

Medical Device & *TECHNOLOGY*

Advances in regulated digital solutions for research and clinical care

2022-2023
Media Planner

The MJH life sciences® Advantage

60+

Brands

3.9M+

Email Reach

7M+

Unique Visitors
per Month

16M+

Average Page Views
per Month

1.9M+

Print
Circulation

1000s

KOL & SAP Relationships

1500+

Conferences & Events

As an MJH Life Sciences® brand you'll be partnering with the largest privately held medical media company in North America.

Speed to Market

Driven by our flexibility and entrepreneurial spirit

Relationships

Ability to leverage the credibility and experience of our key opinion leaders (KOLs) and strategic alliance partners (SAPs)

Audience

An unmatched active audience spanning 63 brands and 17 various specialties

Partnering with us means you'll reach your audience with the right message at the right time.



CERTIFICATE OF REGISTRATION

Information Security Management System

ISO/IEC 27001:2013

This is to certify that the Information Security Management System of:
MJH Life Sciences
2 Clarke Drive, Suite 100
Cranbury, New Jersey 08512
United States

Conforms with the requirements of ISO/IEC 27001:2013 for the scope listed below:

The ISMS supporting the confidentiality, integrity, and availability of customer data, supplier information, and MJH Life Science's internal data related to all sub-LLC's under the MJH Life Sciences LLC, all sales services as provided by all MJH Life Sciences Brands, all services as provided by the Truth Serum Network (Agency), all shared services located out of headquarters, and all supporting departments: HR, IT, and Finance located at the headquarters at 2 Clarke Drive, Suite 100, Cranbury, New Jersey environment.

MJH Life Sciences takes threats to the availability, integrity, and confidentiality of our clients' information seriously. As such, MJH Life Sciences is an ISO/IEC 27001:2013 certified provider whose Information Security Management System (*ISMS*) has received third-party accreditation from the International Standards Organization.

- ISO (*International organization of Standardization*) takes a risk-based approach to information security and risk mitigation
- ISO 27001 & ISO 27701 consist of 114 controls and 10 management system clauses
- MJH and their compliance partners conduct internal and external audits annually that test the efficiency and enforcement of all ISO controls



OUR BRAND

MedicalDevice
& **TECHNOLOGY**

Medical Devices and Technology®, an MJH Life Sciences™ brand, covers the intersection of regulated digital solutions, pharma and healthcare. By providing news, articles, Q&A's, case studies and other media, our content keeps our audience of medical device, digital health, pharma, and healthcare professionals up-to-date and informed.

Our multimedia platform approach is designed to meet your content marketing needs. This includes online advertising, e-newsletters, webcasts, e-books, white papers, videos, and more.

Our Focus

- Clinical Trials
- Commercialization
- Companion Diagnostics
- Cybersecurity and privacy
- Data science
- Device Development
- Digital Biomarkers
- Digital Endpoints
- Digital Therapeutics
- Ethics
- Drug-Device Combinations
- Medical Devices, Class II and Class III
- Remote Patient Monitoring/Measurement products
- Patient Engagement
- Payers/ Reimbursement
- Profiles/Q&A
- Regulatory
- Software as a Medical Device
- RWE
- Virtual Reality



Editorial Advisory Board

Mike Lange

Managing Director
The GoToMarket Group

Andy Molnar

CEO
Digital Therapeutic Alliance

Sarah Valentine

Partnerships Manager
Digital Medicine Society (DiMe)

John Varaklis

Chief Strategy Officer
physiQ

Our Readers

Our readers comprise all levels and roles the intersecting industries of medical devices, digital health, digital medicine, biopharmaceuticals, healthcare, and related service providers and consultants.

YOUR MARKETING STRATEGY

Choose the Right Content to Fuel Your Business Objectives

Medical Devices and Technology® will help you match our marketing tactics to your business objectives and form a plan that is right for your company.

