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Digital Specs

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

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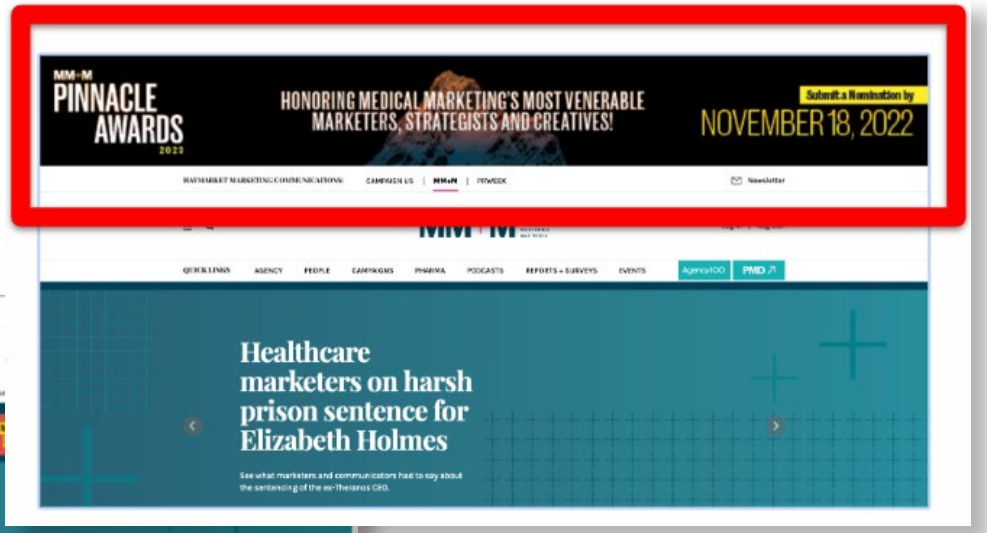
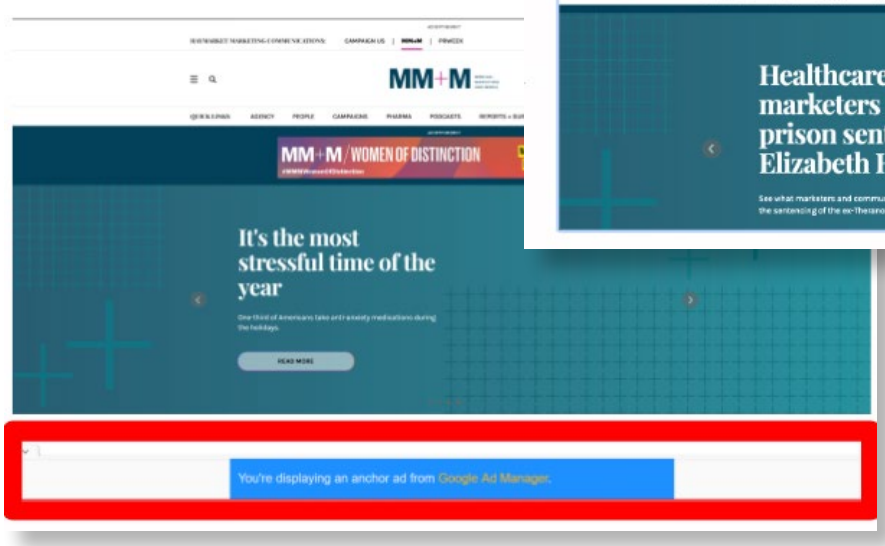
Screenshots

