



100% SOV OPPORTUNITIES

Custom Email, eNewsletters, and Electronic Table of Contents (eTOCs)

eHealthcare Solutions offers the ability to engage physicians and HCPs through multiple opt-in email lists and email newsletters from partners in our Network. *Electronic Table of Contents* from leading medical journals provide their current table of contents to the physician’s inbox along with your advertisement, often before the print edition arrives.

Advertisements accompany requested information that has high value to readers and in turn provides high-value impressions.

UNIT TYPE	Leaderboard	MREC	Skyscraper	Small Skyscraper
DIMENSIONS	728x90	300x250	160x600	120x600
Standard File Size	40k	40k	40k	40k
Max. File Size	100k	100k	100k	100k
Animation Options	Animation is not permitted for email. Static images only - GIF, JPG, or PNG.			
Text Ads	250 characters maximum (including spaces)			
This table is for email specific ad unit types only - other ad units are covered in their respective sections.				

Roadblocks (see also: *Competitive Exclusion*)

Roadblocks give an advertiser premium positioning on the home page or other key pages of a site. They are often used to launch branding initiatives, announce new indications, or powerfully increase share of voice. A roadblock consists of multiple ads served on a single page. All standard online advertising units and file types may be included in a Roadblock opportunity. The advertiser “owns” all available real estate on the specified page for a set period of time (typically a week or a month, based on the publication’s print schedule), effectively blocking competing brands from sharing the space.

Contextual Targeting

Contextual Targeting enables EHS to deliver your ads across our entire network on pages with content that matches the interests of your target healthcare provider. Our contextual targeting program provides a unique marketing opportunity and the greatest likelihood of reaching your defined target audience at the very moment they are reviewing relevant content. This program can be run site-specific and/or across an entire specialty channel.



STANDARD AD UNITS

IAB Standard Sizes

We support several IAB Standard ad sizes and continuously expand the list of supported ad sizes. Below is a list of the most common executions currently supported by eHealthcare Solutions' publisher partners. Supported file types include: FLASH, HTML5, GIF and JPG.

Each publisher maintains control over the sizes and placements displayed on its site(s). Depending on the publisher, other advertising opportunities may be available.

UNIT TYPE	Leaderboard	MREC	Half Page	Skyscraper
DIMENSIONS	728x90	300x250	300x600	160x600
Standard File Size	40k	40k	40k	40k
Max. File Size	100k	100k	100k	100k
SWF File Size	40k	40k	40k	40k
Click/Destination URL	Must be provided			
Animation Recommendation	15-second (00:15) animation			
Border	1px border is recommended			
HTML5	Accepted			
Flash Version	<i>Flash is not recommended</i> , although up to version 10.0 is accepted			
Flash Script Version	AS2 or AS3			
Looping Guideline	3 loops maximum			
Frame Rate	24fps maximum			
Wmode	Transparent			
Z-index	0 - 4,999			
Rich Media/Flash File Size	40k with 100k polite load			

Please contact your EHS Sales Representative for information on custom requests.

Contact EHS Sales at sales@EHSmail.com | (609) 882-8887 x1



MOBILE AD UNITS

Standard Mobile & Tablet Advertising Units

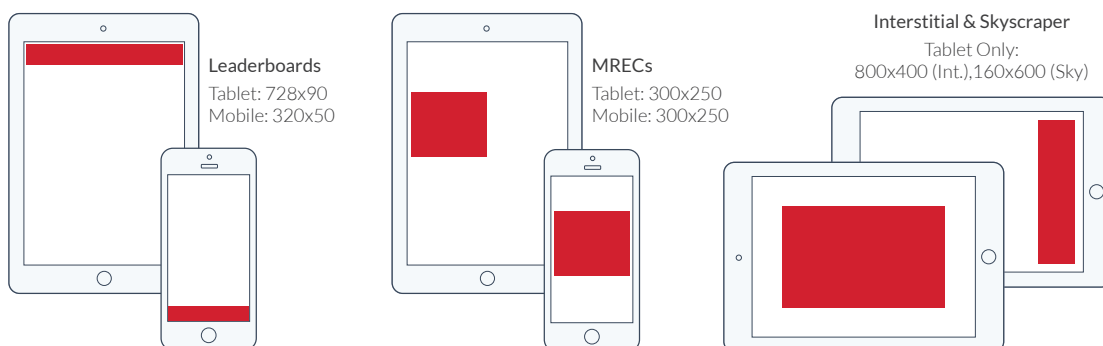
Below is a list of the most common mobile advertising executions currently supported by eHealthcare Solutions' publisher partners for smartphone and tablet devices. Supported file types include: HTML5, GIF and JPG. For more information, please contact Sheryn MacMunn: SMacMunn@EHSmail.com (609) 608-2273.

