

Technical Specifications for Condition Package

Last Modified: March 29, 2012

Materials Submission and Support

Please send ad materials and correspondence to:

WebMD Ad Submission
ads@webmd.net

This will ensure full campaign support, regardless of individual trafficker availability.

To help us locate your account, please put the following in the subject line of every email:

- **client name**
- **brand or product name**
- **name of sales contact**
- **nature of request** (i.e. "creative replacement")
- **name of newsletter and send date(s)**

Technical Specifications

A. Ad Sizes and Targeting Segments

Onsite

1. Leaderboard

Size: **728x90 pixels**

Max initial load size: **40k**

2. Medium Rectangle

Size: **300x250 pixels**

Max initial load size: **40k**

OR

Half Page Ad (upgrade at no cost)

Size: **300x600 pixels**

Max initial load size: **40k**

If 3rd party-serving, we recommend issuing tags for each of the target-segments:

- **Organic Article Traffic**
- **ICD-9 Diagnosers**
- **Content Consumers**

Please see your sales rep for further clarification if needed.

Newsletter

1. Medium Rectangle

Size: **300x250 pixels**

Max initial load size: **40k**

OR

Half Page Ad (upgrade at no cost)

Size: **300x600 pixels**

Max initial load size: **40k**

Note: Rich media (i.e. flash, expandable, video, and audio ads) **cannot** be served through email.

a. WebMD Hosted Image Files

Image files can be hosted by WebMD, and the click served to 1 URL destination per file.

b. 3rd-Party Tags (Within Ad Space, In Banner)

Officially approved vendors include: Doubleclick, Atlas. All other vendors require advance review and case by case approval by WebMD Ad Operations.

1). Click Redirect Tags

Image files may be hosted by WebMD and the clickthrough served with a 3rd-party redirect URL.

2) Standard Tags

3rd party tags can be used to serve image files format and redirects for linking URLs.

Please note that Outlook 2007 and many other email programs prevent images from animating. If this is not acceptable, please submit a static ad only.

B. Lead Times and Deployment

1. WebMD requires the following lead times in order to test and deploy ads:

- **Flash, Rich Media: 5 business days from creative receipt as long as specs are met.**

- **Standard creative: 3 business days from creative receipt as long as specs are met**

2. Creatives will only be deployed for signed contracts.

3. Creatives will only be deployed to the level of targeting detail stated on contract.

4. WebMD reserves the right to limit the number of creatives deployed, and number of changes to creative per contract.

C. Ad Behavior and Performance (Online, non-newsletter)

- Creative must have a distinct border to clearly identify where the page ends and advertisement begins.
- Total max animation including any looping time: **15 seconds**

For "fair balance" requirements for pharmaceutical advertising, ads may animate past 15 seconds if the following conditions are met:

- The marketing, or promotional, portion of the ad does not animate for more than 15 seconds.
 - Total ad animation time does not exceed 60 seconds.
- Maximum of 3 loops. WebMD reserves the right to restrict rapid looping to protect user experience.
 - All clicks to Medscape.com URLs should open in the same browser window. All other clicks should open a new browser window
 - A click can open only one new browser window.
 - 3rd party tags must serve working ads to all browsers and operating systems.
 - 3rd party serving speed and performance must be consistent and reliable.

Additional specifications per ad format are detailed below.

D. Approved Ad Formats

1. WebMD Hosted Image Files (.gif or .jpg)

Image files can be hosted and the click served to 1 URL destination per file.

2. 3rd Party Tags (Non-Expanding within Ad Space)

Officially approved vendors include: Doubleclick, Atlas, MediaPlex

*** All other vendors require advance review and approval by Ad Operations ***

a. Click Redirect

Image files can be hosted by WebMD and the click served with a 3rd party redirect URL

b. Standard Tags

3rd party redirects can be used to serve the creative and the clickthrough.

*** No DFA Internal Redirects are accepted ***

c. iFrame/Javascript, or Javascript Tags

For this format, we cannot guarantee tracking of clicks, or any metric other than impressions served, via the WebMD ad system.

d. For all 3rd party served SWFs:

- **wmode must be set to opaque or transparent.**
- **z-index level must set to 10 or lower.**

3. HTML Ads with multiple clickthroughs

WebMD can provide tracking on aggregate clicks per creative unit only. Code must be written in valid XHTML 1.0.

4. WebMD hosted Flash ads

WebMD highly recommends the use of 3rd-party ad systems to serve and track performance on Flash creatives.

However, if you do require WebMD to host your Flash creatives, please read the following carefully.