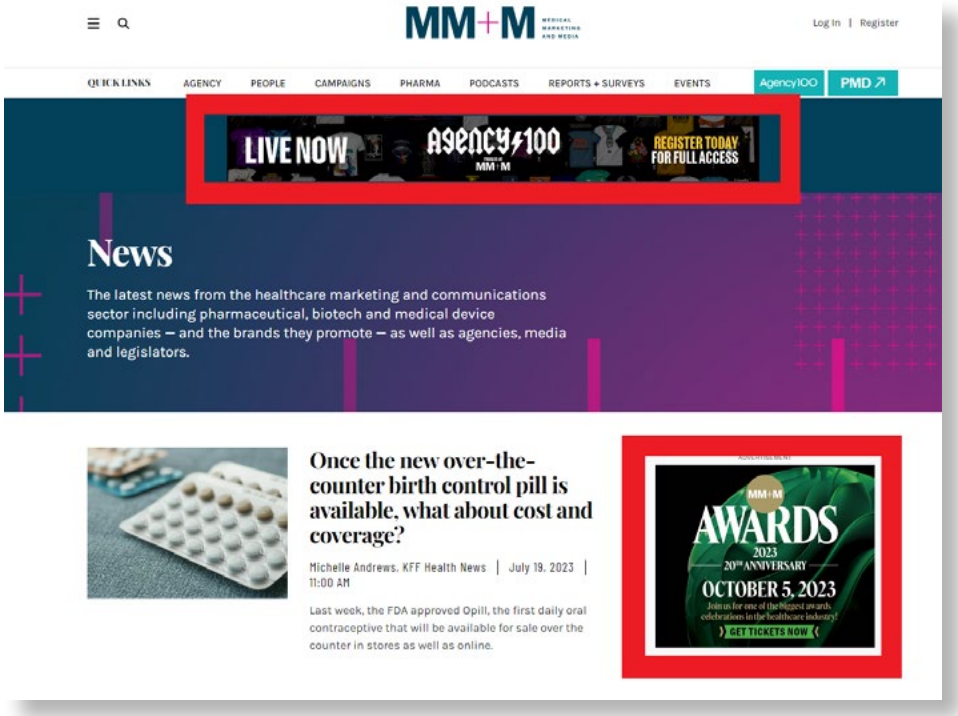
Prelude



Bottom Anchor



Leaderboard & Medium Rectangle



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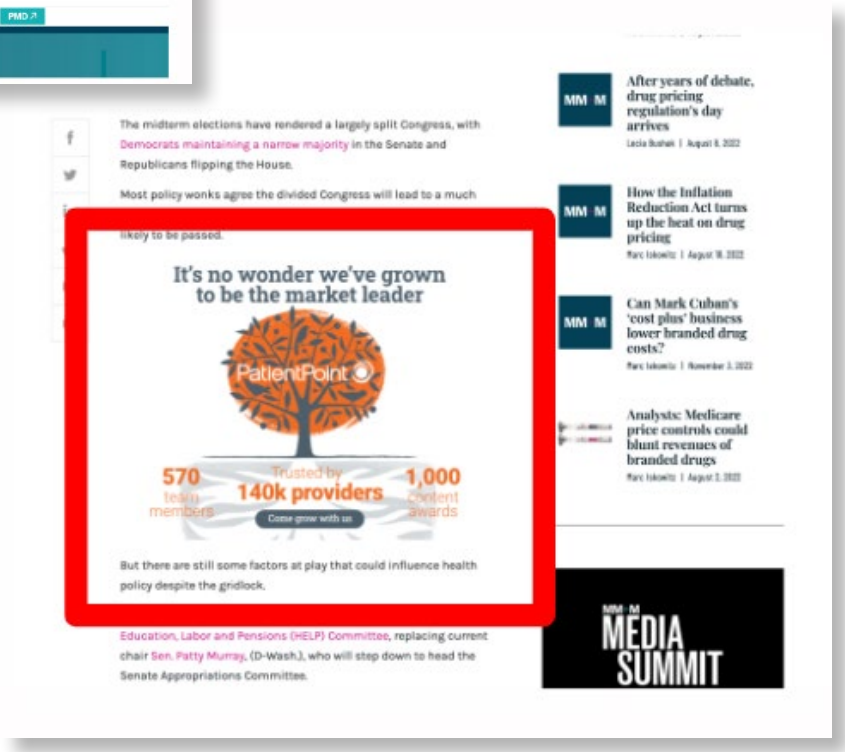
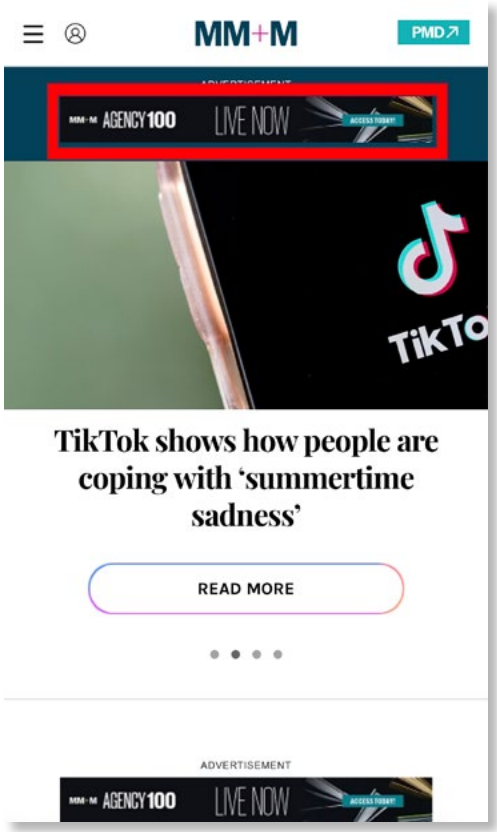
Screenshots

