

Practical Cardiology® 2017

Digital Media Information

Online Opportunities

» www.practicalcardiology.com

HOME PAGE WRAP/ROADBLOCK

Home Page Wraps are created with three files. See specifications below:

- Top Portion 2540x90 (width x height)
- Left and Right Portion 700x1200 (width x height)
- Actual display of creative will vary based on screen size
- We recommend that all key branding, messaging, logos, and CTAs are placed into the optimal viewing area noted below for maximum exposure
- Mobile devices may only display top banner of ad unit

Rates vary based on site traffic; please inquire for pricing.

- ① Optimal viewable area center Top 1140x90 (width x height)
- ② Optimal viewable area Sides 90x800 (width x height)



BANNER ADS

Your run-of-site (ROS) ad gets the attention of all professional healthcare site visitors most relevant to your advertising needs.

| Ad Type | Dimensions | Pricing |
|-------------|------------|-----------|
| Leaderboard | 728x90 | \$125/CPM |
| Big Box | 300x250 | (net) |

WELCOME ADS

Grab the attention of visitors at the first moment they access their content. This banner allows your message to stand out from competing ads on the site.

| Ad Type | Dimensions | Pricing |
|------------|--------------------|-----------------|
| Welcome Ad | 640x480 or 300x250 | \$375/CPM (net) |



Online Opportunities

» www.practicalcardiology.com - Additional Specifications

DIGITAL AD SPECIFICATIONS

| Creative Unit Name | Initial Dimensions (WxH in pixels) | Maximum Expanded Dimensions (WxH in pixels) | File format | Max Initial File Load Size (See general note 2) | Host-initiated Subload (See general note 3) | Animation/Video Guidelines | Z-index Range | Unit-Specific Notes (See General Ad Requirements) |
|---------------------------------|---|---|--|---|---|--|--|--|
| Medium Rectangle | 300x250 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Skyscraper/ Wide Skyscraper | 160x600 120x600 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Leaderboard | 728x90 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| Half Page | 300x600 | Expansion not allowed for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | Not allowed for this unit | 15 sec max animation length Video not allowed for this unit. See In-Banner Video & Rich Media units below | 0 – 4,999 | |
| In-Banner Video | 300x250 160x600 728x90 300x600 | Expansion not allowed for these units | HTML5, 3rd party hosted | 200 KB | 100 KB | Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video | 0 – 4,999 | |
| Expandable/ Retractable | 300x250 to 600x250 160x600 to 600x600 300x600 to 600x600 728x90 to 728x315 | Expansion must be user-initiated | HTML5 3rd party hosted | 200 KB | 300 KB | Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video | 5,000 – 1,999,999 (for entire ad unit) | Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction |
| Welcome ad (aka "Interstitial") | 300x250 to 640x480 | Expansion not applicable for this unit | Jpg, gif, png, HTML5, 3rd party hosted | 200 KB | 300 KB | Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video | N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+ | Label = "Advertisement" Font = 8pt (11px) by 16pt (21px) "Close" control provided by browser window if ad displays in its own browser window. If overlaid on target page, include "Close X" button. Font = 8pt (11px) by 16pt (21px) |

Abbreviations: px = pixel sec = seconds fps = frames per second

DIGITAL AD SPECIFICATIONS Contd...

| Creative Unit Name | Initial Dimensions (WxH in pixels) | Maximum Expanded Dimensions (WxH in pixels) | File Format | Max Initial File Load Size (See general note 2) | Host-initiated Subload (See general note 3) | Animation/Video Guidelines | Z-index Range | Unit-Specific Notes (See General Ad Requirements) |
|-------------------------------|------------------------------------|---|---------------|---|---|---------------------------------|---------------|---|
| Smartphone Static Banner | 300x50 | Expansion not allowed for this unit | Jpg, gif, png | 50 KB | Not allowed for this unit | 15 sec max length for animation | 0 – 4,999 | |
| Smartphone Static Wide Banner | 320x50 | Expansion not allowed for this unit | Jpg, gif, png | 50 KB | Not allowed for this unit | 15 sec max length for animation | 0 – 4,999 | |
| Feature phone Small Banner | 120x20 | Expansion not allowed for this unit | Jpg, gif, png | 5 KB | Not allowed for this unit | 15 sec max length for animation | 0 – 4,999 | |
| Feature phone Medium Banner | 168x28 | Expansion not allowed for this unit | Jpg, gif, png | 5 KB | Not allowed for this unit | 15 sec max length for animation | 0 – 4,999 | |
| Feature phone Large Banner | 216x36 | Expansion not allowed for this unit | Jpg, gif, png | 5 KB | Not allowed for this unit | 15 sec max length for animation | 0 – 4,999 | |

Abbreviations: px = pixel sec = seconds fps = frames per second

General Ad Requirements (Apply to all ads):

- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

General Notes:

