

Desktop Web

Dimensions	Product Name	Initial file size (weight)	Max File/Subsequent file size (weight)	Expandable (Max)	Expandable Direction
728x90	Leaderboard	200k	300k	728x315	Down
300x250	Medium Rectangle	200k	300k	600x250	Left
300x600	Half Page/Filmstrip	200k	300k	600x600	Left

Mobile Web

Dimensions	Product Name	Initial file size (weight)	Max File/Subsequent file size (weight)	Expandable	Expandable Direction
728x90	Leaderboard	200k	300k	N/A	N/A
300x600	Half Page	200k	300k	N/A	N/A
300x250	Medium Rectangle	200k	300k	N/A	N/A
320x50	Smartphone Leaderboard	100k	200k	320x416 (max) or Full Screen	Up or Full Screen

Email Newsletters

Dimensions	Product Name	File Format	File size (weight)
300x250	Box Ad	JPG, PNG, or GIF format	40k

- Two Box ads are present in our newsletters - please send two impression and click trackers.
- Supported 3rd party trackers include Google Campaign Manager 360, Sizmek, Mediaplex/Conversant, CAKE, Flashtalking, Adform, DoubleVerify, and Integral Ad Science.

Promo Email Assets

Dimensions	Product Name	File Format	File size (weight)
300x250	Banner	JPG, PNG, or GIF format	40k

- Impression + click tracker (DCM 1x1 format)

File Formats Accepted: jpg, gif, png, HTML5, 3rd Party JavaScript (If DCM, internal redirects preferred).

All audio must be user initiated (via click). Expandables must be "click to expand". Any expanding or out of page media must have a clearly visible close button or "X".

Ad Verification Tags (IAS, DoubleVerify, etc) are accepted. Monitoring tags are accepted for programs running across the Haymarket Medical Network, blocking tags accepted only for Haylo programs.

For full list of third party vendors that are accepted please visit:

https://developers.google.com/third-party-ads/adx-vendors?visit_id=638299934139400963-3136747099&rd=1_

Further Notes:

- SSL Compliancy - All resources of a creative, including images, stylesheets, JavaScript, and tracking pixels, must be secure for a creative to be SSL-compliant. These resources can reference other secondary resources, but all resources referenced must be secure. Note that an SSL-compliant creative can include an insecure click-through URL. Also any images that will be hosted by Campaign Manager are compliant by default.
- Submitted creative is subject to approval by Haymarket Media, Inc. **Max of 4 creatives per program.**
- Flash is no longer supported in Campaign Manager and all major browsers.
- HTML5 Requirements available upon request.
- For responsive HTML5 ads (ie when the cursor is on the ad, it expands), we must receive creative materials in the form of a javascript tag, not a bundled zip file.**
- ClickTag Preference - HTML: clickTag
- If exceeding or not compliant with our specs we will need to QA tags.
- Please limit HTML files to 4 per campaign. Any additional creative expected to be in rotation will require an additional fee.
- Standard turnaround time is three days upon receipt of creative.



AD SPECIFICATIONS: STANDARD & MOBILE SIZES

Display

Dimensions	Product Name	Initial file size (weight)	Max File/Subsequent file size (weight)	Rich media	Animation Duration	Max Loops	Z-index
300×250	Medium Rectangle	150KB	1MB	150KB	Up to 30 sec	3×	0
728X90	Leaderboard	150KB	1MB	150KB	Up to 30 sec	3x	0
160×600	Wide Skyscraper	150KB	1MB	150KB	Up to 30 sec	3x	0
300×600	Half Page	150KB	1MB	150KB	Up to 30 sec	3×	0
970×250	Billboard	150KB	1MB	150KB	Up to 30 sec	3x	0

Mobile

Dimensions	Product Name	Initial file size (weight)	Max File/Subsequent file size (weight)	Rich media	Animation Duration	Max Loops	Z-index
320×50	Leaderboard	150KB	1MB	150KB	Up to 30 sec	3×	0
300×50	Banner	150KB	1MB	150KB	Up to 30 sec	3x	0
320×480	Portrait Interstitial	150KB	1MB	150KB	Up to 30 sec	3x	0



