

Desktop + Mobile Ads

PRODUCT NAME		DIMENSIONS	INITIAL FILE SIZE	MAX FILE SUBSEQUENT FILE SIZE	EXPANDABLE	EXPANDABLE DIRECTION
DESKTOP WEB	Leaderboard	728x90	200k	300k	728x315	Down
	Medium Rectangle	300x250	200k	300k	600x250	Left
	Half Page/ Filmstrip	300x600	200k	300k	600x600	Left
MOBILE WEB	Medium Rectangle	300x250	30k	300k	N/A	N/A
	Mobile/ Smartphone Leaderboard	320x50	30k	300k	320x416 or Full Screen	Up or Full Screen

Disruptive Ads

PRODUCT NAME		DESKTOP DIMENSIONS	MOBILE DIMENSIONS	MAX FILE SUBSEQUENT FILE SIZE	EXPANDABLE	EXPANDABLE DIRECTION
DESKTOP ONLY Can run a sticky mobile footer	Prelude	1920x480	640x360	100k	N/A	N/A
	Scroller	1280x720	300x250 or 300x600	100k	N/A	N/A
	Bottom Anchor	728x90 or 950x90	320x50	300k	N/A	N/A
ROLLER	Roller	1920x1080	N/A	300k	N/A	N/A
	Sticky (optional)	1600x100				

- For Roller, please create with a 125 px buffer on all sides of the ad. These areas will be obstructed by overlays that read "Advertisement" at the top and "Scroll to Continue" at the bottom.
- Prelude, Roller shown 1 per hour per user.
- File type will be static ads and a URL link.

Newsletters

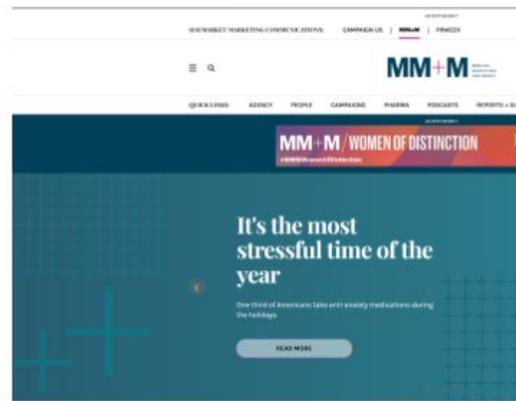
PRODUCT NAME	DIMENSIONS	FILE SIZE
Medium Rectangle	300x250	40k
Leaderboard	728x90	40k
Text Ad/Native ads	Text	500x100 image + 10 word headline 50 word summary

- 1x1 pixels are accepted

Prelude



Bottom Anchor



Leaderboard & Medium Rectangle



Once the new over-the-counter birth control pill is available, what about cost and coverage?

Michelle Andrews, KFF Health News | July 19, 2023 | 11:00 AM

Last week, the FDA approved Opill, the first daily oral contraceptive that will be available for sale over the counter in stores as well as online.



Roller



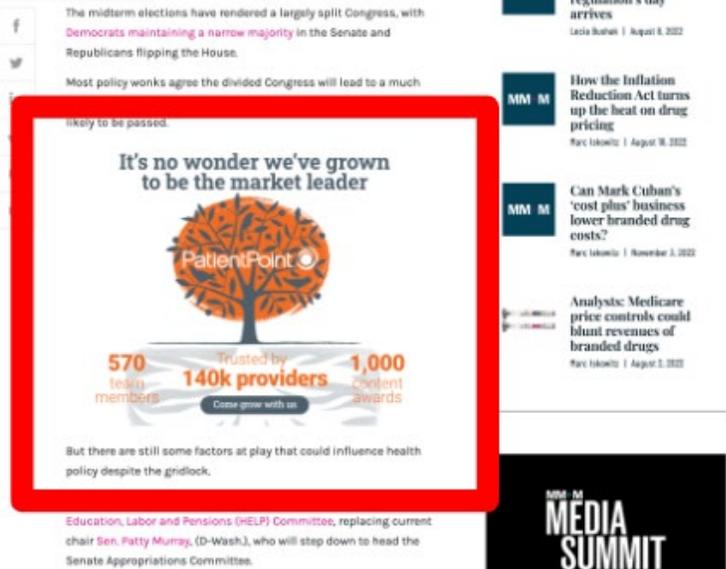
Scroller

Mobile/smartphone leaderboard



TikTok shows how people are coping with 'summertime sadness'

READ MORE



The midterm elections have rendered a largely split Congress, with Democrats maintaining a narrow majority in the Senate and Republicans flipping the House. Most policy works agree the divided Congress will lead to a much likely to be passed.