- 1. File weight calculation:** All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format.
- 2. Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- 3. Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
- 4. User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

HTML5 Note:

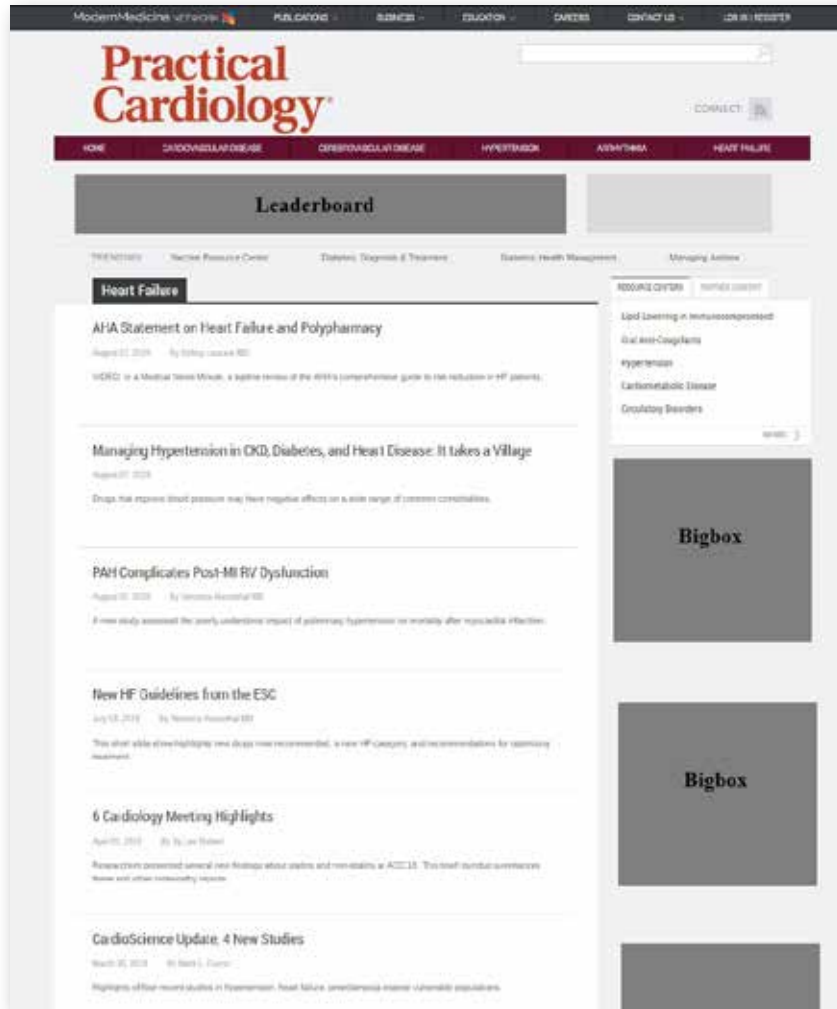
HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (<http://www.iab.com/html5>) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

Online Opportunities

TOPIC RESOURCE CENTER & QUIZZES

Exclusive opportunity for dedicated, comprehensive topic resource center or quiz on the topic of your choice. Includes traffic driving elements.

