

# 2009 CMPMedica Digital Media Creative Specifications

## Standard Ad Units

Max File Size, all units: 40K, 3 loop limit

	Large Rectangle	Top	Bottom	Skyscraper	Tile	Newsletter
ConsultantLive.com	336x280	728x90	728x90	160x600	---	728x90, 160 x 600, or text
PsychiatricTimes.com					160x160	
CancerNetwork.com					160x160	
PhysiciansPractice.com	N/A	380x60	N/A		120x90	728x90, 160 x 600, or text
DiagnosticImaging.com	N/A	728x90	728x90	160x356	160x160	728x90, 160 x 600, or text
SearchMedica.com	N/A	N/A	N/A	160x600	Or text: max 135 characters	728x90, 160 x 600, or text

Newsletters, gif or jpg: Max File Size = 20K, no Flash allowed

Newsletters, text: ConsultantLive, PsychiatricTimes, CancerNetwork, and SearchMedica: Max 65 characters per line including spaces; six lines of text including URL; Word or Notepad document

PhysiciansPractice: Text length between 50-100 words, can include URL. Submit in Word or Notepad document; please do not include bold, italic, underlined or otherwise formatted characters.

## Flash and Rich Media Guidelines

	Flash (6,7,or 8)	Rich Media	Video
Max initial load	40 KB	40 KB	
Max additional file weight	80KB	80KB	1.2MB
Max frame rate	22 fps	22 fps	
Max looping/animation	3 loop/15 seconds	15 seconds	
Max # of Panels		4	
Panel Initiation and Close		mouse over or user click	
Expand ads: max size/direction		728x90: expands down to 120 total px 160x600: expands left to 600 total px	
Audio/video duration		30 sec; audio must be user initiated and stop req'd	1 minute; video is user or host initiated
Other Requirements	gif back-up req'd	gif back-up req'd	gif back-up req'd
	proper click tag req'd for click tracking	wmode value must be set to opaque	

Dogear Peelback: 2 files required (100x75 and 800x600): jpg, .png, .gif or .swf files accepted. 100k max file size.

Third party rich media tags accepted for the rotation of rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPG.

All ad creative is due to publisher 5 days before campaign start.