Branding/Awareness: Grow your brand or business awareness.

Web Traffic: Increase SEO ranking and traffic to your website.

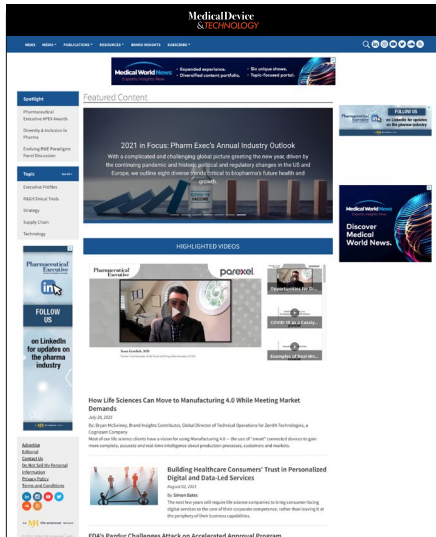
Lead Generation: Generate leads and new business.

Thought Leadership: Demonstrate expertise in your field and engage with your target audience.

Content Program	Branding/Awareness	Web Traffic	Lead Generation	Thought Leadership
Ad Retargeting	✓	✓		
Brand Insights	✓			✓
CAST™ Custom Targeted Email	✓			✓
Content Engagement Hub		✓	✓	
Custom Video	✓			✓
Dedicated Dialogue	✓			✓
E-book	✓		✓	✓
E-newsletter	✓	✓		
Enhanced Webcast			✓	✓
Exhibit Booth Interview Video	✓			✓
Infographic	✓			✓
Lead Nurturing			✓	
Live/Virtual Roundtables	✓			✓
Online Advertising	✓	✓		
Podcasts	✓			✓
Presentation Showcase Video	✓			✓
Print Advertising	✓			
Sponsored Content Block	✓	✓		
Thought Leadership Video	✓			✓
Webcast			✓	✓
White paper			✓	✓

DIGITAL OFFERINGS

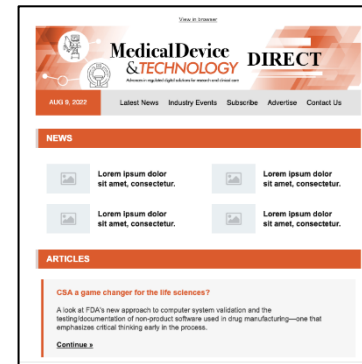
MedicalDevice
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Online Website Advertising

Display your ad in front of decision makers in the field by placing your display ad on our website,

✓ Content Tactic:
Branding/Awareness, Web Traffic



Medical Device & Technology Direct

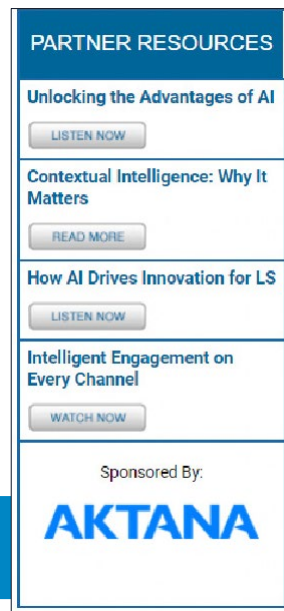
Monthly newsletter that keeps our audience up-to-date and informed on medical device, digital health, pharma, and healthcare professionals.

✓ Content Tactic:
Branding/Awareness, Web Traffic

Sponsored Content Block

Exclusive sole-sponsored resource section on *Medical Device and Technology's* website allows your company to disseminate collateral, videos, white papers, and research, to drive website traffic, generate leads, and more. Link up to four assets plus your company's logo and website link. Your content block is not an ad unit and does not go into rotation, so it is visible 24/7 on virtually every page of *Medical Device and Technology's* website. Each asset/link is tracked individually so you will know which assets are the most popular.

