

# Practical Cardiology® 2018 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	\$275/CPM (net)
<b>Mobile Ad Units</b> Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)	300x50, 320x50, 300x250	\$175/ 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)



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## » [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+	
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	

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 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 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	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)
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	
Floating Footer	728x90, 970x90, 1025x100	Expansion not allowed for this unit	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	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:

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. You can use this site to check if your creative is within our specs guidelines <http://html5.iabtechlab.com/needauth?redir>.
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

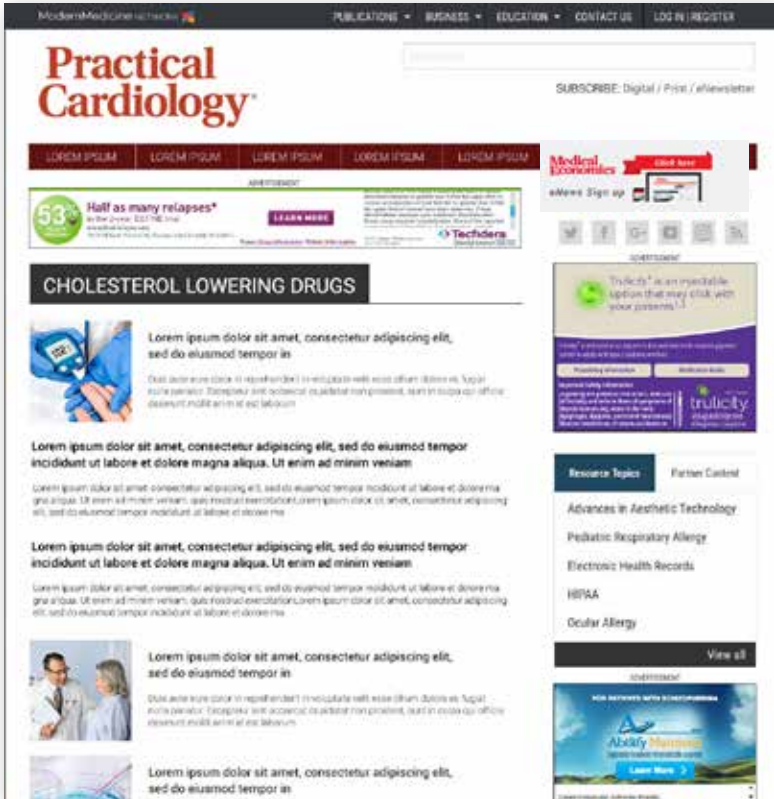
UBM Medica's content syndication opportunities offer unparalleled access to your target audience coupled with the credibility of our sites.

## 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.

# Practical Cardiology® 2018 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.

