

| empr.com site specifications | Leaderboard 728x90 | IMU 336x280 | Slim IMU 336x76 | Navigation bar ad 992x30/text & logo |
|---|-------------------------------|------------------------|----------------------------|---|
| Ad server | DoubleClick | DoubleClick | DoubleClick | DoubleClick |
| Animated gifs/jpg | Yes | Yes | Yes | Yes |
| Flash | Yes | Yes | Yes | Yes |
| Flash with embedded sound or video | Yes | Yes | Yes | Yes |
| Pop-up ads | No | No | No | No |
| Third party tags | Yes | Yes | Yes | Yes |
| Video | No | No | No | No |
| Max file size | 40kb | 40kb | 40kb | 40kb |
| Expandable size | 728x300 | 606x280 | No | No |

Overall Creative specs


- 30-second maximum for any animation.
- Maximum of 3 rotations on all animated gifs/ 3 loop maximum for flash.
- Any creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Recommended file size is 40k, max file size is 100k.
- All creatives are subject to final approval by Haymarket Media.
- All creatives must open in a new browser window.

Flash

- Flash creatives should be published as Flash version 7 SWF with a backup gif/jpeg.
- The flash frame rate must be less than 18 frames per second; 12 frames per second is preferred.
- There is a three loop maximum for flash ads.
- A close button must be included and added to root level or level zero. A clickTAG should be added to the button to allow click performance to be tracked.
- ClickTAGS should not have URLs coded in them because DoubleClick cannot count clicks if the .swf file has the URL.
- The clickTAG is case-sensitive in Flash version 6 and above and must be "clickTAG." In other versions of Flash, it is not case-sensitive, but it is recommended to be "clickTAG."

CLICKTAG CODING INSTRUCTIONS

1. Select getURL in the button from where you want the URL navigation to trigger.
2. Type clickTAG in the URL field.
 - ClickTAG must look exactly as shown in diagram.
 - Note: clickTAG is case sensitive.

Example of what the finished button script will look like: 

```

on (release) {
  getURL(clickTAG,"_blank");
}
OR
on (release) {
  getURL(_level0.clickTag,"_blank")
}
OR
on (release) {
  if (clickTag.substr(0,5) == "http:") {
    getURL(clickTag,"_blank");
  }
}
    
```



Third party ad tags

- All creatives sent via third party tags have no file size limits, however, all files over 100k should use polite download functionality.
 - Up to 100k in polite download is allowed. Polite download is the portion of the ad that loads once page content loads. Up to 2 additional loads of up to 50k each may be initiated after a user over his or her cursor over or clicks on the ad.
- Creative 3rd party tags must be in the format of javascript NOT iframes.
- All creatives sent via third party tags must open in a new browser window.
- Prior to submissions, creatives should be tested for stability across all browser platforms.
- Ad production cannot guarantee that click-through data will be tracked for all of the rich media technologies that are third-party served.
- All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information.

EXPANDABLE / INTERACTIVE AD UNITS

Creatives **CANNOT** be hosted by Haymarket Media and must be third party served.

- Maximum frame rate of 25 fps
- User initiated only
- Interactive ads should auto-close after 15 seconds
- Automatic expansion is not permitted. Expansion to occur on mouseover and retract on mouseout.
- Prominent close button required on 3rd party served expandable units. The ad must feature a close or collapse button (11pt font,; "Close X") that closes the panel with a user's click. The advertisement must be included on expanded section.
- Audio is permitted, but must be initiated by user click
- Video is permitted, but must be initiated by user click
- Video should not exceed 15 seconds
- Clearly visible start / stop video and audio controls
- Any interactivity, including expandable banners and audio/video, should be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls unless otherwise approved by the Web site. Embedded video must be hosted and served by the advertiser.



Pushdown

The Pushdown (980 wide x 418 tall, collapsed size is 980 x 30), which opens to display the advertisement and then rolls up to the top of the page.

- This creative must be third party hosted.
- The ad must feature a close or collapse button (11pt font,; "Close X") that closes the panel with a user's click. The advertisement must be included on expanded section.
- Frequency of host initiated expansion experience is limited to 1 per user per day. Further expansion must be user initiated with click.
- Audio is permitted, but must be initiated by user click
- Animation should be limited to 15 seconds.
- If the file exceeds 100k, a polite download of up to 100K is allowed. Polite download is the portion of the ad that loads once content loads. Up to 2 additional loads of up to 50K each may be initiated after a user moves his or her cursor over or clicks on the ad.
- All click-through urls must open in a new browser window.

