

DISPLAY - STANDARD BANNER																								
Ad Unit	Dimensions	CHANNEL		TRACKING			STANDARD DISPLAY CREATIVE SPECS					EXPANSION SUPPORTED				VIDEO								
		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
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	Healthline, MedicalNewsToday, Greatist, Drugs	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
Skyscraper	160x600	Desktop; Tablet	Breastcancer	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	Yes	600x600	Right	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

VIDEO																		
Ad Unit	Dimensions	CHANNEL		TRACKING			CREATIVE SPECS											Notes
		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		
Inline Video		Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	5 days	Impressions, Clicks, Quartiles	: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). Pre-roll can click thru to a URL or landing page. Alternative video length may be accepted, but could impact performance. Healthline Studios video longer than :30s will include a :5s skippable functionality.	
Healthline Studios Video Unit	Pre-roll	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	Custom	Impressions, Clicks, Quartiles	:30s	Yes	Autoplay	User-initiated	4 MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4		

NEWSLETTER - LIVEINTEXT BANNER													
Ad Unit	Dimensions	CHANNEL		TRACKING			STANDARD DISPLAY CREATIVE SPECS					Notes	
		Device	Newsletter Served	Serving Options	Implementation Time	Metrics	File Type	Initial Load	Host-Initiated Sub-Load	Max Animation Length (sec)	Max Loops		Z-Index
Newsletter Medium Rectangle	300x250	Desktop; Tablet; Mobile	Healthline, Greatist	1st Party 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) File type should be PNG/JPG/GIF
Newsletter Billboard	970x250	Desktop; Tablet; Mobile	Healthline, Greatist	1st Party 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	1st Party or 3rd Party	5 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	:30s	3x	0 - 4,999	
Newsletter Large Billboard	970x550	Desktop; Tablet; Mobile	Healthline, Greatist	1st Party 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