Roller

Scroller



Mobile/smartphone leaderboard



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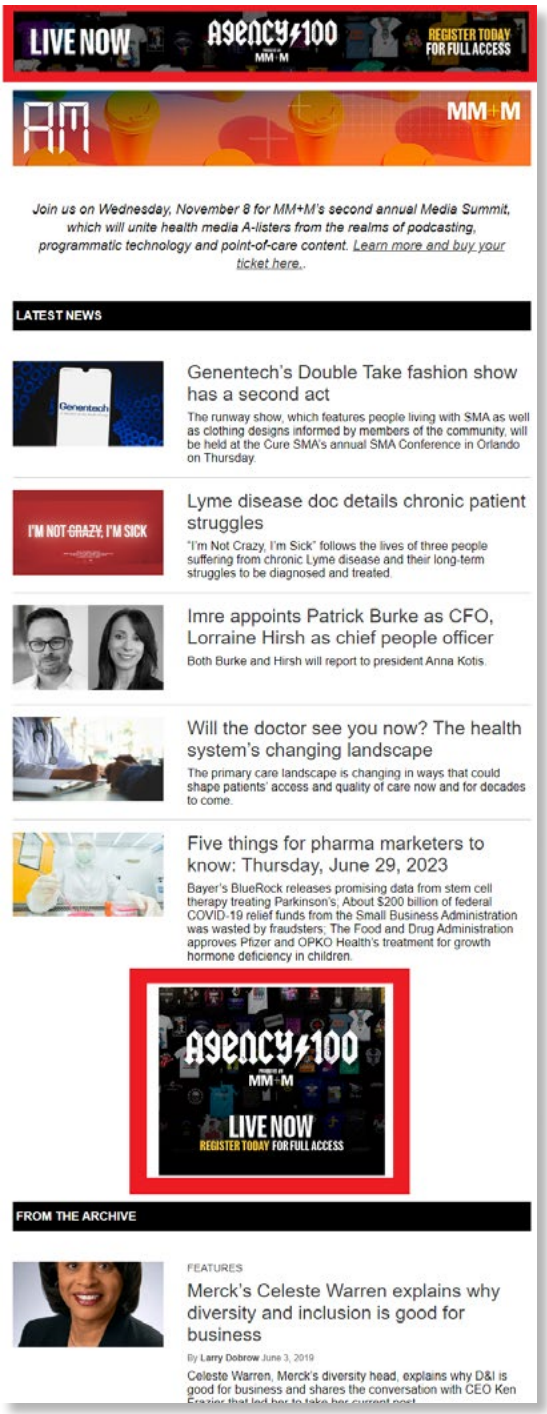
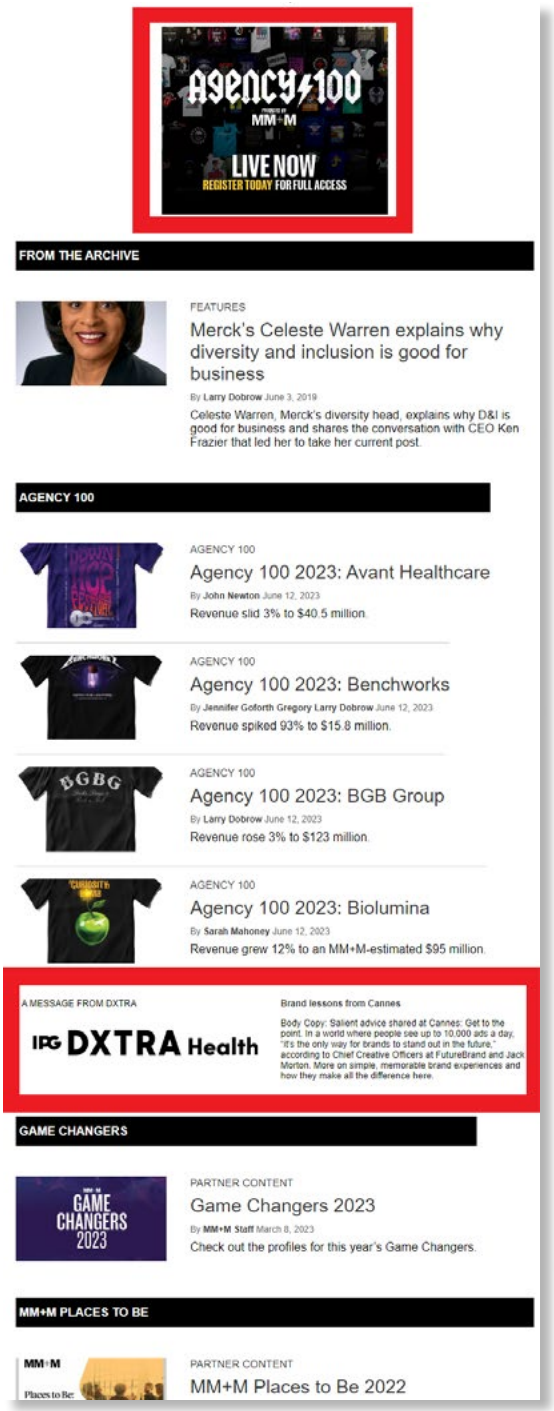
Screenshots

