

ONLINE & NEWSLETTER ADVERTISING 2021 SPEC SHEET

Sales Offices	Digital IOs	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 IOs via email to your account manager or Alison Paton at apaton@mdedge.com .	ad.creative@mdedge.com
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

	Web Banner Ads	Leaderboard	Medium Rectangle	Native Ad	Text Ad
Image Specs	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	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			
	Creative Rotations	Max: 5 per campaign			
		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	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 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"> • 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 - 5 to 7 business days prior to start date.

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.
- 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 must be 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).

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.

ENEWSLETTER 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.