AD SPECIFICATIONS: VIDEO, CTV AND STREAMING AUDIO

Haylo - Video

Size	Bit Rate	File Type	Max File/ Subsequent file size (weight)	Minimum Bit Rate	Minimum Size	Length
1280×720	2500	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
1280×720	1100	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
1280×720	500	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	1700	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	1100	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	500	MP4	125MB	2500kbps	1280×720px	:15 or :30 Seconds
1280×720	2500	WebM	125MB	2500kbps	1280×720px	:15 or :30 Seconds
1280×720	600	WebM	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	1500	WebM	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	500	WebM	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	1100	x-flv	125MB	2500kbps	1280×720px	:15 or :30 Seconds
768×432	500	x-flv	125MB	2500kbps	1280×720px	:15 or :30 Seconds

Haylo - Connected TV (CTV)

Creative Type	Media Type	Minimum Bit Rate	Minimum Size	Length	Aspect Ratio
Vast	MP4	2500kbps	1280x 720px	:15 or :30 Seconds, Limited :60 second available	16:9

Haylo - Streaming Audio

File Type	Max File Size	Bit Rate Minimum	Ad Length	Companion Banner
MP3	20MB	128 kbps	:15, :30	640×640 or 300×250
AAC	20MB	128 kbps	:15, :30	N/A
WAV	20MB	128 kbps	:15, :30	640×640 or 300×250
OGG	20MB	128 kbps	:15, :30	640×640 or 300×250

DOUBLEVERIFY POLICY

If utilizing DoubleVerify tags please ensure the following: (this applies to DCM tags wrapped with DoubleVerify)

- Access to the blueprint and DV quality metrics should be granted to: adops@haymarketmedia.com
- All Haymarket domains will need to be added to the Blueprints inclusion list.
- This is endemic content that should not accrue brand safety blocks.

Negative Keyword list (if any) will be sent with the tag sheet

The above points are critical in launching the campaign with the most appropriate DoubleVerify settings. Having these items will help Haymarket keep block/incident rates low.

The Haymarket Medical Network delivers relevant and timely clinical news to healthcare practitioners.

Haymarket domains below:

<https://www.cancertherapyadvisor.com>

<https://www.clinicaladvisor.com>

<https://www.clinicalpainadvisor.com>

<https://www.dermatologyadvisor.com>

<https://www.empr.com>

<https://www.endocrinologyadvisor.com>

<https://www.gastroenterologyadvisor.com>

<https://www.hematologyadvisor.com>

<https://www.infectiousdiseaseadvisor.com>

<https://www.medicalbag.com>

<https://www.neurologyadvisor.com>

<https://www.oncologynurseadvisor.com>

<https://www.opthalmologyadvisor.com>

<https://www.optometryadvisor.com>

<https://www.psychiatryadvisor.com>

<https://www.pulmonologyadvisor.com>

<https://www.rarediseaseadvisor.com>

<https://www.renalandurologynews.com>

<https://www.rheumatologyadvisor.com>

<https://www.sleepwakeadvisor.com>

<https://www.thecardiologyadvisor.com>

<https://www.vaccineadvisor.com>

3RD PARTY ACCESS

In order for Haymarket to track impressions and make optimizations throughout the duration of the campaign, we will need 3rd party access to DCM and or DV.

Please ensure the following has been granted 3rd party access: adops@haymarketmedia.com

DAILY REPORTING

If unable to provide 3rd party access to the email address listed, we ask that you set up daily reporting.

