

UBM Medica Digital Media Creative Specifications

Standard Ad Units

Max File Size, all units: 40K, 3 loop limit

	Rectangle	Top	Bottom	Skyscraper	Newsletter
ConsultantLive.com	300x250 or 300x600	728x90	728x90	120x600 or 160x600	728x90, 160x600, or text
PsychiatricTimes.com					
Cancernetwork.com					
OBGYN.net					
PhysiciansPractice.com					
DiagnosticImaging.com					
Topics.SearchMedica.com					
SearchMedica.com	N/A		N/A		

Newsletters, gif or jpg: Max File Size = 20K, no Flash or animation allowed

Newsletters, text: ConsultantLive, PsychiatricTimes, CancerNetwork, and SearchMedica: Max 65 characters per line including spaces; six lines of text including URL; Word or Notepad document

PhysiciansPractice: Text length between 50-100 words, can include URL. Submit in Word or Notepad document; please do not include bold, italic, underlined or otherwise formatted characters.

Flash, Rich Media, Welcome Ad Guidelines:

	Flash (6,7 or 8)	Rich Media	Welcome Ad (Interstitial)	Video
Max Initial Load	40KB	40KB	80KB	N/A
Max Add'l file weight	80KB	80KB	160KB	1.2MB
Max Frame Rate	18fps	18fps	18fps	N/A
Max looping/animation	3 loops/15 seconds	15 seconds	10 seconds	
Max # of Panels	N/A	4	N/A	
Panel Initiation and Close		Mouse over or user click	N/A	
Expand ads: max size/direction		728x90: expands down to 270 total px 160x600: expands right to 480 total px 300x250: expands left to 500 total px	Dimensions: 640x480 px No expansion allowed.	
A/V Duration		30 sec; audio must be user initiated and stop req'd	N/A	
Other Requirements	GIF back-up req'd; Proper click tag req'd for click tracking	GIF back-up req'd; Wmode value must be set to opaque	GIF back-up req'd; Wmode : opaque; click tag required	GIF back-up req'd

Dogear Peelback: 2 files required: jpg, .png, .gif or .swf files accepted.

Complete specs available here: <http://mediakit.ubmmmedica.com/page-peel-specs>

Third party rich media tags accepted for the rotation of rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPG.

All ad creative is due to publisher 5 business days before campaign start.

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Client Provided E-mail Content (Advertorials)

1. Sizes

- ✓ Maximum width is 728px.
A branding frame will be placed around your content.
- ✓ Maximum word count is 1,000 words.
Microsoft Outlook will insert a default page break after 1,000 words which will in turn break the content.

2. Code

- ✓ All code should be submitted using html and CSS for any custom styling.
- ✓ Suggested CSS style support per email client can be viewed at <http://www.campaignmonitor.com/css/#p> or click [here](#) to view a pdf of the site.
- ✓ Background image styling is not supported.

3. Images / Animation

- ✓ Animated images are not supported by email clients.
- ✓ Flash animated banners are not supported by most email clients.
- ✓ Images need to be hosted by the client on their servers.

4. Testing / Spam Filters

- ✓ Please use a spam filter tester prior to submitting your content.
<http://spamcheck.sitesell.com/>
- ✓ When possible, send a html test email of your content through MS Outlook to verify your content appears as desired.
- ✓ Forward all content, including a jpg/pdf, of what the final version of the content should look like.

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