MOBILE: STANDARD BANNERS

UNIT TYPE	Leaderboard	MREC
BANNER SIZE	320x50	300x250
Standard File Size	25k	40k
Max. File Size	40k	100k
Click/Destination URL	Must be provided	
Animation Recommendation	Video/animation not permitted	
Acceptable Asset Formats	Layered PSD, AI, EPS, GIF, & High Resolution JPG	

TABLET: STANDARD BANNERS

UNIT TYPE	Leaderboard	MREC	Skyscraper	Interstitial
BANNER SIZE	728x90	300x250	160x600	800x400
Standard File Size	40k	40k	40k	100k
Max. File Size	100k	100k	100k	200k
Click/Destination URL	Must be provided			
Animation Recommendation	Video/animation not permitted			
Acceptable Asset Formats	Layered PSD, AI, EPS, GIF, & High Resolution JPG			





Rich Media Mobile Advertising Units

Below is a list of rich media mobile advertising executions currently supported by eHealthcare Solutions' publisher partners for smartphone devices. Supported file types include: HTML5, GIF and JPG.

MOBILE: NON-EXPANDABLE RICH MEDIA BANNERS

UNIT TYPE	Leaderboard	MREC
BANNER SIZE	320x50	300x250
Max. Initial Load Size	25k	40k
Max. File Size	100k	100k
Click/Destination URL	Must be provided	
Video/Animation	30 seconds maximum (unlimited user-initiated or scrolling ISI)	

MOBILE: EXPANDABLE RICH MEDIA BANNERS

UNIT TYPE	Leaderboard		MREC	
	Portrait	Landscape	Portrait	Landscape
INITIAL SIZE	320x50	320x50	300x250	300x250
EXPANDED SIZE	320x460	568x212	320x460	568x212
BLEED AREA	540x960	960x540	540x960	960x540
Max. Initial Load Size	60k		60k	
Max. File Size	150k		150k	
Click/Destination URL	Must be provided			
Video/Animation	30 seconds maximum (unlimited user-initiated or scrolling ISI)			
<i>Expansion is allowed only after user initiation with 1 second delay before action.</i>				

MOBILE & TABLET: CREATIVE ASSET FORMATS - RICH MEDIA BANNERS

	Format	Resolution Options	Streaming Rates	Aspect Ratio
Video Asset Formats	MPEG (.mp4)	640x480	Video: 600k^1024kbps + Audio: 64k^128@44.1kHz	4:3
		640x360		16:9
Banner Asset Formats	Source Layout		Source Code	
	Layered PSD, or AI		HTML5/CSS/JavaScript	

For more information, please contact Sheryn MacMunn, VP Mobile Solutions
SMacMunn@EHSmail.com | (609) 608-2273



Rich Media Tablet Advertising Units

Below is a list of rich media tablet advertising executions currently supported by eHealthcare Solutions' publisher partners for tablet devices. Supported file types include: HTML5, GIF and JPG.

TABLET: NON-EXPANDABLE RICH MEDIA BANNERS

UNIT TYPE	Leaderboard	MREC	Skyscraper	Interstitial
BANNER SIZE	728x90	300x250	160x600	800x400
Max. Initial Load Size	60k	60k	60k	150k
Max. File Size	150k	150k	150k	250k
Click/Destination URL	Must be provided			
Video/Animation	30 seconds maximum (unlimited user-initiated or scrolling ISI)			

TABLET: EXPANDABLE RICH MEDIA BANNERS

UNIT TYPE	Leaderboard		MREC	
	Portrait	Landscape	Portrait	Landscape
INITIAL SIZE	728x90	728x90	300x250	300x250
EXPANDED SIZE	768x600	600x768	768x600	600x768
BLEED AREA	1280x800	800x1280	1280x800	800x1280
Max. Initial Load Size	100k		100k	
Max. File Size	200k		200k	
Click/Destination URL	Must be provided			
Video/Animation	30 seconds maximum (unlimited user-initiated or scrolling ISI)			
<i>Expansion is allowed only after user initiation with 1 second delay before action.</i>				

