# Psychiatric Times 2018 Print Media Information

## Print Display Advertising Rates

### Full-Run Rates:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>96x</th>
<th>120x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$10,405</td>
<td>$9,990</td>
<td>$9,435</td>
<td>$9,255</td>
<td>$9,055</td>
<td>$8,680</td>
<td>$8,565</td>
<td>$8,385</td>
<td>$8,270</td>
<td>$8,080</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>9,040</td>
<td>8,570</td>
<td>8,080</td>
<td>7,860</td>
<td>7,375</td>
<td>7,250</td>
<td>6,890</td>
<td>6,650</td>
<td>6,575</td>
<td>6,405</td>
</tr>
<tr>
<td>Island (1/2 tabloid)</td>
<td>6,160</td>
<td>5,525</td>
<td>5,020</td>
<td>4,955</td>
<td>4,720</td>
<td>4,630</td>
<td>4,215</td>
<td>3,965</td>
<td>3,920</td>
<td>3,880</td>
</tr>
<tr>
<td>1/2 page horizontal or vertical</td>
<td>5,830</td>
<td>5,380</td>
<td>4,900</td>
<td>4,610</td>
<td>4,390</td>
<td>4,115</td>
<td>3,860</td>
<td>3,755</td>
<td>3,710</td>
<td>3,650</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>4,445</td>
<td>3,695</td>
<td>3,575</td>
<td>3,495</td>
<td>3,300</td>
<td>3,170</td>
<td>3,120</td>
<td>2,980</td>
<td>2,905</td>
<td>2,830</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3,230</td>
<td>2,760</td>
<td>2,650</td>
<td>2,525</td>
<td>2,425</td>
<td>2,245</td>
<td>2,165</td>
<td>2,095</td>
<td>2,055</td>
<td>1,980</td>
</tr>
</tbody>
</table>

### Color:

- In addition to earned B&W rates.
- Second Color (magenta, cyan, yellow): $1,185
- Matched Color (all PMS excluding 800 series): $1,785
- 3- and 4-color process: $2,485
- 5-color: $2,865
- 4-color + Metallic/Fluorescent color (PMS 800 series): $3,190

### Covers and Premium Positions (non-cancelable):

Add the premium for positions to the earned B&W rate. Then add charge for color.

#### a) Cover Rates:
- Fourth cover: 50%
- Second and Third cover: 25%
- Center Spread: 25%

#### b) Special Positions:
- All other special positions: 25%

### Cover Tips/Outserts:

Consult publisher for rates and availability.

### Cancellation Policy with Letter of Agreement:

- 60 days or more prior to issue ad close deadline, no charge.
- 30–60 days prior to issue ad close deadline, 50% of contract rate.
- 30 days or less prior to issue ad close deadline, 100% of contract rate.

### Demographic Rates:

ROB ads available on a limited basis. Rates for demographic ads are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus applicable color rates at full price, plus a $1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company’s final earned frequency on a page-for-page basis.
A Conversation With Jeffrey A. Lieberman, MD

Island Inserts:

Survey Results

by Natalie Timoshin and Laurie Martin

How Clinicians Use the DSM, 1505PTCoverStories.indd   1

Getting a better understanding of its clinical utility, establishing a base line of current usage is critical to in

Peer-Reviewed • Practice-Oriented

members of the Group for the Ad

Michael First, MD,

What the Evidence Shows

Medical Marijuana for Pain:

•

line of current usage is critical to in

•

focus of greater attention than the

third trimester or during childbirth; or whether it predated the pregnancy.

patient's diagnostic condition. For example, there is a single ICD-9-CM code for

new coding system, ICD-10-CM.

in the US have had to submit valid ICD-9-CM diagnostic codes with their bill-

retraining of themselves and their staff so that they can take advantage of the in

Acceptance: Insert stock weight 80# text. Contact publisher for approval and pricing for inserts heavier than 80# text. Submit samples to Production Manager.