Developer Guidelines for Flash ads hosted and click-tracked by WebMD
a. Version 4, 5, 6, 7, 8 and 9 SWFs are acceptable. Please inform us of the file version you are submitting to ensure proper implementation – Flash 10 is currently not accepted
b. wmode must be set to opaque or transparent on all SWFs.
c. z-index level must set to 10 or lower on all SWFs.
d. Clickthrough functions must use the following clickTag actionscript: <pre>on (release){ if (_level0.clickTag.substr(0,5) == "http:") { getURL(_level0.clickTag, target="_blank"); } }</pre> <p>This actionscript must be applied to a button layer in the Flash SWF files for all clickthroughs.</p> <p>Do not hard code the URL into the SWF. We will use our HTML to manage the clickthrough destination. Instead, send the URL to be assigned to each SWF.</p> <p>Please note that only 1 unique clickthrough URL value can be assigned per SWF. Also, we can only provide tracking on total clicks per SWF, and cannot break out click data for the Flash creative versus the default GIF/JPGs.</p> <p>For additional information visit: http://www.adobe.com/resources/richmedia/tracking/</p>
e. A default GIF or JPG and clickthrough URL must be also be submitted to support users without Flash. These may also be used by Medscape in place of Flash, if SWF is incorrectly built at time of campaign launch.
f. Due to the amount of testing required, WebMD allows a max of 10 Flash ad creatives per campaign, unless approval is granted prior to pricing and contract signature.

For more detailed guidelines and working examples, please contact ads@webmd.net

5. Expandable Ads

All expanding ads must be 3rd party served.

Officially approved vendors: **PointRoll, Motif, Atlas**

All other vendors require advance review and case-by-case approval by Ad Operations.

Important:

- 728x90 ads are served into Iframes.
- 300x250 and 300x600 ads are served via JavaScript.

- **wmode must be set to opaque or transparent on all SWFs.**
- **z-index level must set to 10 or lower on all SWFs.**
- 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.
- "Close" or "collapse" button must be included.
- A default backup GIF/JPG must be served to all users who cannot accept the expanding ad format.
- Maximum expansions, in pixels:

Initial Ad Size	Ad Tag	Max Expansion Size	Expansion Direction
728x90 Top	Served into Iframe	728x360	Down
728x90 Bottom	Served into Iframe	728x360	Up
300x250 Right Rail	Served via Javascript	500x250	Left
300x600 Right Rail	Served via Javascript	600x600	Left

6. Audio ads

All audio ads must be 3rd party served.

- Sound must be user-initiated with a click.
- A clearly marked option for muting sound must be included for the entire duration. Examples include a button marked "sound off", or "turn off sound".

7. Video ads

All video ads must be 3rd party served.

- Streaming ads need to adhere to initial load requirements (see above).
- A clearly marked option for stopping video must be included for the entire duration.
- A clearly marked option for muting sound must be included for the entire duration.
- Max playtime, if non-user initiated = 30 seconds
- Max playtime, if user initiated with a click = unlimited
- Sound must be user-initiated with a click.
- A default backup ad must be included for all users who cannot accept the video format.
- **wmode must be set to opaque or transparent on all SWFs.**
- **z-index level must set to 10 or lower on all SWFs.**

8. Ad formats that are NOT approved:

- 3rd party image pixels or beacons
- Pop-ups
- Pop-unders
- Floating ads, a.k.a. "out-of-banner"
- Interstitials
- Superstitials

WebMD Advertising & Promotions Policy

The following guidelines have been established by WebMD to govern various aspects of Advertising on the WebMD Network of Sites, which includes Sites directed to consumers, which we refer to as the “WebMD Consumer Sites,” and Sites directed to healthcare professionals, which we refer to as the “WebMD Professional Sites.” As used herein, the terms "Advertising" and "Advertisements" include third party banners, badges, contextual Advertising, Sponsored Content, and Promotions. The guidelines in this policy govern issues like acceptance of Advertisements and Promotions by WebMD, how Advertisements and Promotions are displayed on the WebMD Network, and the removal of Advertisements and Promotions from the WebMD Network. WebMD has sole and absolute discretion with respect to interpretation and enforcement of this policy and all other issues associated with Advertising on the WebMD Network. WebMD may change this policy at any time in its sole discretion by posting a revised policy to the applicable WebMD Site.