The daily report should be in month-to-date format and include the following fields in the order outlined below:

- Date
- Placement name
- Placement ID
- Impressions
- Clicks
- Active view measurable impressions
- Active view viewable impressions

All daily reporting should be sent to the respective email address outlined below:

DoubleVerify: cc_14427@staqdata.com

DCM: cc_10130@staqdata.com

Flashtalking: cc_10131@staqdata.com

Sizmek: cc_10132@staqdata.com

IAS: cc_10150@staqdata.com

Innovid: cc_10186@staqdata.com

Please note all email addresses listed above are affiliated with Haymarket Media, Inc. If for any reason you are unable to send daily reporting to one of the above email addresses, we ask that you send daily reporting to adops@haymarketmedia.com



HAYLO EHR AD SPECIFICATIONS

EHR Banner Programs & Pharmacy Engagement

Format	Max Weight	Animation	3rd Party Tags	ISI Options	Expandable Banners	Max Number of Tags/Creatives
728x90 standard banners; HTML5, JPG, PNG, GIF	200KB	30 Sec/ 3 Loops	DCM Tags ONLY - cannot accept other 3rd party tags wrapped in a DCM tag	Auto Scroll or Manual	Not accepted	5 Max

Additional Notes:

- Backup static banners must be provided with DCM tags - Only one backup static can be used per tag
- Creative cannot have images with a face (people or animals). Overall look and feel of ad cannot appear promotional in nature- ad must have a clinical appearance.
- *All ads will be reviewed prior to launch

EHR Cost Savings Distribution

Format	Associated Details for Program
• PDF of Financial Savings Program • PNG/JPEG also accepted • Include both a black and white and color copy • Can be up to 12 pages	• If client is using unique IDs, request a file of IDs (CSV or TXT file) • Confirmed BIN, PCN and Group #s

EHR Pharmacy Authorization Guarantee

Format	Associated Details for Program Required
PA to take place on brand.com	Desktop and Mobile websites directing to the PA

EHR Pharmacy Enrollment Guarantee

Format	Associated Details for Program	Brand Logo	Co-Pay Card Graphic
PDF of Financial Savings Program	• Membership IDs • Lot and Bin Numbers • Co-Pay Program Requirements • Financial Services Program URL, Website, or Vanity Link	Minimum dimensions: 600 width x 200 height. (Maintain 3:1 ratio for larger dimensions)	Minimum dimensions: 400 width x 300 height (Maintain ratio for larger dimensions)

EHR HCP InboxRX & Patient Portal InboxRX

ASSETS AND DELIVERABLES

- HTML and image files (.JPG, .PNG)
- Subject Line (Should not exceed more than 50 Characters)
- No preheader
- From Information/Manufacturer Name
Example: [HCO Name] on Behalf of [Manufacturer Name]
- Final Deployment Seed List)
Please note that we cannot test so we will not need a test list. We can only provide a screen shot of the portal message. The reason for this is that it is coming directly from the HCP/Health System so we cannot send a test
- Audience details: These may include specialties, professions, target files, patients rxed a specific drug or diagnosed with specific disease state etc.
- Target dates for initial deployment
- Creatives should not have images of people or animals.

GENERAL REQUIREMENTS

- The HTML file should not exceed 100KB (75KB max is recommended)
Recommended width is no more than 650px (600px is ideal)
Message File Size: 75 KB
Width: Min 600 Max 640 px (Desktop), 320 px (Mobile Vertical)
Height: 1500 px
 - Content blocks: 800 px
 - Footer: 100 px
 - Email banner: 100 px
- HTML should be mobile-friendly
- If providing a CTA, please include UTM parameters
- Do not include embed Flash content, JavaScript, videos, or forms
- Please do not supply any images wider than 650px (200 KB)
GIF: 500px
- Haylo EHR emails include our opt-out language in each email for legal purposes:
Pharma opt-out is added in the HTML5 from the agency/creative team (clicked can be tracked)
HCO/Health System opt-out is added from the software outside of the HTML5 creative.
- Creative cannot include human or animal faces
- Creative cannot include bright/flash colors
- Company's physical location mailing address must be included in the body copy to fulfill CAN-SPAM Compliance (CSA)
- All messages are CAN-SPAM compliant
- No attachments can be included
- Titles are subject to EHR & HCO approval

TURNAROUND TIMES

- **Screen Shots (in lieu of testing):** SS available 3 business days after receiving final creative. After program has gone live, SS available within 3 business days
- **Deployment:** 3-5 Business Day after assets received