



# 2019 Ad Specs

## General Information

### General Ad Requirements (applies to all ads):

- All ad units should have a 1px black border
- All ad units should have SSL Compliant Creative and Tracking
- Medicx requires client agreement to the Digital Advertising Alliance (“DAA”) Self-Regulatory Principles and use of the Ad Choices icon on all desktops, mobile, and tablet units for all online advertising campaigns.

### Campaign Minimums

- All campaigns require a \$10K minimum monthly spend.
- Mobile Page Grabber units require a \$50K campaign minimum.

## Standard Media Units

	Medium Rectangle	Leaderboard	Wide Skyscraper	Half-page Ad
Dimension	300x250	728x90	160x600	300x600
Lead Time	14 days	14 days	14 days	14 days
File Type	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG
Rich Media?	Yes	Yes	Yes	Yes
Max Number of Loops	3	3	3	3
Animation Length	:15	:15	:15	:15
Initial Load File Size	40K	40K	40K	40K
Max Load File Size	150K	150K	150K	150K
Expansion Size	200x250	728x270	300x600	560x600
Expansion Direction	Left	Down	Left	Left
Expansion Requirements	Creative must close on-click or mouse off and contain an "X" in 16pt font or larger in the corner of the creative.	Creative must close on-click or mouse off and contain an "X" in 16pt font or larger in the corner of the creative.	Creative must close on-click or mouse off and contain an "X" in 16pt font or larger in the corner of the creative.	Creative must close on-click or mouse off and contain an "X" in 16pt font or larger in the corner of the creative.
Audio/Video Requirements	May expand on-click or on-hover.	May expand on-click or on-hover.	May expand on-click or on-hover.	May expand on-click or on-hover.
Additional Notes	---	---	---	---

## High Impact Units

	Billboard	Filmstrip	Portrait	Pushdown
Dimensions	970x250	300x600	270x40, 270x460, 270x202	970x90
Lead Time	14 days	14 days	14 days	14 days
File Type	HTML5	.GIF, .JPG or Layered PSD	.JPEG, .MPEG or .SWF	.JPEG, .MPEG or .SWF
Rich Media?	Yes	Yes	Yes	Yes
Max Number of Loops	3	3	3	---
Animation Length	:30	:30	:30	:30
Initial Load File Size	50K	100K	---	---
Max Load File Size	10MB	30MB	---	---
Expansion Size	---	Up to 5 300x600 content cells, max 300x3000	613x460, 405x303, 300x1050	970x415
Expansion Direction	---	---	---	---
Expansion Requirements	---	---	---	---
Audio/Video Requirements	Auto play or user initiated. Progressive load, no streaming. On-load Audio: No Sound	Auto play or user-initiated. Progressive or streaming.	---	---
Additional Notes	"Close Ad X" button should collapse 100% of ad and leave a "Show Ad" button that will redisplay the ad on user click.	---	---	---

## Mobile Media Units

	Large Tablet	Small Tablet	Mobile	Mobile Page Grabber
Dimensions	160x600, 300x600	728x90, 300x250	300x50, 320x50, 300x250	Interstitial 320x480, 300x250
Lead Time	14 days	14 days	14 days	14 days
File Type	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	HTML5, Third-party tags (HTML or Java Script), GIF/JPG/PNG	<u>Layered Assets:</u> .PNG or .PSD <u>Logos:</u> .AI or .EPS <u>Images:</u> .TIFF or .JPG (high resolution) <u>Fonts:</u> (MAC format) .OTF, .TTF, or .RTF
Rich Media?	Yes	Yes	Yes	Yes
Max Number of Loops	3	3	3	---
Animation Length	:15	:15	:15	:30
Initial Load File Size	40K	40K	25K	---
Max Load File Size	150K	150K-1MB, depending on supply vendor	40K-1MB, depending on supply vendor	1MB per 30 seconds
Expansion Size	---	---	---	---
Expansion Direction	---	---	---	---
Expansion Requirements	---	---	---	---
Audio/Video Requirements	---	---	---	---
Additional Notes	---	---	---	Provide Brand Style guide in PDF if available

## Video, Social & Connected TV Units

	Pre-Roll	Social	Connected TV
Dimensions	400x300 or larger	1200x628, 1200x444, 1920x1080	---
Lead Time	14 days	14 days	14 days
File Type	.MP4, .FLV, .WEBM, .MOV, .M4V or .MPEG	.JPG or .PNG	.MOV or .MP4
Rich Media?	---	---	---
Max Number of Loops	---	---	---
Animation Length	:15, :30, :60, :90	---	:15-:30, some :60
Initial Load File Size	1MB	---	1200-1500 KBPS is the min bitrate amount, many CTV premium publishers require a higher rate
Max Load File Size	200MB	---	15-50MB
Expansion Size	---	---	---
Expansion Direction	---	---	---
Expansion Requirements	---	---	---
Audio/Video Requirements	Audio initiated. Vast 2.0, VPAID JS accepted if built as interactive pre-roll.	.MMOV or .MP4, 4GB max file size, 60 minutes max length. At least 720p resolution.	---
Additional Notes	Companion banners - 300x250, 300x60 (static ads only)	---	VAST; VPAID and MRAID tags are not supported.

## Native Units

	Native Display & Video	App-Install
Main Image	1200x627 (1.91:1 aspect ratio)	1200x627 (1.91:1 aspect ratio)
Main Video	5 minutes (300 seconds max) Max file size - 200MB File Types - MP4, FLV, WEBM, MOV, MPG, MPEG	---
Logo/App Icon	200x200 (1:1 aspect ratio)	200x200 (1:1 aspect ratio)
Short Title	Max. 25 characters	25 characters
Long Title	90 characters	90 characters
Short Description	Max. 90 characters	90 characters
Long Description	Max. 140 characters	140 characters
Sponsor (Brand)	Max. 25 characters	25 characters
Call To Action	Max. 15 characters	15 characters
Price	---	15 characters
Rating	---	15 characters
Additional Notes	<p>For native video creative, a main image is still required. Occasionally, a static image will be displayed before beginning the playback of a video, you will need to have a chosen image to display.</p> <p>Character count limits include spaces.</p>	<p>Character count limits include spaces.</p>

## Native Ad Definitions

	Term Definition
Main Image	The large main image to be used in the advertisement
Main Video	When included, the creative will only bid on impressions that support video
Logo	The advertiser’s logo to be included in the advertisement (it may be overlaid over the main image or shown separately from the main image).
App Icon	The app icon to be displayed in the advertisement
Short Title	Title or headline for the native ad. Short title should be optimized for mobile.
Long Title	Title or headline for the native ad. Long title should be optimized for desktop.
Short Description	Additional text typically displayed below the title. Short description should be optimized for mobile.
Long Description	Additional text typically displayed below the title. Long description should be optimized for desktop.
Sponsor (Brand)	The name of the advertiser running the native ad
Call to Action	Text that will likely appear in a button near the image assets. Examples include “Learn More” and “Buy Now”.
Price	The price of the product being linked to from the native ad
Rating	The rating of the product (most often an app store rating). This will typically be displayed as stars on the native ad.