1. WebMD has sole discretion for determining the types of Advertising that will be accepted and displayed on the WebMD Network, and under no circumstances will WebMD's acceptance of any Advertisement be considered an endorsement of the product(s) and/or service(s) advertised or for the company that manufactures, distributes, or promotes the products or services.
2. WebMD will not accept Advertising that, in WebMD's opinion, is not factually accurate and in good taste.
3. There are certain categories of advertisements that WebMD will not permit on the WebMD Network at any time. These categories include but are not limited to the following:
 - illegal or objectionable products
 - fraudulent, deceptive, illicit, misleading or offensive material
 - material that misrepresents, ridicules, discriminates (real or implied) or attacks an individual or group on the basis of age, national origin, race, religion, gender, sexual orientation, marital status, disability or any other status deemed inappropriate for the WebMD Network
 - alcohol
 - weapons, firearms, ammunition, or fireworks
 - gambling
 - pornography or related themes
 - tobacco use of any kind
 - the simulation of news or an emergency
 - material that directly advertises products to or is intended to attract children
 - media or messages for or that reference "M" rated video games or content
 - unreasonable, unlikely or extraordinary product or service claims
 - media messages or imagery that strobe or flash

- media or messages that contain unsubstantiated "miracle" weight loss or other miracle claims of cure
 - advertising units that extend beyond the defined advertising space or interfere with the content or impact the readability of the content without user initiation
 - advertising units that do not retract to the defined advertising space upon user scroll off or contain a "close" or "X" for user to retract or close the ad unit/message after user initiation
 - advertising units that mimic computer functions or deceptively indicate a computer or other function that would be reasonable to the average user to assume as a reason to click the unit
 - non-WebMD branded, interactive media units with data capture fields on any WebMD editorial (non-sponsored)
 - non-WebMD branded, interactive media units with personalized or diagnostic assessments
4. Advertisers must only offer products or services, which are readily available for purchase at the advertised price (with noted tax and delivery fees). The Advertising must also clearly identify the advertiser. Any Advertising that could be misconstrued as editorial content will be clearly labeled as Advertising.
 5. WebMD recognizes and maintains a distinct separation between advertising and sponsored content and editorial content. All Advertising, promotional, sponsored or marketing content on the WebMD Network will be clearly and unambiguously identified. WebMD will not allow any Advertising on the WebMD Network that is not identified with the label of "Advertisement."
 6. A click on an Advertisement may only link the end user to the third-party advertiser's site or to relevant sponsored content area on a WebMD Site.
 7. WebMD retains the exclusive right to determine how any and all search results for specific information by keyword or topic are displayed on any WebMD Site. WebMD search results are not influenced based on monetary incentives provided by Advertisers or Sponsors.
 8. While third party (sponsor produced) content must adhere to this Advertising Policy, labeling of Sponsored Content on the WebMD Consumer Sites is governed by [Our Sponsor Policy](#), which describes how we label information from our Sponsors and the steps we take to help our end users understand the differences between WebMD content and Sponsored content.
 9. As described in the "Ads by Yahoo" hyper link in the Ads by Yahoo section on our WebMD Consumer Sites Search pages, these "Ads by Yahoo" are listings that have been purchased by companies that want to have links to their sites appear adjacent to search results in response to specific terms. WebMD may receive payment from Yahoo in connection with displaying the sponsored link results on the WebMD Consumer Sites. Content listed in search results is displayed with its source, e.g., "WebMD News" or "Journal Article." If Sponsored Content appears

in the search results, it is labeled as "WebMD Sponsor" or "Information from Industry" so that users can make informed decisions about the content they wish to view. In addition, WebMD provides a separate area on the search results page of the WebMD Consumer Sites labeled "WebMD Sponsors" in which sponsors and advertisers may purchase space to list their content or advertising. See [Our Sponsors](#) for more information.

10. Advertising on the WebMD Professional Sites may not link directly to a registration/email capture page. Any user registration or email capture pages resulting from an ad click on a WebMD Professional Site must be, at minimum, two clicks away from the original Advertisement. The WebMD Professional Sites will not run Advertising that requires registration and/or log-in in order to view a significant portion of the content of the Advertising or the related site. WebMD reserves the right to determine what level is 'significant'.
11. WebMD reserves the right to reject, cancel, or remove at any time any Advertising from the WebMD Network for any reason and will provide prompt notice to the advertiser upon rejection, cancellation, or removal of any Advertising, together with an explanation following the rejection, cancellation, or removal. WebMD also reserves the right to determine the appropriate placement of the Advertising on the WebMD Network.
12. It is the Advertiser's responsibility to comply with all applicable domestic and foreign laws, including applicable laws and regulations of regulatory bodies. This includes pharmaceutical advertising to physicians and consumers that must comply with FDA guidelines for Direct to Physician (DTP) and Direct to Consumer (DTC) advertising. WebMD will not monitor compliance with applicable laws and regulations. However, WebMD reserves the right to review all Advertising for compliance with applicable laws and regulations and, if WebMD becomes aware of any breach or potential breach of any applicable law or regulation or of these guidelines, WebMD may remove the Advertising.
13. No Advertising on the WebMD Network shall include any pixels, tags, flash containers or any other type of information collection software code or shall place any beacons, cookies or other information collection devices on the browsers of WebMD Users unless expressly approved in writing by WebMD.
14. No Advertising will be allowed on the WebMD Network that could injure the good name or reputation of WebMD or any WebMD Site.