ONLINE & ENEWSLETTER ADVERTISING 2023 SPEC SHEET

MDedge®
An HCP Trusted Source for News and Clinical Content

Sales Offices	Digital IOs	Digital Specs Queries
Frontline Medical Communications Inc. 283 - 299 Market St. (2 Gateway Building), 4th Floor Newark, NJ 07102	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.
	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

Image Specs

Web Banner Ads	Leaderboard	Medium Rectangle	Native Ad	Text Ad
Pixel Dimension	728 x 90	300 x 250	Max Pixel Wide: 300 Character Limit: 450 (including spaces)	Character Limit: 250 (including spaces)
Maximum Banner File Size	150 KB – including all tracking	150 KB – including all tracking	25 KB	
File Type	JPG, GIF, HTML 5, iFrame, Third Party Tags Max animation time: 30 seconds (excluding ISI/PI); Max loops: 3		Text, JPG, GIF	
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			
Creative Rotations	Max: 5 per campaign			

Video Specs

	Video	Native Advertorial Video
Max Video Weight	100KB, No limit for streaming	800MB
User Initiated Requirements	User must initiate	User must initiate
Max Play Time (user initiated)	30 seconds	60 minutes
Max Play Time (non-user initiated)	Not available	Not available
Required Controls	Clearly labeled Close, Play, Stop, Audio: Mute/Unmute controls	If providing embed code: Play and Pause for video, Mute/Unmute for audio
Back up	GIF or JPG ad must be provided	N/A
Max Dimensions	728 x 300	N/A
Video Frame Rate (Max FPS)	23.98, 25, or 29.97	23.98, 25, or 29.97
Max Bits (per second)	15-30 mbps	15-30 mbps
Video Codec	H.264	H.264
Video Bitrate	15,000-30,000 kbps	15,000-30,000 kbps
Audio	320 kbps 48 kHZ sample rate Audio is required. PCM preferred, ACC accepted	320 kbps 48 kHZ sample rate Audio is required. PCM preferred, ACC accepted
Aspect Ratio	N/A	4:3 or 16:9

Pre-Roll, Mid-Roll and Post-Roll settings			
Video requirements	Must allow embedding. Live streaming is not allowed.		
Minimum video length	12 seconds recommended (in order for viewcounts to be incremented)		
Maximum video length	Less than 3 minutes recommended		
Accepted file formats	MOV, MPEG4, or MP4		
For the default 16:9 aspect ratio, encode at these resolutions	2160p: 3840x2160 1440p: 2560x1440	1080p: 1920x1080 720p: 1280x720	480p: 854x480 360p: 640x360	240p: 426x240
Skip/Next icon	A Skip/Next icon may be included at publisher discretion		

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

PODCAST AUDIO

	Play Time (user initiated)	35 seconds	55 seconds
Audio Specs	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.