

# Practical Cardiology® 2017

## Digital Media Information

### Online Opportunities

» [www.practicalcardiology.com](http://www.practicalcardiology.com)

#### BANNER ADS

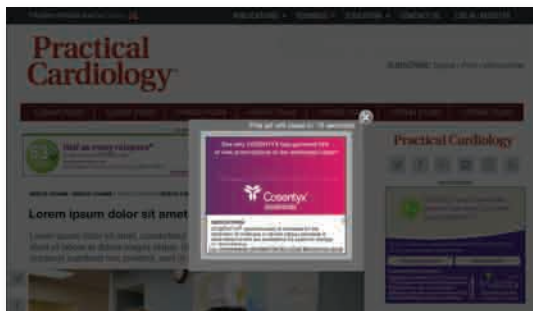
**Your run-of-site (ROS) ad** gets the attention of all professional healthcare site visitors most relevant to your advertising needs. Banner ad pricing assumes IAB Viewability Guidelines (<https://www.iab.com/guidelines/state-of-viewability-transaction-2015/>); additional viewability requirements may incur premiums.

| Ad Type  | Dimensions (WxH)                  | Pricing          |
|--|-----------------------------------|------------------|
| Leaderboard; Big Box; Skyscraper; Wide Skyscraper  | 728x90; 300x250; 120x600; 160x600 | \$125/CPM (net)  |
| Double Rec   | 300x600                           | \$150/CPM (net)  |
| Pushdown   | 970x90                            | \$150/CPM (net)  |
| <b>Mobile Ad Units</b><br>Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward) | 300x50, 320x50, 300x250           | \$150/ CPM (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 (WxH) | Pricing         |
|--------------------------|------------------|-----------------|
| Interstitial/ Welcome Ad | 640x480          | \$375/CPM (net) |



#### WALLPAPER ADS

| Ad Type   | Dimensions (WxH) | Pricing         |
|-----------|------------------|-----------------|
| Wallpaper | 150x1050         | \$250 CPM (net) |



## Online Opportunities

» [www.practicalcardiology.com](http://www.practicalcardiology.com) - **Additional Specifications**

### DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE

| Creative Unit Name                    | Initial Dimensions (WxH in pixels) | Maximum Expanded Dimensions (WxH in pixels) | File Format   | Max Initial File Load Size (See note 2 below) | Host-initiated Subload (See note 3 below) | Animation/Video Guidelines (See video notes below)  | Z-index Range  | Unit-Specific Notes (See General Ad Requirements below)  |
|---------------------------------------|------------------------------------|---|---|---|---|---|--|--|
| Medium Rectangle                      | 300x250                            | 600x250                                     | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | 300 KB                                    | 15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below   | 0 - 4,999  | Expansion must be user-initiated   |
| Skyscraper /Wide Skyscraper           | 120x600, 160x600                   | 600x600                                     | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | 300 KB                                    | 15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below   | 0 - 4,999  | Expansion must be user-initiated   |
| Leaderboard                           | 728x90                             | 728x315                                     | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | 300 KB                                    | 15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below   | 0 - 4,999  | Expansion must be user-initiated   |
| Half Page                             | 300x600                            | 600x600                                     | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | 300 KB                                    | 15 sec max animation length / Video not allowed for this unit. See "In-Banner Video" & Rich Media units below   | 0 - 4,999  | Expansion must be user-initiated   |
| Pushdown                              | 970x90                             | 970x415                                     | Jpg, gif, png, HTML5 (must be 3rd party hosted), 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 | 0 - 4,999  | Expanding Pushdown ad units"push" page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.   |
| Wallpaper                             | 150x1050                           | Expansion not allowed for this unit         | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | Not allowed for this unit                 | 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  |  |
| In-Banner Video                       | 300x250,160x600, 728x90,300x600    | Expansion not allowed for these units       | Jpg, gif, png, HTML5 (must be 3rd party hosted), 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  |  |
| Between-the-Page (aka "Interstitial") | Variable                           | Expansion not applicable for this unit      | Jpg, gif, png, HTML5 (must be 3rd party hosted), 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

DISPLAY ADVERTISING CREATIVE FORMAT GUIDELINES: QUICK REFERENCE GUIDE (Continued on next page)

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 note 2 below) | Host-initiated Subload (See note 3 below) | Animation/Video Guidelines (See video notes below)            | Z-index Range | Unit-Specific Notes (See General Ad Requirements below) |
|---------------------------|------------------------------------|---|---|---|---|---|---------------|---|
| Mobile Static Banner      | 300x50                             | Expansion not allowed for this unit         | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 50 KB   | Not allowed for this unit                 | 15 sec max animation length / Video not allowed for this unit | 0 - 4,999     |   |
| Mobile Wide Static Banner | 320x50                             | Expansion not allowed for this unit         | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 50 KB   | Not allowed for this unit                 | 15 sec max animation length / Video not allowed for this unit | 0 - 4,999     |   |
| Mobile Rectangle          | 300x250                            | Expansion not allowed for this unit         | Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted | 200 KB  | Not allowed for this unit                 | 15 sec max animation length / Video not allowed for this unit | 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 atleast 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:**

- 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. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.
- Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
- 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.
- 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.

# Practical Cardiology® 2017

## Digital Media Information

### 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.

ModernMedicine NETWORK

## Practical Cardiology

August 23, 2017

**Blood Pressure and Target Organ Damage: The Heart**  
The spectrum of hypertensive heart disease is broad. Sharpen your focus on the disease continuum.  
[Try 2 questions](#)

**Toward Improved Risk Stratification in PAH**  
A novel index increases the power of the current predictive model by more than 50%.  
[What's your take on PAPP?](#)

ADVERTISEMENT

**Practical Cardiology**

**Cardiology expertise you can take to heart**  
from the publishers of **Medical Economics**

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**UBM**

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Forward to a Friend  
Privacy Statement  
Terms of Service  
Update Profile  
Add/Remove Newsletter  
Contact Us

CONNECT