PAGE PEEL AND PRESTITIAL

■ **.swf (Flash):** When composing the files using .swf (Flash), the files must have the following specifications:

■ **.jpg, .gif, .png:** When composing the files using .jpg, .gif, .png, the files must have the following specifications:

- Version 8 or lower, AS 2.0 (only if necessary, otherwise 1.0)
- Background flood colors should be included for any non-white backgrounds.
- Less than 100 kilobytes
- 30 FPS
- Minimal listeners
- Any click-throughs removed
- Color mode: RGB
- 72 DPI
- Less than 100 kilobytes
- Standard optimization (no progressive scan)
- Non-animated



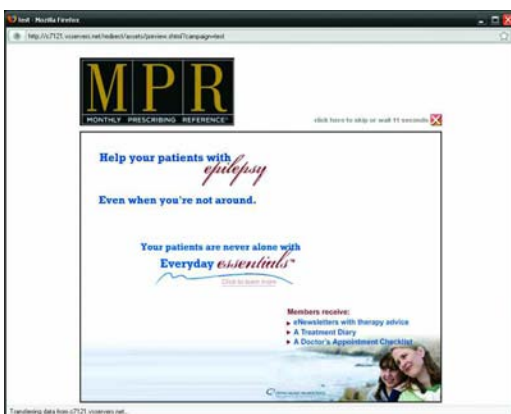
Page Peel

Notes on specifications:

- The Page Peel is comprised of two main graphical elements: the dogear which is the teaser, and the peelback, which is revealed when rolling over the teaser. An optional third element is an image to replace the default reflection. All three elements can be formatted as .jpg, .gif, .png or .swf. Specifications for each type are listed above.
- For the dogear, the dimensions can be any length, but no greater than 75 pixels in height. Only about 40 or so of the top pixels are visible though, refer to the art templates. Any image wider than 300 pixels will automatically scroll from right to left. A buffer of 100 pixels should be placed on either side to allow for a smooth transition. Any image less than 300 pixels in width will not scroll.
- For the peelback, the dimensions are fixed at 800 pixels in width and 600 pixels in height. The composition should place all the live content in the upper right hand corner, as nothing in the lower left corner will be visible.
- The optional image to replace the reflection should be 600 pixels in width and 500 pixels in height. If a transparent format is used, such as a .png, the steel reflections of the flap will show through the transparent areas. Overall color to the flap can be achieved by using a semi-transparent layer of color and saving in .png format.

Pro tips:

- Third-party ad serving and tracking:
 - Ad object can accept third-party served ads and tracking, this includes iframed nested ad.
 - Check the validity of the tracking information prior to providing the tags by clicking on the tags provided by vendor.
- One button limit: The ad object is comprised of one large button for the click-through which supercedes all other items, including buttons specified in your provided creatives. Use root level mouse coordinates rather than buttons to initiate additional actions, such as sound or animated "rollovers."
- Root level access: Have advance action script that needs root level access? Use: this._lockroot = true , and export out as 7.0 or higher.
- Speed: The parent movie is set at 30 FPS. If you feel this is too fast, decrease the frame rate of your creatives after using the lockroot comma.

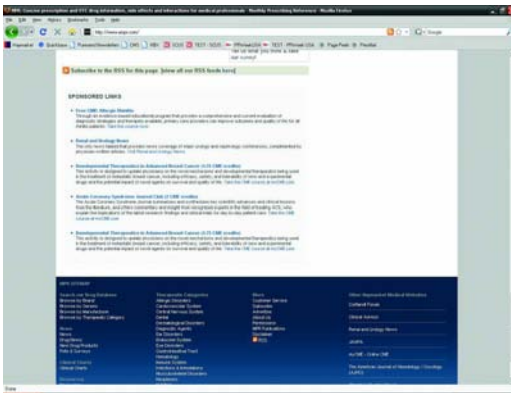


Prestitial

- The Prestitial is comprised of two graphic elements: the publisher's logo and the ad creative.
- For the ad creative, the standard dimensions are 640 pixels in width and 480 pixels in height.
- Additional elements include a timeout counter, which redirects the visitor to the original page the ad was launched from; a skip feature, which allows the visitor to return to the original page manually; a publisher's link, which is the click-through for the publisher's logo; and a frequency cap, which controls how frequently a visitor can see the ad.

Pro Tips

- Third-party ad serving and tracking
 - Ad object can accept third-party served ads and tracking – this includes nested iframe ad.
 - Check the validity of the tracking information prior to providing the tags by clicking on the tags provided by vendor.
- One button limit: The ad object is comprised of one large button for the click-through, which supercedes all other items, including buttons specified in your provided creatives. Use root level mouse coordinates rather than buttons to initiate additional actions such as sound or animated "rollovers."



Text link sponsorship

Text links appear with a title and body. A maximum of two links can be included. The title has a limit of 100 characters with spaces. The body has a 300 character limit with spaces. Third party tags cannot be accepted due to formatting. Impression and click-tracking accepted.