Demographic Rates: Inserts available on a limited basis. Rates for demographic inserts are calculated by multiplying the percent of circulation requested (minimum 50%) times the one-time B&W page rate, times the total number of pages, plus a $1,650 (non-commissionable) mechanical charge. Demographic ads will count toward a company's final earned frequency on a page-for-page basis.

BRCs: BRC must accompany a minimum of a full-page ad. Please contact your sales manager.

Total Qualified Circulation Coverage

Addiction Psychiatry 26
Forensic Psychiatry 35
Psychiatry/Family Medicine 1
Other Professional Classification 22
TOTAL CIRCULATION 36,000

Source: July 2017 Psychiatric Times BPAWW statement

Click here to download most recent BPA statement
Discount Information

CORPORATE DISCOUNTS

Earned Rates:
Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full pages and fractional pages count as single insertions. Demographic ads will count toward a company's final earned frequency on a pro-rated basis (e.g., a 4-page unit going to 50% of circulation = 2X). Insertions from a parent company and its subsidiaries are combined to determine earned rate. Advertisers are short-rated or rebated based on year end final level earned. The minimum number of insertions at each level must be met within the 2018 calendar or fiscal year.

Corporate Discount Program:
Effective with January 1, 2018 insertion orders, the Corporate Discount program is based on an advertiser's 2017 net advertising, including digital spending, plus non-CME promotional project expenditures in all of the UBM Medica media. Please contact your account manager for more information and your discount rate.

<table>
<thead>
<tr>
<th>2017 Net Corporate Spend</th>
<th>Rate Savings</th>
<th>2017 Net Corporate Spend</th>
<th>Rate Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100,000 - $250,000</td>
<td>0.50%</td>
<td>$2,500,001 - $3,000,000</td>
<td>5.00%</td>
</tr>
<tr>
<td>$250,001 - $500,000</td>
<td>0.75%</td>
<td>$3,000,001 - $3,500,000</td>
<td>6.00%</td>
</tr>
<tr>
<td>$500,001 - $750,000</td>
<td>1.00%</td>
<td>$3,500,001 - $4,000,000</td>
<td>8.00%</td>
</tr>
<tr>
<td>$750,001 - $1,000,000</td>
<td>1.50%</td>
<td>$4,000,001 - $4,500,000</td>
<td>10.00%</td>
</tr>
<tr>
<td>$1,000,001 - $1,500,000</td>
<td>2.00%</td>
<td>$4,500,001 - $5,000,000</td>
<td>12.00%</td>
</tr>
<tr>
<td>$1,500,001 - $2,000,000</td>
<td>3.00%</td>
<td>$5,000,001 - $5,500,000</td>
<td>14.00%</td>
</tr>
<tr>
<td>$2,000,001 - $2,500,000</td>
<td>4.00%</td>
<td>$5,500,001 - $6,000,000</td>
<td>16.00%</td>
</tr>
</tbody>
</table>

Pre-Payment:
Prepayment discounts are offered to advertisers; please contact Group Publisher for details.

ADVERTISING INCENTIVE DISCOUNTS

ABC (Add a Book Combo):
When you advertise in *Psychiatric Times* and run the same product in the same month in another UBM Medica medical publication(s) (i.e., *Contemporary Pediatrics, Dermatology Times, Drug Topics, Managed Healthcare Executive, Medical Economics, ONCOLOGY, and Urology Times*), you will receive a discount dependent upon the number of publications you run in. The more titles you choose, the deeper the discount.

2 publication buy = 10%  
3 publication buy = 15%  
4+ publication buy = 20%

Note: This discount applies to full run ads only and may not be used when advertising in *Ophthalmology Times, Ophthalmology Times Europe, Optometry Times, Dental Products Report* and *Digital Esthetics*. This discount cannot be used in combination with the Product Incentive Plan (PIP) but may be used with the Corporate Discount Program. This discount applies to the nine UBM Medica publications shown only and may be used in any combination. For products with different size ad units, the discount will be calculated based on the mutual number of pages. For example, if 6 pages run in one publication and 4 pages run in the other, under this program, the discount will be applied to the 4 matching pages in each magazine. Free runs do not count toward the discount.

