

## Vertical Health Media, LLC 2016 Advertising Specifications

For inquiries or help, please contact Senior Ad Operations Manager Tim Jones at [tim.jones@verticalhealth.com](mailto:tim.jones@verticalhealth.com)

### General Guidelines

- >Vertical Health uses RealMedia Open-AdStream to serve all ad displays.
- >All ad units will target url in a new browser window when clicked.
- >Vertical Health Media, LLC does not accept the following advertising or rich media units: Pop-Ups, Pop-Unders, Floating ads, Interstitials and Superstitials.

### Vertical Health Accepts the Following Ad Formats:

- >JPEG/GIF files; unlimited loop animation
- >HTML5
- >JavaScript
- >Flash
- >PointRoll
- >DoubleClick/Motif
- >Atlas Rich Media

### Banner Specifications

Flash Version	9 or earlier.
Dimension	728x90, 300x250, 160x600, 300x600, 320x50 (mobile/no flash), 300x50 (mobile/no flash)
Weight	40K (max)
Animation Length	30 sec (max)/If less than 30 sec., 3 Loop (max, unlimited for JPEG/GIF Creatives) *Animation time Includes FDA mandated fair balance requirements
FPS	30 FPS
Expansion Hotspot	33% of the banner covering the CTA
CTA	Rollover
Expansion Info	<ul style="list-style-type: none"> <li>&gt; Pin on user interaction with the panel, otherwise roll-off closes the panel (no pin).</li> <li>&gt; Panel must auto detect left/right (300x250, 160x600, 300x600) or up/down (728x90).</li> <li>&gt; 1 second delay before expanding. Panel must overlap banner and be able to expand Up or Down.</li> </ul>
Call to Action	<p>The call to action button must make the following call:</p> <p><b>Actionsript 2 sample code:</b></p> <pre>button_name.onRelease = function(){   getURL(clickTAG, "_blank"); };</pre> <p><b>Actionsript 3 sample code:</b></p> <pre>var paramList:Object = this.root.loaderInfo.parameters; button_name.addEventListener(MouseEvent.CLICK, openURL);  function openURL(evtObj:MouseEvent):void {   var request:URLRequest = new URLRequest(paramList["clickTAG"]);   navigateToURL(request, "_blank"); }</pre> <p>Note: "clickTAG" is <b>case sensitive</b>.</p> <p><b>In the case of multiple click tags</b>, the following naming convention must be followed exactly:</p>
Border	All 4 sides should contain a 1 pixel dark-colored border.

### In-Banner Video Specifications

Max Initial Download File Size	40k
Video Load Message	Must show a load message while file loads or buffers.
Max Weight Progressive Download (Video/ Streaming Only)	2.2MB (max) (Broadband)
Video Delivery (Streaming VS Progressive)	Both Accepted. Progressive is a better user experience but Streaming is faster.
Video Controls	Play/Pause/Replay, Mute/Unmute
Audio/Video UI	Video can be non-user Initiated, <b>Audio must be user initiated (user must click to hear audio)</b> , once audio is clicked video should replay with sound on.

### Pre-Roll Video Specifications

Video	30 Seconds max, high quality AVI, MOV, MPEG, FLV or client-provided stream.
Companion Ads	300x250, .JPEG or .GIF only.
Submission Guidelines	10 days prior to launch to allow for Q&A

### Expansion Panel Specifications

Dimension	728x90: 728x270 (max) 300x250: 500x250 (max) 160x600: 320x600 (max)
Expandable Direction	Auto-detect
Maximum panels	4
Full Panel Load	60K /or until 100K (max) for banner and panel
FPS	30 FPS
Video Load Message	Must show a load message while file loads or buffers.
Video File Size	2.2MB (max) (Broadband); 500k (Narrowband)
Video Delivery (Streaming VS Progressive)	Progressive is a better user experience but Streaming is faster.
Video Compression	30fps (29.97fps)
Video Length	60 seconds (max)/Includes 30 seconds for FDA mandated fair balance. > If ISI is in the video, otherwise 30 sec.
Video Controls	Play/Pause/Replay, Mute/Unmute
Audio/Video UI	Video can be non-user Initiated, <b>Audio must be user initiated (user must click to hear audio)</b> , once audio is clicked video should replay with sound on. > Yes; Audio and Video stream must stop once panel is collapsed. > If panel is not pinned all 4 sides must have kill stream code enabled that will kill the stream when rolled over by the mouse.
Kill Border	
Close Button	Upper right hand corner please copy text as seen below. Have the background of this button black and the text white and bold. Letters are in caps. The full button should cause the panel to close NOT just the text. <b>CLOSE [X]</b>
Border	All 4 sides should contain a 1 pixel dark-colored border.

### Backup Ad Specifications for Flash Creatives

Format	JPEG/GIF files;
Dimension	728x90, 300x250, 160x600, 300x600 - Must match main creative size
Weight	30K (max)
Animation Length	15 sec (max)/or 3 Loop (max)

### Ad Specifications for HTML5

HTML5 is accepted by Vertical Health, LLC and will work correctly within HTML5 enabled browsers and environments. If users have the latest versions of Chrome, Safari, Internet Explorer, or Firefox, their browser is already capable of handling most code written in HTML5. If a user's browser is not updated, backup images should be in place to display instead of the HTML5 creative. HTML5 creative should follow the same advertising specifications (file size, dimensions, etc). HTML5 creatives will require testing and approval **5 business days** prior to launch to ensure there is no impact to the website or websites they will be displayed on.

Please review the following urls for a current list of HTML5 enabled browsers:

<http://caniuse.com/#cats=HTML5>