Starting at \$7,500/month (net), 3-month minimum buy

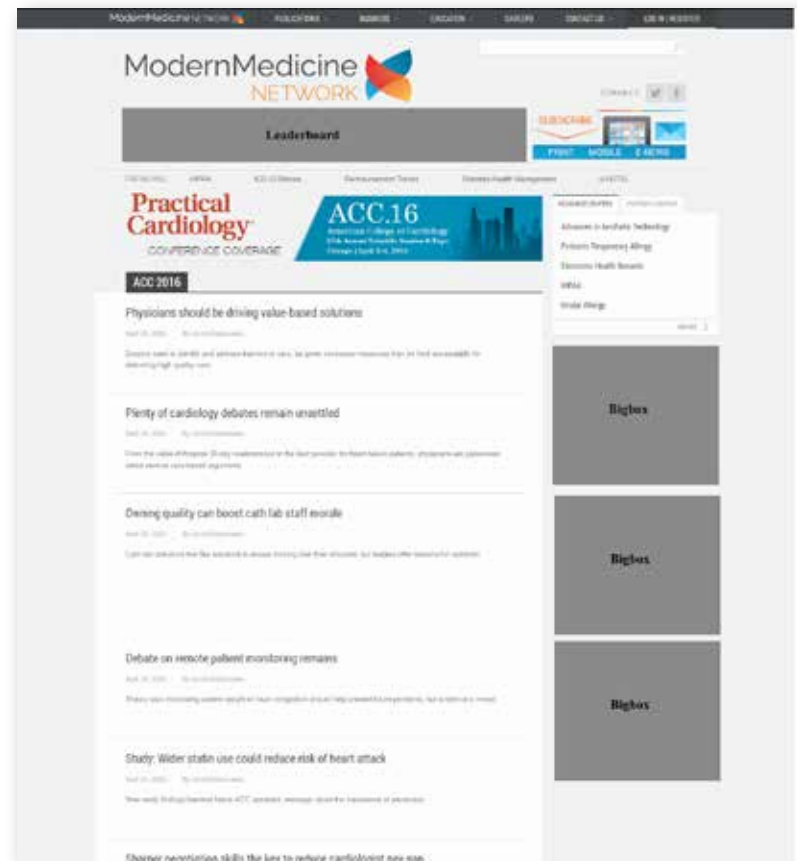


CONFERENCE COVERAGE

UBM Medica editors and writers cover important events, reporting to our audience from the shows online and via e-Newsletter briefs during the show:

- Daily articles on breaking conference news
- KOL interviews and/or roundtables
- Podcasts, photos, and/or video from the live event

Contact your account representative for more details and program pricing.

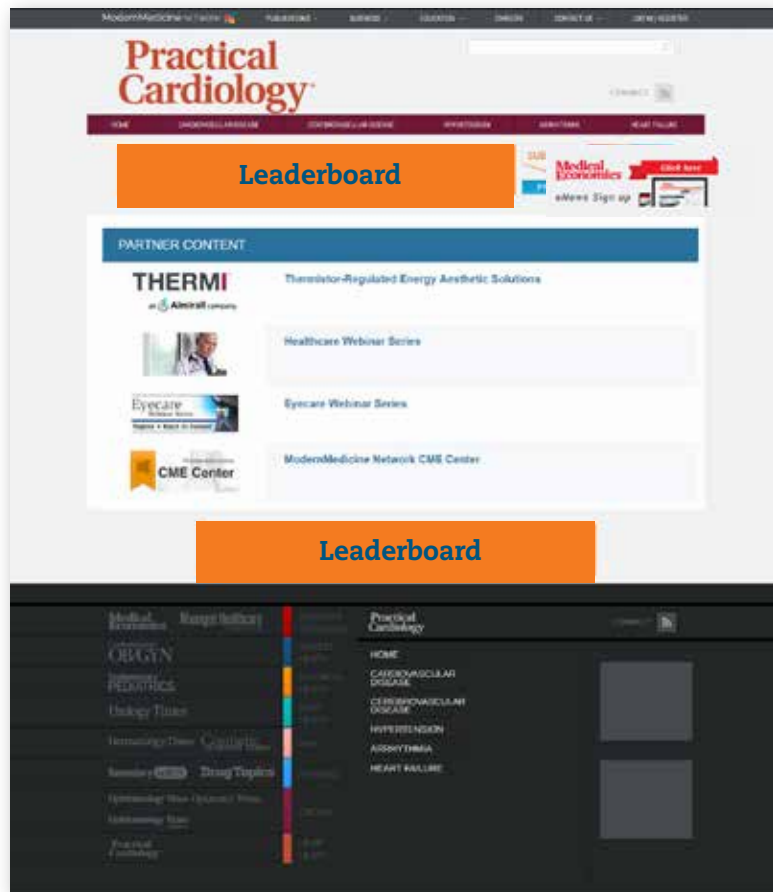


Online Opportunities

UBM Medica's content syndication opportunities offer unparalleled access to your target audience coupled with the credibility of our sites.

IN-SITES™

A turn-key, beyond-the-banner approach to driving qualified HCP audiences from UBM Medica sites straight to brand site destinations for asset engagement.



INFOCENTERS

Get your content in front of your target audience utilizing UBM Medica's content credibility and HCP access.



CONTACT YOUR ACCOUNT REPRESENTATIVE FOR MORE DETAILS AND PROGRAM PRICING.

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e-News Options

e-NEWSLETTERS

eConsults provide additional opportunities to reach opt-in and engaged physicians through a trusted source. These timely resources delivered to healthcare professionals' in-boxes can contain breaking industry news, regulatory updates, and practice management tips.

| Frequency | Average Engaged Distribution* | Big Box/Rec 300x250 (Net) | In-Column Text (Net) |
|-----------|-------------------------------|---------------------------|----------------------|
| 3x/week | 20,000** | \$2,000 | \$2,000 |

* Publisher's own data.

** US only Distribution.

Static Ad Specification

Max File Size: 40K
 Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client
 Ad unit sizes: 728x90 and 300x250
 No Flash/Rich Media accepted for e-News

In-Column Text Ad Specification

Header = 60 characters, Body text = 210 characters.
 Maximum character allowances including spaces:

ADVERTORIAL e-BLASTS

Send your custom message directly to 20,000 of our highly engaged audience. e-Blasts are a way to send your targeted message efficiently and effectively to a large opt-in user base.

Contact your account representative for more details and program pricing.

The most cost-efficient way to push e-messages.

