

## Consumer Display Ad Format Specifications

**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.

Ad Type	Product(s)	Dimensions (pixels)	Expandable/Collapse Dimensions ** (pixels)	Expand/Collapse Direction **	Accepted 1st Party File Formats	3rd Party	Max Initial Load Size	Rich Media Polite Load Size	Max Animation Time	Max Loops***	Notes
Top Leaderboard	All Desktop/Tablet Web	728x90	728x360	Down	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Medium Rectangle	All Desktop/Tablet Web	300x250	600x250	Left	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Half Page	All Desktop/Tablet Web	300x600	600x600	Left	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Wide Skyscraper	All Desktop/Tablet Web	160x600	600x600	Right	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Billboard Ad	First Impression Health Center RB	970x250	Collapse to "Show Ad" button: 970x31	Collapse up	3rd party served	DCM, Sizmek	200 KB	1 MB	15 seconds (excluding ISI/PI)	3	Close X collapses ad when clicked, to a 970x31 "show ad" collapsed banner, which expands ad upon click.  When a user clicks "Close Ad X", the ad will disappear, page content will push up, and a "Show Ad" button will remain.  When a user clicks "Show Ad" or the branded "Show Ad" button, the ad will reappear, page content will push back down and a "Close Ad X" button will appear on the Billboard.  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.
Filmstrip	All Desktop/Tablet Web	300x600	Not allowed	N/A	3rd party served	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	300x600 viewable window in which total ad size of 300x3000 scrolls
Portrait	Health Center RB	300x1050	Not allowed	N/A	3rd party served	DCM, Sizmek	200 KB	350 KB	15 seconds (excluding ISI/PI)	3	
Pushdown	First Impression Health Center RB	970x90	970x415	Expand and push down	3rd party served	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	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.
Smartphone Web Top Banner	All Mobile Web	300x50	300x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	50 KB	200 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Smartphone Web Top Wide Banner	All Mobile Web	320x50	320x416	Down	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	100 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Smartphone Web Instream Banner	All Mobile Web	300x50	300x416	Autodetect	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	50 KB	200 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Smartphone Web Instream Wide Banner	All Mobile Web	320x50	320x416	Autodetect	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	100 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
Smartphone Web Instream Medium Rectangle	All Mobile Web	300x250	300x416	Autodetect	.png, .jpg, .gif plus click-through URL, or HTML5 with browser detection*	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	Click-through can be served with a 3rd-party redirect URL
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	No animation allowed	Static images only, whether 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.

#### Additional Guidelines:

- 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.
- Expandable ad units
- 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.
- For 1st party served HTML5 click tag, see: <https://support.google.com/dfp-premium/answer/7049236?clicktagguideline>
- 3rd Party Servers not listed must be reviewed by WebMD.

#### Audio/Video Guidelines:

- All audio/video ads 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.
- For 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.