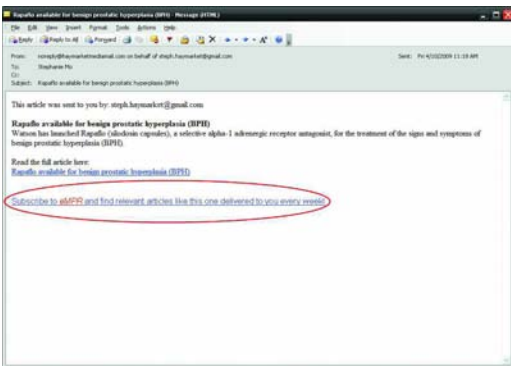


Email Sponsorship

This sponsorship is composed of two parts. It allows us to put a message in the "Email Article to a Friend" email and on the "Email Thank you" page. This message is the same for both areas.

Email Sponsorship Specs:

- Size: 600x31 (image or text.)
- Creative Type: GIF/JPEG or text
- No rich media



Article Tools Sponsorship

The article tools sponsorship will serve above the article.

Article Tools Specs

- Size: 88x31 (image only)
- Creative Type: All creative types are accepted except for text.



See your respective sales representative for more details.

Custom Content/Logo Sponsorship

Custom entitlement logo treatment will involve coordination with agency and Haymarket Media Inc.



Newsletters

- Sizes: 728 × 90, 120 × 600
- Ads in Haymarket Media Inc e-mail newsletters can only support animated gifs or jpegs.
- Recommended file size is 40k. Max file size is 100k.
- We do not encourage third party tags for newsletter delivery, but when necessary, only no script tags will be accepted.

Please note: Animated gifs do not display correctly in Outlook 2007 due to a default setting viewers only see the first frame. Please ensure that the first frame of the gif has the main call to action for instances where the animation appears static.

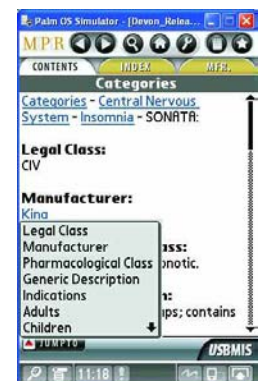
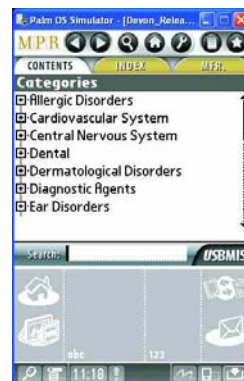
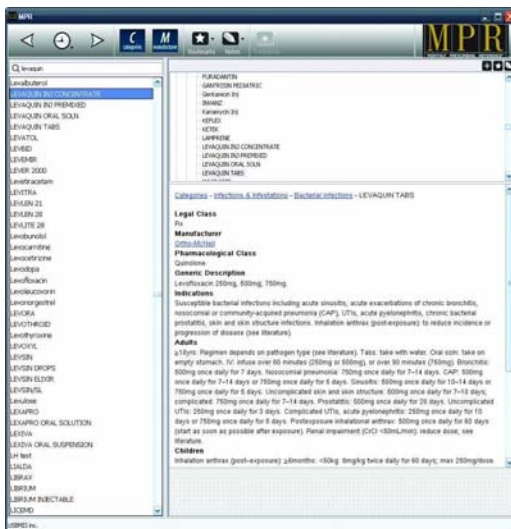


MPR Drug Database Mobile & Desktop

- Banner and Splash Screen Ads
 - There is no maximum number of frames.
 - No flash is accepted.
 - No third party tags are accepted.
 - File size max: 100k
 - One creative of each size per platform is required.

Graphical Ad Specs

- Banner Ads
 - BlackBerry & Windows SmartPhone
 - Format: GIF and PNG
 - 230 × 40
 - Palm
 - Format: GIF
 - 300 × 44 and/or 150 × 22
 - Pocket PC and Desktop
 - Format: GIF
 - 460 × 70 and/or 230 × 35
- Splash Screens
 - BlackBerry & Windows SmartPhone
 - Format PNG and GIF
 - 3 resolutions: 240 × 160 and/or 240 × 260 and/or 320 × 240
 - Palm
 - Format: GIF
 - 320 × 320 and/or 160 × 160
 - Pocket PC & Desktop
 - Format: GIF
 - Hi-Res: 480 × 536 (standard), 480 × 376 (square screen), 640 × 376 (landscape) and/or Low-Res: 240 × 268 (standard), 240 × 188 (square screen), 310 × 188 (landscape)





iPhone

- Banner: 320 × 48 (about 10% screen space)
- Banners can be placed at the top of the screen (under the Navigation Bar), or at the bottom of the screen (above the Tab Bar).
- Splash, full screen, no buttons shown: 320 × 460 (full screen, no buttons at bottom)

