HEALTHLINE MEDIA

2024 AD SPECS
last updated September 2024

DISPLAY - STANDARD BANNER

	CHANNEL				TRACKING			STANDARD DISPLAY CREATIVE SPECS					EXPANSION SUPPORTED					VIDEO						
Ad Unit	Dimensions	Device	Website Served	Notes	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 Player?	Video Length (sec)	Video Initiation	Audio Initiation	File Size	Recommended Aspect Ratio	Frame Rate (min)	Replay
Medium Rectangle	300x250	Cross Device	All	Video controlling, pausing, etc. by Healthline does not support blocking tags, but can support 3rd party overlays, and will notify in event monitoring says	3rd Party	6 days	Impressions, Clicks	150 KB	300 KB	30s	3x	0 - 4,999	All except Drupe - 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 Expansion & retraction rules must be consistent:	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	Cross Device	All		3rd Party	6 days	Impressions, Clicks	300 KB	300 KB	30s	3x	0 - 4,999	All except Drupe - Desktop Only	600x600	Left	- 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	Cross Device	All		3rd Party	6 days	Impressions, Clicks	150 KB	300 KB	30s	3x	0 - 4,999	All except Drupe - Desktop Only	728x315	Down	Expansion & retraction rules 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	6 days	Impressions, Clicks	150 KB	150 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	6 days	Impressions, Clicks	300 KB	600 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

	CHANNEL			TRACKING			CREATIVE SPECS					
Ad Unit	Dimensions	Device	Website Served	Serving Options	Implementation Time	Metrics	Ad Size	Video Supported?	Video Specs	Image Specs	Background Specs	CTA Specs
Inline Shoppable		Desktop, Tablet, Mobile	Healthline, MNT, Greatist, PC	Custom ad tag to unobscured in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks	970x415px	Yes (optional)	Ratio 16:9, max size 720x405px	jpg or .png 250KB max file size	Background Image Size: 720x1602px Viewable Area Size: 720x405px Area Viewable on Scroll: 720x480px	Size: 280x70px Font Size: 20px
Inline Interscroller		Desktop, Tablet, Mobile	Healthline, MNT, Greatist, PC	Custom ad tag to unobscured in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks	970x415px	No	N/A	jpg or .png 250KB max file size	Background Image Size: 720x1602px Viewable Area Size: 720x405px Area Viewable on Scroll: 720x480px Max Image Size: 620x350px	Size: 280x70px Font Size: 28px
Hero Ad		Desktop, Tablet, Mobile	Healthline	Custom ad tag to unobscured in-house, but can support 3rd party tracking pixel	6-8 weeks	Impressions, Clicks Additional metrics available through Celtra	Desktop: 1100x620 Mobile: 320x432 Tablet: 728x432	Yes (optional)	Mode: Container 16:9 (Video), 4:3 (Image) 0.5 second video max 0. 5 Files (Video) 6. 1Files (recommended)	png, jpg, gif	400x220px	20 characters max for Desktop, 15 max for tablet, 12 max for mobile

VIDEO

	CHANNEL				TRACKING			CREATIVE SPECS								
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
Premium Video Programs	Pre-roll	Desktop, Tablet, Mobile	Healthline, MedicalNewsToday, Greatist		VAST, VPAID 2.0	Custom	Impressions, Clicks, Completion Rate	60s max	Yes	Autoplay	User-initiated	6 MB max.	16:9	1280x720	24 FPS	1550 kbps	AAC / MP4	Auto-Play, Video Controls Included (Play, Pause, Mute) Video will automatically play on the content page. Alternative video length may be accepted, but would impact performance. Ads longer than 30s must include the skippable functionality. More info here
Video Pre-roll	Pre-roll	Desktop, Tablet, Mobile	Healthline, MedicalNewsToday, Greatist		VAST, VPAID 2.0	6 days	Impressions, Clicks, Completion Rate	60s max	Yes	Autoplay	User-initiated	100 MB max.	16:9	1280x720	24 FPS	1550 kbps	AAC / MP4	Ads longer than 30s must include a 5s skippable functionality. Due to browser restrictions for unskippable ads we cannot guarantee performance or scale. More info here
Connected TV	Pre-roll	CTV	CTV Offsite (powered by <ALMNT IP data)		VAST 2.0	6 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 kbps	MP4	Creative file < 5 is a best practice to assign one file to each video placement. Creative file > 5 at initiation through user log is not recommended. SSL compliance + All creatives must be SSL

INSTALLATIONS

	CHANNEL				TRACKING			STANDARD DISPLAY CREATIVE SPECS						
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
Newsletter Medium Rectangle	300x250	Desktop, Tablet, Mobile	Healthline, Greatist, MNT		1st or 3rd Party	6 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	30s	3x	0 - 4,999	
Newsletter Billboard	970x250	Desktop, Tablet, Mobile	Healthline, Greatist, MNT		1st or 3rd Party	6 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	30s	3x	0 - 4,999	Can support 3rd party 1x1 impression and click trackers Can support 3rd party (cannot exempt them/javascript) third party tags)
Newsletter Leaderboard	728x90	Desktop, Tablet, Mobile	Healthline, Greatist, MNT		1st or 3rd Party	6 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	970x250	Desktop, Tablet, Mobile	Healthline, Greatist, MNT		1st or 3rd Party	6 days	Impressions, Clicks	PNG, JPG, GIF	150 KB	300 KB	30s	3x	0 - 4,999	

Footnote: Healthline has not support for a variety of functions/files, file types, and creative specifications (i.e. HTML5, JPG, PNG, GIF, MOV, MP4, AVI, etc). Please reach out to salesfeed@healthline.com for inquiries on ad support.