Served .swf	Site Served Static Image	Sidebar Compatible	Expandable	Expandable Direction	Border	HTML5 Accepted	Flash Version	Frame Rate	Animation/ Looping	Wmode	Z-index	Accepted Vendors
728×90	Leaderboard	50k	100k	Yes	Yes	Yes	Yes	No	2×	Down	1px	Yes	10.1 or under	24	Unlimited	0	2,000,000	All
300×250	Box Ad/Sidekick	50k	100k	Yes	Yes	Yes, except for sidekick	Yes	Yes	2×	Auto detect	1px	Yes	10.1 or under	24	Unlimited	0	1,000,000	All
300×600	Half Page/ Filmstrip	50k	100k	Yes	Yes	Yes, except for filmstrip	Yes	Yes	2×	Auto detect	1px	Yes	10.1 or under	24	Unlimited	0	1,000,000	All
300×250	Box Ad/Sidekick (SIDEBAR)	50k	100k	Yes	Yes	Yes, except for sidekick	Yes	Yes	2×	Auto detect	1px	Yes	10.1 or under	24	Unlimited	0	3,000,000	All
300×600	Half Page/ Filmstrip (SIDEBAR)	50k	100k	Yes	Yes	Yes, except for filmstrip	Yes	Yes	2×	Auto detect	1px	Yes	10.1 or under	24	Unlimited	0	3,000,000	All
300×1050	Portrait Ad	50k	100k	Yes	Yes	No	Yes	Yes	n/a	n/a	1px	Yes	n/a	n/a	Unlimited	0	1,000,000	All
950×90	Slider Ad	50k	100k	Yes	Yes	No	Yes	No	n/a	n/a	n/a	Yes	n/a	n/a	Unlimited	0	1,000,000	All
640×480, 300×250, 300×600	Interstitial/ Prestitial	100k	n/a	Yes	Yes	Yes	Yes	No	n/a	n/a	n/a	Yes	10.1 or under	24	15 seconds	0	1,000,000	All

- Standard turnaround time is three days upon receipt of creative.
- Submitted creative is subject to approval by Haymarket Media, Inc.
- All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels

- Site served SWF must be flash version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: http://getclick-tag.com/get-clicktag-code/

- All audio must be user initiated (via click). Expandables must be "click to expand" or "roll to expand" with a 1sec delay. Any expanding or out of page media must have a clearly visible close button or "X"
- HTML5 creative must be third party served

	Dimensions	Product Name	File Size	Rich Media	Third Party Ad Served	Site Served Static Image	HTML5 Accepted	Animation	Accepted Vendors	Flash Accepted	Expandable
Mobile Web	728×90 - Tablet	Leaderboard	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	n/a
	300×250	Box Ad	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	n/a
	300×250	Interstitial/Prestitials	30k	Yes	Yes	Yes	Yes	15 seconds	All	No	n/a
Mobile App	728×90 - Tablet	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	n/a
	320×50 - Smartphone	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Unlimited	All	No	320×480 (max)
Email Newsletters	300×250	Box Ad	40k	No	Yes	Yes	No	Yes	All	No	n/a
	728×90	Leaderboard	40k	No	Yes	Yes	No	Yes	All	No	n/a
	Text	n/a	n/a	No	Yes	n/a	n/a	n/a	n/a	n/a	n/a

- Animated gifs are permitted but only the first frame will display in many email clients. Please ensure the first frame has brand name and call to action.
- For most third party ad servers sending over a noscript standard tag is acceptable.

- DFA and Pointroll users must send over a 1×1 and click tracker.
- Text ads can have a headline of 100 characters including spaces, plus body copy of 300 characters including spaces.

MPR • The Clinical Advisor • Cancer Therapy Advisor • Oncology Nurse Advisor • Renal & Urology News • myCME • Psychiatry Advisor • Neurology Advisor • Endocrinology Advisor • Clinical Pain Advisor • Infectious Disease Advisor • The Cardiology Advisor • Rheumatology Advisor • Medical Bag