



Sales Offices	Digital IOs	Digital Specs Queries	
Frontline Medical Communications Inc. 283 - 299 Market St.	Submit digital IOs via email to your sales rep. For contact information visit www.frontlinemedcom.com/sales-contacts.	Email your sales rep. For contact information visit www.frontlinemedcom.com/sales-contacts.	
(2 Gateway Building), 4th Floor Newark, NJ 07102	For ad space availability and pricing please contact your account manager directly. For contact information visit www.frontlinemedcom.com/sales-contacts.		

RUN-OF-SITE ADVERTISING

Pixel Dimension 728 x 90 300 x 250 Maximum Banner File Size File Type File Type Panel Initiation On Click Panel Closing Close Button Requirements Back up Max Panel Expansion Size Max Weight Total (Initial Load) Dava Callection Requirements Max Video Size Audio, Video Acceptance HTML 5 Acceptance Z-Index Range Create Rotations Max Video Weight User Initiated Requirements Max Video Weight User Initiated Requirements Max Play Time (user initiated) Max Play Time (user initiated) Max Play Time (non-user initiated) Max Play Time (non-user initiated) Max Play Time (non-user initiated) Max Dimensions Video Cadoc Required Controls Max Dimensions Video Cadoc Video Video Cadoc Video Video Cadoc Video Cadoc Video Cadoc Video Video Cadoc Video Video Cadoc Video Cadoc Video		Web Banner Ads	Leaderboard	Medium Rectangle	;	Native Ad	Text Ad	
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Accepted the formats		Accepted file formats	MOV, MPEG4, or MP4					
For the default 16:9 aspect ratio, encode at these resolutions 2160p: 3840x2160 1080p: 1920x1080 480p: 854x480 240p: 426x240		For the default 16:9 aspect ratio	2160n: 3840v2160	1080n· 1920x1080	480r	: 854x480		
Skip/Next icon A Skip/Next icon may be included at publisher discretion			•				240p: 426x240	

MOBILE SITE ADVERTISING

	Web Banner Ads	Medium Rectangle		
o o	Pixel Dimension	300 x 50 320 x 50		
Image Specs	Maximum Banner File Size	50 KB		
_= v	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 Only)	Medium Rectangle (All Devices)	In-column Text Ad
	Pixel Dimension	728 x 90	300 x 250	250 characters including space
Specs	Maximum Banner File Size	45 KB	45 KB	Both plain text and HTML allowed HTML will be accepted upon approval with appearance
Image	File Type	Static images only, including GIF, JPG, PNG, and BMP		No scripting
	Destination	Destination URL Needed		

PODCAST AUDIO

	Play Time (user initiated)	35 seconds	55 seconds
Audio	Voice narration	50 words	100 words
	Preferred File Type	MP4	

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: 45 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 10 business days prior to start date.
- 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.

ENEWSLETTER 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.
- Production no longer accepts seed lists.

ENEWSLETTER 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].

ENEWSLETTER 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.