

# ONLINE & ENEWSLETTER ADVERTISING 2017 SPEC SHEET

Sales Offices	Digital IO's	Digital Specs Queries
Frontline Medical Communications Inc. 7 Century Drive Suite 302 Parsippany, NJ 07054-4609 Tel: 973-206-3434 Fax: 973-206-9378	Submit digital IO's via email to your account manager or <a href="mailto:Ischweizer@frontlinemedcom.com">Ischweizer@frontlinemedcom.com</a>	<a href="mailto:ad.creative@frontlinemedcom.com">ad.creative@frontlinemedcom.com</a>
For ad space availability and pricing please contact your account manager directly. For contact information visit <a href="http://www.frontlinerates.com">www.frontlinerates.com</a>		

## RUN-OF-SITE ADVERTISING

	Web Banner Ads	Leaderboard	Medium Rectangle	Interstitial	Native Ad	Text Ad
Image Specs	Pixel Dimension	728 x 90	300 x 250	640 x 480 300 x 250	Max Pixel Wide: 220 Character Limit: 300 (including spaces)	Character Limit: 250 (including spaces)
	Maximum Banner File Size	120 KB – including all tracking	120 KB – including all tracking	120 KB – including all tracking	25 KB	
	File Type	JPG, GIF, HTML 5, iFrame, Third Party Tags				
Video Specs	Panel Initiation	On Click				
	Panel Closing	On Click				
	Close Button Requirements	Yes				
	Back up	GIF or JPG ad must be provided				
	Max Panel Expansion Size	728 x 180	600 x 250			
	Max Weight Total (Initial Load)	120 KB				
	Max Weight Total (Polite Load)	1 MB				
	Max Weight User Interaction Load	2 MB				
	Panel Expansion Direction	Down	Left			
	Data Collection Requirements	None - third party tags accepted; (iFrame, JavaScript, DFA InRed)				
	Max Video Size	100KB, No limit for streaming				
Audio/Video Acceptance	Yes					
HTML 5 Acceptance	Yes					
Z-Index Range	Standard ad/in-banner video: 0 - 4,999 Expanding ad: 5,000 - 1,999,999		Floating ad: 2,000,000-2,999,999			
Video Specs	Max Video Weight	100KB, No limit for streaming				
	User Initiated Requirements	User must initiate				
	Max Play Time (user initiated)	30 seconds				
	Max Play Time (non-user initiated)	Not available				
	Required Controls	Clearly labeled Close, Play, Stop, Audio: Mute/Unmute controls				
	Back up	GIF or JPG ad must be provided				
	Max Dimensions	728 x 300	300 x 250	800 x 800 300 x 250		

Retargeting and Programmatic Direct are available, as are IAB Rising Star Ad Units, Filmstrip and Portrait Ads. Please contact us for details and pricing.

## MOBILE SITE ADVERTISING

	Web Banner Ads	Medium Rectangle		
Image Specs	Pixel Dimension	300 x 50	320 x 50	300 x 250
	Maximum Banner File Size	40 KB		
	File Type	JPG, GIF, Animated GIF, PNG, BMP, Third Party Tags		
Click-to-Call	Requirements	U.S. phone number only. Third-party tags are accepted upon testing. Ad must contain a clear call to action.		

## ENEWSLETTER ADVERTISING

	Web Banner Ads	Top Leaderboard (Desktop and Tablet Only)	Medium Rectangle (All Devices)	In-column Text Ad
Image Specs	Pixel Dimension	728 x 90	300 x 250	<ul style="list-style-type: none"> <li>• 250 characters including space</li> <li>• Both plain text and HTML allowed</li> <li>• HTML will be accepted upon approval with appearance</li> <li>• No scripting</li> </ul>
	Maximum Banner File Size	40 KB	40 KB	
	File Type	Static images only, including GIF, JPG, PNG, and BMP		
	Destination	Destination URL Needed		

## NOTES

### OVERALL ONLINE FEATURES

- Ads served through DoubleClick.
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines.
- Cancellations of less than 30 days written notice incur a fee equal to 1 month of contracted space.

### WEBSITE DISPLAY

Media maximum file size: 40 KB for GIF (animated or static); JPG/jpeg.

- Click through URL  
No CTR data will be provided
- Rich media and animation accepted upon approval.
- Media Deadline: GIF and JPG/jpeg - 3 business days prior to start date.

### PRESTITIAL/INTERSTITIAL ADVERTISING

- Client has the opportunity to sponsor "front-cover advertising" on any of our sites.
- 800 x 800 maximum initial file size: 60kb, with subsequent max polite file size load at 100 kb. For subsequent max user-initiated file load size, it is 2 MB.
- Can be used as an interstitial ad as well in specific brand-associated specialty areas of sites
- User will have the ability to bypass and go directly to page.
- This program ensures ad will be seen and can be used to present online display or other assets, including video.
- Allows client to blunt competition, as digital billboards are presented as 100% SOV for specific time periods on each site.
- Default frequency cap of 12 hours. Can be changed.

### NEWSLETTER FORMAT & IMAGES

- Static images only, including .gif and .jpg.
- Flash, Rich Media, Image Maps, Animated GIFs/ Banners and Javascript are NOT available in e-mail products.
- We will send a test for approval, to a seed list of your choosing. Seed list must be supplied prior to scheduled test date.
  - Provide CSV or Excel file for seed list more than five (5) addresses.
  - Seed list will receive both test and final deployments.
- A subject line that meets our approval must be also provided.
- Clients should provide detailed linking instructions
- Links to PDF, Word Documents or other nontraditional "web page" links within an e-mail MUST be clearly identified.
- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, Viagra, Rolex, Mortgage, and the use of exclamation marks).

### NEWSLETTER OPT-OUT LANGUAGE

If FRONTLINE MEDICAL COMMUNICATIONS uses our system to deliver an e-mail on behalf of a third party, the opt-out, subscription, and physical address location in the email has to reflect the systems and location of FRONTLINE MEDICAL COMMUNICATIONS — not that of the third party. The From line will read: From [Publication Title] on behalf of [Advertiser Name].

### NEWSLETTER INFORMATION COLLECTED

In order to be CAN SPAM compliant and in line with industry e-mail best practices, FRONTLINE MEDICAL COMMUNICATIONS does not provide e-mail addresses of our subscriber base directly

to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provider advertisers with click-thru, open rate and demographic overview information for our e-mail products.

### NEWSLETTER DEADLINES

- Deadlines for Client Submitted Materials: FRONTLINE MEDICAL COMMUNICATIONS must have all HTML and Text version creative for an E-Mail Blast at least seven business days prior to it running. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery. FRONTLINE MEDICAL COMMUNICATIONS prefers to have all creative as soon as possible following the signing of an insertion order.
- Advertising Materials Delivery:
  - Send art by e-mail only. You may send files no larger than 2 MB to your National Account Manager. For attachments larger than 2 MB, contact your account manager for instructions.
  - Please indicate in the subject line, the advertiser name, website, and campaign date. Please indicate in the message the name(s) of file(s) attached and contact information and if receipt verification is requested.