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In-Article Video	Rotational Media in article content	Aspect ratio: 16:9 Dimensions: 1280x720	N/A	N/A	MP4	VAST, VPAID JS (HTML) from Innovid, Vindico, Sizmek accepted.	10MB recommended. Max: 40 MB	N/A	:15 - :30 seconds recommended. Max: 120 seconds	No looping	Not skippable.
Desktop/Tablet Web - Pre-Roll Video Ad	Rotational Media in WebMD Video Player	Aspect ratio: 16x9 Dimensions: (Frame Size) 1920x1080	N/A	N/A	High Definition Files MPEG4 .mp4 file extension or ProRes 422 .mov file extension. Window Size: 1920x1080 (1080p) Frame rate: 30/29.97 FPS Progressive (lower frame rates will affect quality and are not recommended) Video Bitrate: 12 Mbps constant bitrate minimum, 16 Mbps preferred. Video Codec: H.264 or ProRes 422 Pixel Format: Square Audio Bitrate: 128Kbps audio Audio Codec: AAC (48kHz 16 bit stereo) Multiplexed: (Muxed)	VAST and VPAID from Innovid, Vindico, Sizmek accepted. Must include non-Flash file renditions (i.e. - .mp4).	N/A	N/A	:30 seconds	No looping	Not skippable.
Desktop/Tablet Web - Pre-Roll Companion - Top Leaderboard	Rotational Media in WebMD Video Player	728x90	728x360	Down	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	1	Click-through can be served with a 3rd-party redirect URL
Desktop/Tablet Web - Pre-Roll Companion - Medium Rectangle	Rotational Media in WebMD Video Player	300x250	600x250	Left	.gif or .jpg plus click-through URL, or HTML5 with browser detection *	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	1	Click-through can be served with a 3rd-party redirect URL
Mobile Web - Pre-Roll Video Ad	Rotational Media in WebMD Video Player	Aspect ratio: 16x9 Dimensions: (Frame Size) 1920x1080	N/A	N/A	High Definition Files MPEG4 .mp4 file extension or ProRes 422 .mov file extension. Window Size: 1920x1080 (1080p) Frame rate: 30/29.97 FPS Progressive (lower frame rates will affect quality and are not recommended) Video Bitrate: 12 Mbps constant bitrate minimum, 16 Mbps preferred. Video Codec: H.264 or ProRes 422 Pixel Format: Square Audio Bitrate: 128Kbps audio Audio Codec: AAC (48kHz 16 bit stereo) Multiplexed: (Muxed)	VAST and VPAID from Innovid, Vindico, Sizmek accepted. Must only include non-Flash file renditions (i.e. - .mp4).	N/A	N/A	:30 seconds	No looping	Not skippable.

\* 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.

#### Companion Ads - Additional General Guidelines

- No audio/video companion ads permitted.
- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- 1st party Flash ads are not supported.
- Click-through urls must open in a new browser window.
- Expandable ad units
  - 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.
- For 1st party served HTML5 click tag, see: [https://support.google.com/dfp\\_premium/answer/7042362?clicktagguideline](https://support.google.com/dfp_premium/answer/7042362?clicktagguideline)
- 3rd Party Servers not listed must be reviewed by WebMD.

## Consumer Mobile and Tablet App Ad Format Specifications

**Please send ad materials to:** ads@webmd.net and cc: your Sales and Planning contact.  
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Ad Type	Product(s)	Dimensions* (pixels)	Expandable/Collapse Dimensions (pixels)	Expand/Collapse Direction	Accepted 1st Party File Formats*	3rd Party**	Max Initial Load Size	Rich Media Polite Load Size	Max Animation Time	Max Loops***	Notes
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	200 KB	15 seconds (excluding ISI/PI)	3	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
Smartphone App Wide Banner	All	320x50	Max is full screen for mobile device	Auto detect	static.jpg or .png plus click-through URL	DCM, Sizmek	100 KB	200 KB	15 seconds (excluding ISI/PI)	3	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
Smartphone App Medium Rectangle	All	300x250	Max is full screen for mobile device	Auto detect	static.jpg or .png plus click-through URL	DCM, Sizmek	100 KB	200 KB	15 seconds (excluding ISI/PI)	3	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.
Tablet App	All	704x90 in Landscape and 768x90 in Portrait	768x1024	Auto detect	.png plus click-through URL	DCM, Sizmek	200 KB	300 KB	15 seconds (excluding ISI/PI)	3	For 1st party served ads, the click-through can be served with a 3rd-party redirect URL.

\* 1st party high resolution, 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.

\*\*\* 3 loops must occur within overall 15 second animation time.

**Additional Guidelines:**

- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- Expandable ad units
  - 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.
- 3rd Party Servers not listed must be reviewed by WebMD.

**Audio/Video Guidelines:**

- All audio/video ads must be 3rd party served.
- Sound must be user-initiated with a click.
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- For 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.