PMD
Pharmaceutical Marketers Directory

Production Contact:

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ONLINE ADVERTISING SPECS

PMD site specs W x H pixels	Leaderboard 728x90	Large Box 300x250	NavBar Ad 980x30
Ad Server	DoubleClick	DoubleClick	DoubleClick
Animated gif/jpg	Yes	Yes	Yes
Flash	Yes	Yes	Yes
Flash w/ embedded sound or video	Yes	Yes	Yes
Pop-up ads	No	No	No
Third party tags	Yes	Yes	Yes
Video	No	Yes	No
Recommended file size	40K	40K	40K
Expandable dimensions	728x300	500x250	See: Pushdown
Z Index	1	1	1
WMode	Transparent	Transparent	Transparent

Overall Creative Specs

- 30-second maximum for any animation.
- Animated GIFs: maximum 3 rotations.
  Flash: maximum 3 loops.
- Any creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Recommended file size is 40K; Maximum file size is 100K.
- All creatives must open in a new browser window.
- All creatives are subject to final approval by Haymarket Media Inc.

Flash

- Flash creatives should be published as Flash version 7 SWF with a backup GIF/JPEG.
- The flash frame rate must be less than 18 FPS; 12 FPS is preferred.
- There is a 3 loop maximum for flash ads.
- A close button must be included and added to root level or level zero.

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Third Party Ad Tags

- All creatives sent via third party tags have no file size limits; however, all files over 100K should use polite download functionality.
  - Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once page content loads. Up to 2 additional loads of up to 50K each may be initiated after a user over his or her cursor over or clicks on the ad.
- All creative third party tags must be in the format of javascript NOT iframes.
- Creatives sent via third party tags must open in a new browser window. Prior to submissions, creatives should be tested for stability across all browser platforms.
- All third party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information. Ad production cannot guarantee that click-through data will be tracked for all of the rich media technologies that are third-party served.

Additional Rich Media Guidelines

Expandable/Interactive Ad Units
Creatives CANNOT be hosted by Haymarket Media and must be third party served.
- Maximum frame rate of 25 FPS.
- Interactive ads should auto-close after 15 seconds.
- Auto-expansion is not permitted. Expansion to occur on mouseover and retract on mouseout.
- Prominent close button required on third party served expandable units. The ad must feature a close or collapse button (11pt font: "Close X") that closes the panel with a user's click. The advertisement must be included on expanded section.
- Audio is permitted, but must be initiated by user click. Video is permitted, but must be initiated by user click.
- Video should not exceed 15 seconds.
- Clearly visible start / stop video and audio controls
- Any interactivity, including expandable banners and audio/video, should be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls unless otherwise approved by the Web site. Embedded video must be hosted and served by the advertiser.

Click Tracking

A clickTAG should be added to the button to allow click performance to be tracked. ClickTAGS should not have URLs coded in them because DoubleClick cannot count clicks if the .swf file has the URL. The clickTAG is case-sensitive in Flash version 6 and above and must be "clickTAG." In other versions of Flash, it is not case-sensitive, but it is recommended to be "clickTAG."

ClickTAG Coding Instructions

1. Select getURL in the button from where you want the URL navigation to trigger.
2. Type clickTAG in the URL field.
   - ClickTAG must look exactly as shown in diagram to the right.
   - Note: clickTAG is case sensitive

Examples of the finished button script:
ClickTAG Codes

```
on (release) {
getUrL(clickTAG,"_blank");
}
                    Or
on (release) {
getUrL(_level0.clickTag,"_
blank")
}
                    Or
on (release) {
    if (clickTag.substr(0,5) == "http:")
{
getUrL(clickTag,"_blank");
}
}
```