

Standard Ad Specs

Ad Unit	Initial Load	Polite Load	Formats Accepted
Leaderboard 728x90 (Expandable 728x270 down)	50K	100K	jpg png gif swf Rich media: 3rd party only
Med Rectangle 300x250 (Expandable 500x250 left)	50K	100K	jpg png gif swf Rich media: 3rd party only
Skyscraper 160x600 (Expandable 400x600 right)	50K	100K	jpg png gif swf Rich media: 3rd party only
Floating/Overlay 300x300 (15 sec max, close button)	50K	100K	Rich media: 3rd party only
Half Page 300x600	50K	100K	jpg png gif swf Rich media: 3rd party only
Film Strip 300x600 (15 sec max)	100K	500K	swf Rich media: 3rd party only
Portrait 300x1050 (Three panel app)	200K	500K	swf Rich media: 3rd party only
Site Skin 1920x1200 or 1600x1000	275K	500K	jpg png gif swf
Newsletter 180x150	20K	none	jpg png gif
Newsletter 560x120	50K	none	jpg png gif

Detailed Ad Specs

Animation

Maximum Animation Length: 15 sec, 5 max message frames, unlimited looping.

Audio/Video

All audio must be user-initiated on click

Video can be host initiated. May only download/stream 1mb maximum polite load.

Maximum Video Length: 30 sec

Must contain stop, play/pause and audio control buttons

Expandable Ads

Expandable ad panels can at no time cover, impede or otherwise obscure site logo, or other in-page ad spaces (same advertiser exceptions permitted)

Expansion on mouse-over requires collapse on mouse-off. Expansion on click requires click to collapse.

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Floating/Overlay enabled Ads

Floating creatives can at no time cover, impede or otherwise obscure site navigation bar, logo, or other in-page ad spaces (same advertiser exceptions permitted)

Max float time: 15 seconds

Ad must be an organic shape, not square or rectangle. Must not contain hard borders or appear like a pop-up

Unit should move across the screen and not stay fixed or hover in one place for more than 1 second

Floating overlay or expandable portions of an ad must contain a clearly visible [x] CLOSE or SKIP button that allows the user to stop animation and/or close floating, overlay or expanding elements.

Newsletters

Only 180x150 static creative is accepted for newsletters

Static .jpg/.gif/3rd party hosted simple redirect to static .jpg/.gif ONLY (NO HTML, Javascript mark up or Flash allowed)

Active clickthrough URL/click command must accompany submission of static creative files/tags in .txt/.xls file

Flash Ad Specs

In order for Health.com to properly track and report clicks with site served flash ads, please ensure all ads have the clickTag properly implemented. This method uses variables to pass the click tracking string and URL into the Flash creative movies.

When submitting flash ads please include a fallback jpg/png/gif ad per IAB Guidelines.

clickTag - ActionScript 2

Set an invisible "Click Area" object around the entire ad or clickable area of a button that has the below clickTag associated with it – don't hardcode your link, it gets set on our ad server. Please include active clickthrough URLs with your submission of flash files in a .txt/.xls file

```
on (release) {  
  if (clickTag.substr(0,5) == "http:") {  
    getURL(clickTag,clickTarget);  
  }  
}
```

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For flash files with multiple clickable areas, we accept multiple clickTags as follows:

clickTag (clickable area A)

```
on (release) {  
  if (clickTag.substr(0,5) == "http:") {  
    getUrl(clickTag,clickTarget);  
  }  
}
```

clickTag (clickable area B)

```
on (release) {  
  if (clickTag.substr(0,5) == "http:") {  
    getUrl(clickTag1,clickTarget);  
  }  
}
```

clickTag (clickable area C)

```
on (release) {  
  if (clickTag.substr(0,5) == "http:") {  
    getUrl(clickTag2,clickTarget);  
  }  
}
```

*Additional Info: clickTag is case sensitive. Hard-coded URLs are not accepted. Depending on the structure of your flash ad, it may be necessary to prepend "_root." or "_level0." to the clickTAG's resulting in "_root.clickTag" or "_level0.click-Tag". Banner ads should be saved at Flash version 8 at the latest for best compatibility.

clickTag - ActionScript 3

To create the button add a transparent Button object layered on top of clickable area
Convert Button to symbol. In the properties panel, assign the button an instance name (such as "my-Button"), which will be referenced in the ActionScript.

Add the ActionScript to the button by creating new layer, select the first keyframe in the layer and activate the Actions panel.

Copy and paste the code below. This defines the on click function. This function will be called upon once your button is clicked:

```
function onClick(evt:MouseEvent):void{
    if (root.loaderInfo.parameters.clickTag.substr(0,5)=="http:" ||
        root.loaderInfo.parameters.clickTag.substr(0,6)=="https:") {
        navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), "_
blank");
    }
}
```

Use the following code to connect the function above to the button you created. This tells flash what to do once the button is clicked. This code can be placed anywhere in your Actionscript code, but makes sense to attach it to your button layer. (In AS3, you can no longer attach Actionscript to the button itself, only to the layer):

```
myButton.addEventListener(MouseEvent.CLICK, onClick);
```

Flash files with multiple clickable areas

Functions:

```
function onClick1(evt:MouseEvent):void{
    navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), '_blank');
}
function onClick2(evt:MouseEvent):void{
    navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag2), '_blank');
}
function onClick3(evt:MouseEvent):void{
    navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag3), '_blank');
}
function onClick4(evt:MouseEvent):void{
    navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag4), '_blank');
}
function onClick5(evt:MouseEvent):void{
    navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag5), '_blank');
}
```

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Methods:

```
button.addEventListener(MouseEvent.CLICK, onButtonClick1);  
button2.addEventListener(MouseEvent.CLICK, onButtonClick2);  
button3.addEventListener(MouseEvent.CLICK, onButtonClick3);  
button4.addEventListener(MouseEvent.CLICK, onButtonClick4);  
button5.addEventListener(MouseEvent.CLICK, onButtonClick5);
```

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