Launch Incentive:
For any new launch product that places in *Psychiatric Times* the advertiser will earn a free “echo” ad with the sixth insertion.
Print Specifications & Display Advertising Requirements

AD SIZES (IN INCHES)

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed Sizes</th>
<th>Bleed Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width x Depth</td>
<td>Width x Depth</td>
<td></td>
</tr>
<tr>
<td>King Bleed</td>
<td>10.50 x 13.75</td>
<td>10.75 x 14.00</td>
</tr>
<tr>
<td>Island</td>
<td>6.625 x 10</td>
<td>6.875 x 10.25</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.75 x 10</td>
<td>15.00 x 10.25</td>
</tr>
<tr>
<td>3/4 Vertical</td>
<td>6.625 x 12.75</td>
<td>6.875 x 13.00</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.00 x 9.75</td>
<td>9.25 x 10.00</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.375 x 12.75</td>
<td>4.625 x 13.00</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.00 x 6.25</td>
<td>9.25 x 6.50</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>2.00 x 12.75</td>
<td>2.25 x 13.00</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>4.375 x 6.25</td>
<td>4.625 x 6.50</td>
</tr>
<tr>
<td>1/3 Horizontal</td>
<td>9.00 x 4.375</td>
<td>9.25 x 4.625</td>
</tr>
</tbody>
</table>

a) Live matter: Hold .5” from trim edge.
b) Trim size of journal: 10.5" x 13.75"

type of Binding: Saddle Stiched

Cover Stock:
 Covers: 80# DPO Gloss
Text Pages: 38# SCA+

Inserts:

Trimming:
Ship folded: 8 1/4" x 11"
Keep live matter 1/2" from trimmed edges & 1/2" from gutter trim
Book is jogged to head
Trims: 1/8" head, allow 1/8" for gutter, outside, and foot trim

Quantity: Full Run: 47,000

Shipping:
Mark all insert cartons with
publication name, date of issue, advertiser, product name, and insert quantity.
Include a sample of the insert, identifying front/back or page numbers, and attach this sample to the outside of cartons.

Psychiatric Times/ Month Year
Tenth Edition for printing in the new millennium. Psychiatric Times is printed Web Offset. Our preferred ad page material is an electronic digital file furnished as a PDF/X 1a. Any omissions, or color deviation from a submitted proof, other than a quality KODAK APPROVAL or equivalent, will not warrant adjustment for space or color charge.

Disposition of Material and Inserts:
Inserts and electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained.

Digital Ad Requirements:
1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format, files should be a PDF/X-1a which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a $150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.ubmmedica.com or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser’s file before publication.

3. Accepted Method of Delivery: File format is PDF/X-1A. You may submit your digital ad files via the Ad Portal: https://ads.ubm.com.

4. Ad Proofs: To insure that Advertiser’s ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

Provider Information Required:
a) Issue date.
b) Advertiser, product, and agency name.
c) Agency contact person and phone number, or vendor name and phone number.
d) List of contents (printout of disk contents).