- MM+M After years of debate, drug pricing regulation's day arrives
Leticia Rubin | August 8, 2022
- MM+M How the Inflation Reduction Act turns up the heat on drug pricing
Marc Ikonko | August 18, 2022
- MM+M Can Mark Cuban's 'cost plus' business lower branded drug costs?
Marc Ikonko | November 3, 2022
- Analysts: Medicare price controls could blunt revenues of branded drugs
Marc Ikonko | August 3, 2022

MM+M MEDIA SUMMIT

NewsBrief



Join us on Wednesday, November 8 for MM+M's second annual Media Summit, which will unite health media A-listers from the realms of podcasting, programmatic technology and point-of-care content. [Learn more and buy your ticket here.](#)

LATEST NEWS



Genentech's Double Take fashion show has a second act

The runway show, which features people living with SMA as well as clothing designs informed by members of the community, will be held at the Cure SMA's annual SMA Conference in Orlando on Thursday.



Lyme disease doc details chronic patient struggles

"I'm Not Crazy, I'm Sick" follows the lives of three people suffering from chronic Lyme disease and their long-term struggles to be diagnosed and treated.



Imre appoints Patrick Burke as CFO, Lorraine Hirsh as chief people officer

Both Burke and Hirsh will report to president Anna Kotis.



Will the doctor see you now? The health system's changing landscape

The primary care landscape is changing in ways that could shape patients' access and quality of care now and for decades to come.



Five things for pharma marketers to know: Thursday, June 29, 2023

Bayer's BlueRock releases promising data from stem cell therapy treating Parkinson's. About \$200 billion of federal COVID-19 relief funds from the Small Business Administration was wasted by fraudsters. The Food and Drug Administration approves Pfizer and OPKO Health's treatment for growth hormone deficiency in children.



FROM THE ARCHIVE



Merck's Celeste Warren explains why diversity and inclusion is good for business

Celeste Warren, Merck's diversity head, explains why D&I is good for business and shares the conversation with CEO Ken Frazier that led her to take her current post.



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AGENCY 100



Agency 100 2023: Avant Healthcare

Revenue slid 3% to \$40.5 million.



Agency 100 2023: Benchworks

Revenue spiked 93% to \$15.8 million.



Agency 100 2023: BGB Group

Revenue rose 3% to \$123 million.



Agency 100 2023: Biolumina

Revenue grew 12% to an MM+M-estimated \$95 million.

A MESSAGE FROM DXTRA

IPG DXTRA Health

Brand lessons from Cannes

Body Copy: Salient advice shared at Cannes: Get to the point. In a world where people see up to 10,000 ads a day, "It's the only way for brands to stand out in the future," according to Chief Creative Officers at Futurebrand and Jack Marlon. More on simple, memorable brand experiences and how they make all the difference here.

GAME CHANGERS



Game Changers 2023

Check out the profiles for this year's Game Changers.

MM+M PLACES TO BE

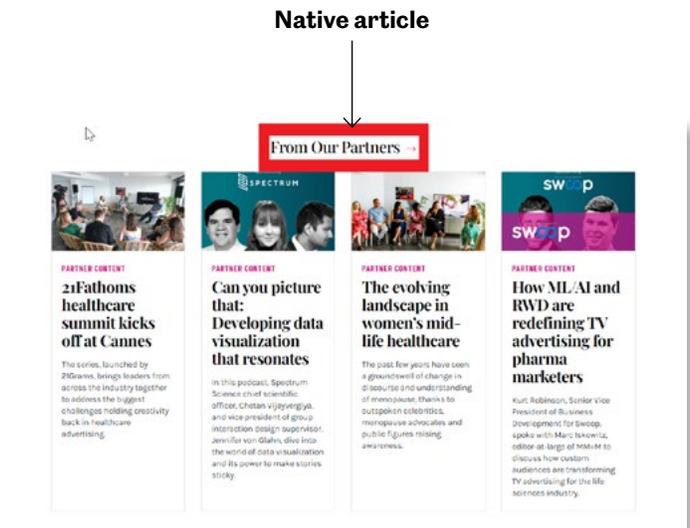
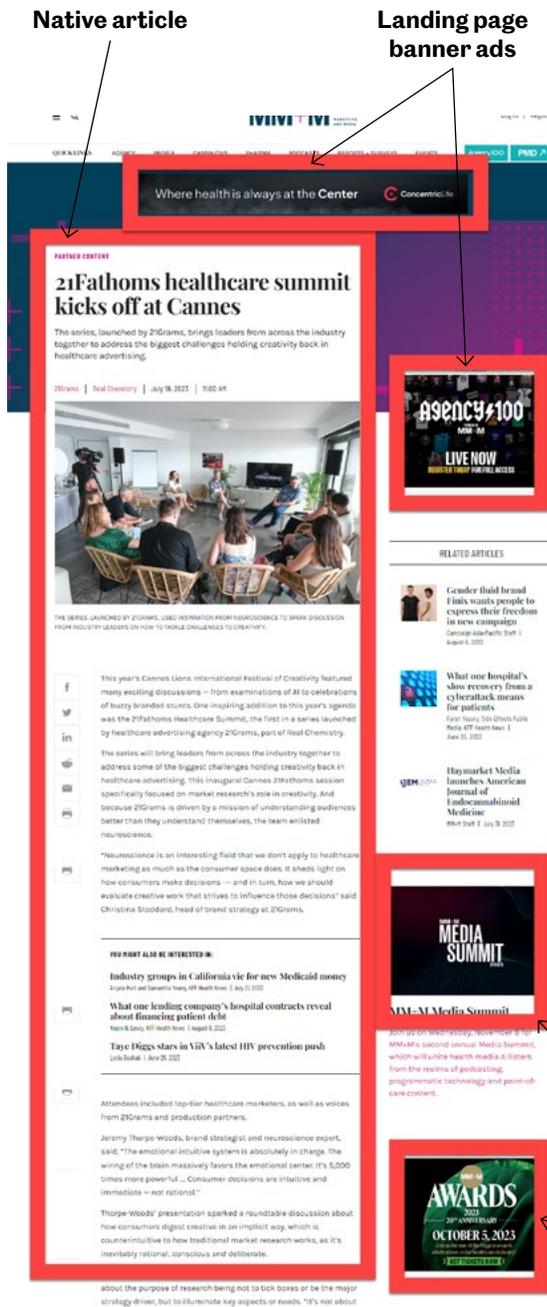


