HEALTHLINE MEDIA

2023 AD SPECS
last updated May 2023

DISPLAY - STANDARD BANNER

Ad Unit	Dimensions	Device	Website Served	Serving Options	Implementation Time	Metrics	Initial Load	Host-Initiated Sub-Load	Max Animation Length (sec)	Max Loops	Z-Index	Expansion Supported?	Expanded Size	Expansion Direction	Expansion & Retraction Rules	Expansion Z-Index	In-Banner Video Support?	Video Length (sec)	Video Initiation	Audio Initiation	File Size	Recommended Aspect Ratio	Frame Rate (min)	Replay
		CHANNEL		**TRACKING**			**STANDARD DISPLAY CREATIVE SPECS**					**EXPANSION SUPPORTED**					**VIDEO**							
Medium Rectangle	300x250	Desktop; Tablet; Mobile	All	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	All except Drugs - Desktop Only	600x250	Left	User actions to expand & retract must be consistent: - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 FPS	User-initiated only
Half Page	300x600	Desktop; Tablet	All	3rd Party	5 days	Impressions, Clicks	200 KB	300 KB	:30s	3x	0 - 4,999	Healthline, MedicalNewsToday, Greatist - Desktop Only	600x600	Left	User actions to expand & retract must be consistent: - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 FPS	User-initiated only
Leaderboard	728x90	Desktop; Tablet	All	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	All except Drugs - Desktop Only	728x315	Down	User actions to expand & retract must be consistent: - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 FPS	User-initiated only
Mobile Leaderboard	320x50	Mobile	All	3rd Party	5 days	Impressions, Clicks	50 KB	100 KB	:30s	3x	0 - 4,999	No	N/A	N/A	N/A	N/A	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Billboard	970x250	Desktop	Healthline, MedicalNewsToday, Greatist	3rd Party	5 days	Impressions, Clicks	250 KB	500 KB	:30s	3x	0 - 4,999	No	N/A	N/A	N/A	N/A	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 FPS	User-initiated only

DISPLAY - CUSTOM HIGH IMPACT

Ad Unit	Dimensions	Device	Website Served	Serving Options	Implementation Time	Metrics	Ad Size	Video Supported?	Video Specs	Image Specs	Background Specs	CTA Specs
		CHANNEL		**TRACKING**			**CREATIVE SPECS**					
Inline Shoppable	Desktop; Tablet; Mobile	Healthline, MNT, Greatist, PC	Custom ad tag is produced in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks	550x331px	Yes (optional)	Ratio 16:9, max size 720x450px	.jpg or .png 200KB max file size	Background Image Size: 700x1600px Viewable Area Size: 700x394px Area Viewable on Scroll: 700x880px Max Logo Size: 320x90px	Size: 280x70px Font Size: 28px
Inline Interscroller	Desktop; Tablet; Mobile	Healthline, MNT, Greatist, PC	Custom ad tag is produced in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks	550x331px	No	N/A	.jpg or .png 200KB max file size	Background Image Size: 700x1600px Viewable Area Size: 700x394px Area Viewable on Scroll: 700x880px Max Logo Size: 320x90px	Size: 280x70px Font Size: 28px
Hero Ad	Desktop; Tablet; Mobile	Healthline	Custom ad tag is produced in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks Additional metrics available through Celtra	Desktop: 1100x250 Mobile: 320x100 Tablet: 728x250	Yes (optional)	Media Container - 444x250px (16:9) 16:9 aspect ratio mp4 6-15sec (Video) 5-10mb (recommended)	png, jpg, gif	400x225px	20 characters max for Desktop, 18 max for tablet, 13 max for mobile

VIDEO

Ad Unit	Dimensions	Device	Website Served	Serving Options	Implementation Time	Metrics	Max Video Length (sec)	Skippable	Video Initiation	Audio Initiation	Video File Size	Aspect Ratio	Dimensions (min)	Frame Rate (min)	Bitrate (min)	Audio Codec	Notes
		CHANNEL		**TRACKING**			**CREATIVE SPECS**										
Inline Video	1280x720px (Responsive to the page level)	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	5 days	Impressions, Clicks, Completion Rate	:30s	N/A	Autoplay	User-initiated	100MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4	Auto Play, Video Controls Included (Play, Pause, Audio). Preroll can click thru to a URL or landing page. Alternative video length may be accepted, but could impact performance. Ads longer than :30s must include a :5s skippable functionality.
Premium Video Programs	Pre-roll	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	Custom	Impressions, Clicks, Completion Rate	:30s	Yes	Autoplay	User-initiated	4 MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4	
Video Pre-roll	Pre-roll	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	5 days	Impressions, Clicks, Completion Rate	:60s max	Yes	Autoplay	User-initiated	100 MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4	Due to browser restrictions for unskippable ads we can't guarantee performance or scale.
Connected TV	Pre-roll	CTV	CTV Offsite (powered by HL/MNT 1P data)	VAST 2.0	5 days	Impressions, Completion Rate	15s-:30s (:60s available with limited inventory)	No	Autoplay	User-initiated	10 GB max.	16:9	1920x1080	23.98 FPS or 29.97 FPS	48 khz	MP4	Creative file = It is a best practice to assign one tag to each creative media asset. Creative file rotation through one tag is not recommended. SSL compliance = All creatives must be SSL compliant

NEWSLETTER

Ad Unit	Dimensions	Device	Newsletter Served	Serving Options	Implementation Time	Metrics	File Type	Initial Load	Host-Initiated Sub-Load	Max Animation Length (sec)	Max Loops	Z-Index	Notes
		CHANNEL		**TRACKING**			**STANDARD DISPLAY CREATIVE SPECS**						
Newsletter Medium Rectangle	300x250	Desktop; Tablet; Mobile	Healthline, Greatist, MNT	1st or 3rd Party	5 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	:30s	3x	0 - 4,999	Can support 3rd party 1x1 impression and click trackers or click URL (cannot accept iframe/javascript third party tags)
Newsletter Billboard	970x250	Desktop; Tablet; Mobile	Healthline, Greatist, MNT	1st or 3rd Party	5 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	:30s	3x	0 - 4,999	
Newsletter Leaderboard	728x90	Desktop; Tablet; Mobile	Healthline, Greatist,MNT	1st or 3rd Party	5 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	:30s	3x	0 - 4,999	File type should be PNG/JPG/GIF
Newsletter Large Billboard	970x550	Desktop; Tablet; Mobile	Healthline, Greatist, MNT	1st or 3rd Party	5 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	:30s	3x	0 - 4,999	

Footnote: Healthline has rich support for a variety of functionalities, file types, and standards (HTML5, Rich Media, Static Ads, JPG, PNG, GIF, MOV, MP4, AVI, etc.) Please reach out to advertise@healthline.com for inquiries on ad support.