Print Production Materials:

Email Insertion orders, contracts, publication-set copy, reproduction materials, electronic files, proofs and other instructions to: psych.io@hcl.com

Send all non-eMailed print materials and other information to:

Psychiatric Times
Attn: Karen Lenzren
131 W. 1st Street
Duluth, MN 55802-2065
218-740-7271 • 408-962-1125 (fax)
klenzen@hcl.com

To submit your ad materials, visit https://ads.ubm.com
# Production Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Ad Materials Due</th>
<th>Inserts Due At Printer</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>12/11</td>
<td>12/15</td>
<td>12/19</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>01/09</td>
<td>01/16</td>
<td>01/18</td>
</tr>
<tr>
<td>MARCH</td>
<td>02/09</td>
<td>02/15</td>
<td>02/20</td>
</tr>
<tr>
<td>APRIL</td>
<td>03/09</td>
<td>03/15</td>
<td>03/19</td>
</tr>
<tr>
<td>MAY</td>
<td>04/10</td>
<td>04/16</td>
<td>04/18</td>
</tr>
<tr>
<td>JUNE</td>
<td>05/10</td>
<td>05/16</td>
<td>05/18</td>
</tr>
<tr>
<td>JULY</td>
<td>06/11</td>
<td>06/15</td>
<td>06/19</td>
</tr>
<tr>
<td>AUGUST</td>
<td>07/11</td>
<td>07/17</td>
<td>07/19</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>08/10</td>
<td>08/17</td>
<td>08/21</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>09/10</td>
<td>09/14</td>
<td>09/18</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>10/11</td>
<td>10/17</td>
<td>10/19</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>11/08</td>
<td>11/14</td>
<td>11/16</td>
</tr>
</tbody>
</table>
**Psychiatric Times** 2018 Digital Media Information

### Online Opportunities

» [www.psychiatrictimes.com](http://www.psychiatrictimes.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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard; Big Box; Skyscraper; Wide Skyscraper</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$125/CPM (net)</td>
</tr>
<tr>
<td>Double Rec</td>
<td>300x600</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>$275/CPM (net)</td>
</tr>
</tbody>
</table>

**Mobile Ad Units**

Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)

<table>
<thead>
<tr>
<th></th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300x50, 320x50, 300x250</td>
<td>$150/CPM (net)</td>
</tr>
</tbody>
</table>

#### WELCOME ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial/ Welcome Ad</td>
<td>640x480</td>
<td>$375/CPM (net)</td>
</tr>
</tbody>
</table>

#### WALLPAPER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$250 CPM (net)</td>
</tr>
</tbody>
</table>

#### HOME PAGE ROADBLOCK

Utilize all positions for 100% SOV on the homepage.

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

» www.psychiatrictimes.com - Additional Specifications

### DIGITAL AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>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</td>
<td>0 - 4,999</td>
<td>*Expanding Pushdown ad units &quot;push&quot; page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>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</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250,160x600, 728x90,300x600</td>
<td>Expansion not allowed for these units</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>100 KB</td>
<td>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</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Between-the-Page</td>
<td>Variable</td>
<td>Expansion not applicable for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>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</td>
<td>N/A</td>
<td>Label = &quot;Advertisement&quot; Font = 8pt (11px) by 16pt (21px) / &quot;Close&quot; control provided by browser window if ad displays in its own browser window. If overlaid on target page, include &quot;Close X&quot; button. Font = 8pt (11px) by 16pt (21px)</td>
</tr>
</tbody>
</table>

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

*Note:* Refer to the General Ad Requirements for additional specifications.
**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. You can use this site to check if your creative is within our specs guidelines [http://html5.iabtechlab.com/needauth?redir](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 scrolling 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](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.

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Rectangle</td>
<td>300x250</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

**Abbreviations:**  

- px = pixel  
- sec = seconds  
- fps = frames per second
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.
e-News Options

**e-NEWSLETTERS**

**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.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average Engaged Distribution*</th>
<th>Big Box/Rec 300 x 250 (Net)</th>
<th>In-Column Text (Net)</th>
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</thead>
<tbody>
<tr>
<td>3x/week</td>
<td>70,000**</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

* Publisher’s own data.
** 54,000 (US Only Distribution)

70,000 (US & International Distribution)

**Static Ad Specification**

Max File Size: 40K
Formats Accepted: GIF or JPG plus 1 Live Click URL provided by client
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 the in-boxes 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 pricing information.**