MM+M Places to Be 2022

Engage with healthcare marketers through MM+M's native and content marketing packages that are seamlessly built into the visual design of mmm-online.com. Your custom content is promoted through native ad units, MM+M Newsletter placements and syndicated across MM+M social channels. Display banner advertising accompanies your content for 100% SOV offering a robust destination for your program.

Partner Opportunity

- Premium placement for one week within the "From our Partners" carousel appearing on every page at mmm-online.com
- Display advertising alongside your content on the landing page
- Content syndicated across MM+M social media channels
- Content archived for six months within the Partner Content section
- Optional native ad and Haylo Marcomms amplification add-ons



For the native article, please provide:

- Article: 300-800 words
- Headline: up to 60 characters max
- Summary: up to 175 characters max
- Author name
- Author image (1,024px wide)
- Main article image: 1,024x683
- Landing page banners: 728x90, 300x250, 320x50
- Click-thru URL

For the native ad displayed on the Homepage, please provide:

- 144x100 thumbnail
- Title
- Short Summary
- Link to the sponsored article page (this link comes from editorial – not the client)

Landing page banner ads

SSL Compliancy - All resources of a creative, including images, stylesheets, JavaScript, and tracking pixels, must be secure for a creative to be SSL-compliant. These resources can reference other secondary resources, but all resources referenced must be secure. Note that an SSL-compliant creative can include an insecure click-through URL. Also any images that will be hosted by Campaign Manager are compliant by default

Submitted creative is subject to approval by Haymarket Media, Inc.

Flash is no longer supported in Campaign Manager and all major browsers

HTML5 Requirements: <https://docs.google.com/document/d/1vORZ2YbggzIINiAHHCjElPagFfcUZSqCkuv5POMU8lM/edit?usp=sharing>

For responsive HTML5 ads: we must receive creative materials in the form of a javascript tag, not a bundled zip file.

ClickTag Preference - HTML: clickTag

***If exceeding or not compliant with our specs we will need to QA tags*

Standard turnaround time is three days upon receipt of creative

HTML5 Expandable Banners: https://support.google.com/displayvideo/answer/7128959?hl=en&ref_topic=7084023

Third-Party display tag Expandable Banners: https://support.google.com/displayvideo/answer/7129061?hl=en&ref_topic=7084023

File Formats Accepted: jpg, gif, png, HTML5, 3rd Party Javascript (If DCM, internal redirects preferred)

Ad Verification Tags (IAS, DoubleVerify, etc) are accepted but must be only used for monitoring. NO blocking tags please

All audio must be user initiated (via click). Expandables must be "click to expand". Any expanding or out of page media must have a clearly visible close button or "X"

Expandable banners can be built with HTML5 files or 3rd party tags

***Expandable creatives need to be labeled as such. Please provide the expansion direction (up, down, left, right)*

DCM Tags: Full creative tags are needed with INS portion (DCM Excel document) - Javascript preferred

Non-DCM Tags: Regular Javascript tags preferred

Tracking ad tags are needed (1x1 & Click Tag) if we host the creatives - please include static image