NewsBrief



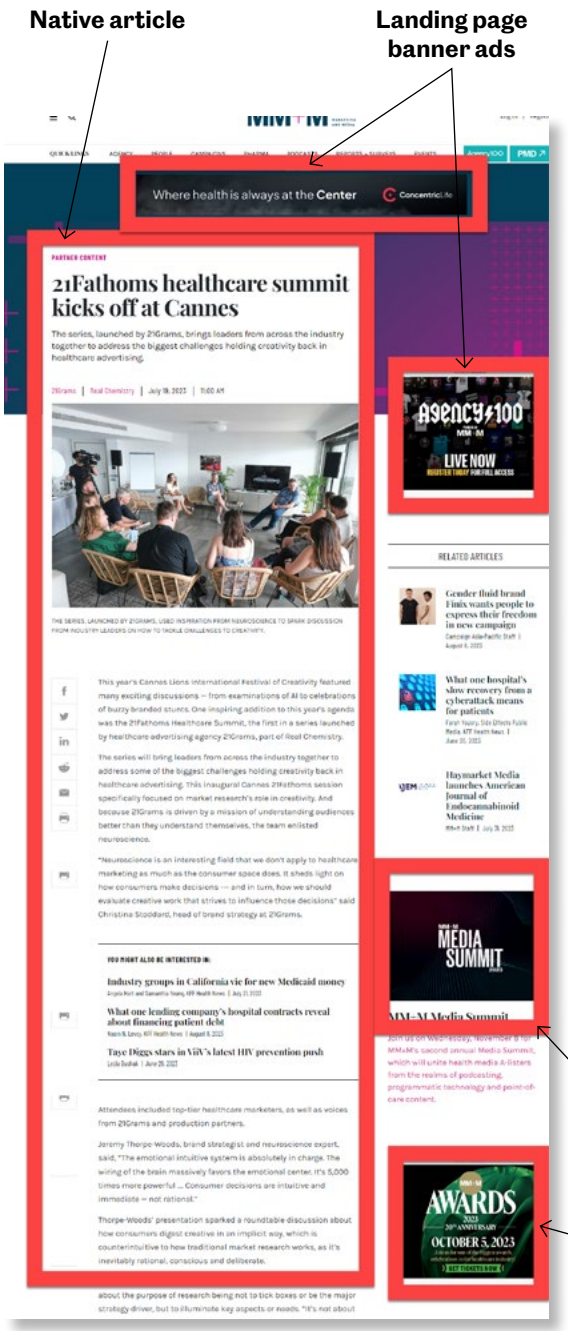


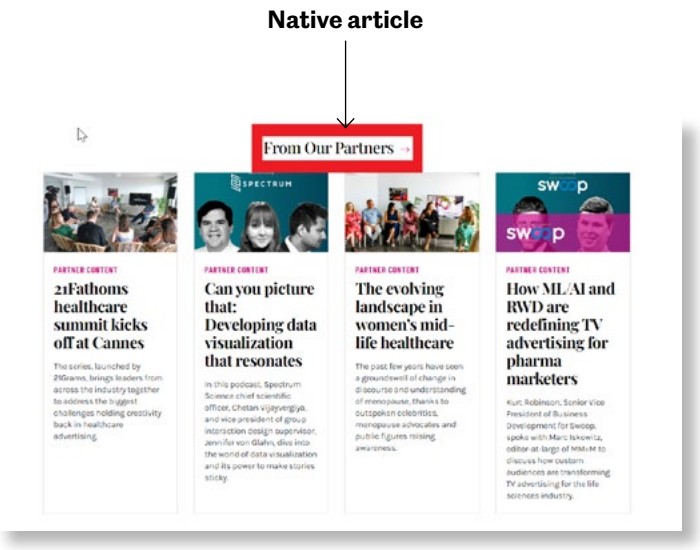
MM+M Native Article + Ad

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)

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Further Notes

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 preffered)

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