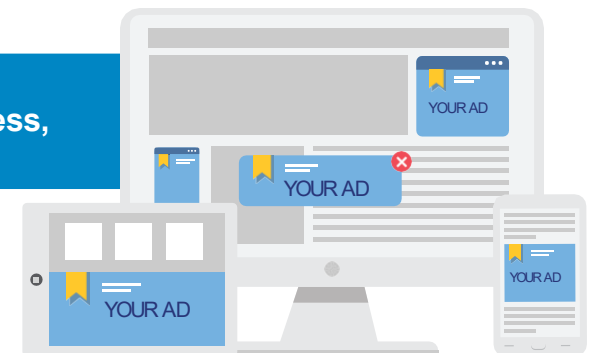
✓ Content Tactic:
Branding/Awareness, Web Traffic



Ad Retargeting

Once a visitor leaves pharmexec.com, your display ad will follow them across the web, driving targeted groups to your website to learn more about your products or services.

✓ Content Tactic:
Branding/Awareness,
Web Traffic

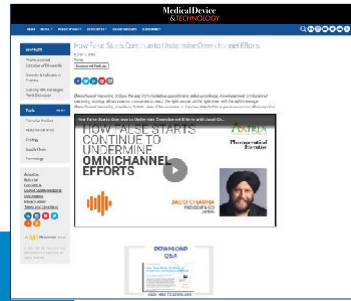


CONTENT PROGRAMS

Dedicated Dialogue

Pharm Exec will conduct an interview with an expert from your company (executive, corporate manager, etc.). This interview will be marketed through a multimedia program that includes a podcast and a two-page article in an issue of *Medical Devices and Technology*®.

✓ Content Tactic: Branding/
Awareness, Thought Leadership



Lead Nurturing

Topic-driven programs capture prospects and nurture them by deploying high-quality content via strategically timed communications. These programs are designed to deliver marketing-quality leads.

✓ Content Tactic: Lead Generation



Sponsored E-book

A sponsored custom e-book or e-book series covers topic(s) of your choice or a collaborative topic in conjunction with Pharm Exec's editorial team. This program is designed to deliver high-quality leads.

✓ Content Tactic:
Branding/Awareness, Lead
Generation, Thought Leadership



White Papers

Your white paper is posted in our library and promoted using our targeted email capabilities. In order to download your white paper, the viewer must complete a short response form including contact information and demographics. After the white paper is sent, you will receive on-demand or weekly reports containing all your leads.

✓ Content Tactic: Branding/
Awareness, Thought Leadership



VIDEO PROGRAMS AND EVENTS

MedicalDevice
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VIDEO PROGRAMS

Extend your ROI at industry events with video content that can strengthen your brand reach post show with editorialized videos by *Medical Devices and Technology*® and audience engagement with the *Medical Devices and Technology*® community.

Presentation Showcase

Our Presentation Showcase program is comprised of a series of short, topic driven videos that combine our editor's interview with your speaker and outtakes from their presentation. Each package is promoted to your target audience – extending reach, expanding access and prolonging engagement well after the event has ended.

Thought Leadership Interview

Our internal Studios team will coordinate an interview conducted by our editors and your KOLs that provides insight and digs into the key issues affecting our industry. Each video includes questions of your choice and promotion to our audience.®

Exhibit Booth Interview

Extend your ROI at industry trade shows with custom video content that can strengthen your brand reach post show. We'll conduct an interview at your booth and edit it into a 3-5 minute video with promotions to the *Medical Device and Technology*® community.

Virtual Symposiums

Virtual Conferences offer an at-home alternative to in-person events, bringing critical information directly to the screens of industry professionals — without cutting corners on attendee experience. The virtual learning environment features many of the same amenities of a live trade show or meeting, including a lobby, auditorium, exhibit hall, networking lounge, and resource center.



LIVE EVENTS

Partner with *Medical Devices and Technology*® to create your custom live events. Our editorial and events teams work with you to develop and execute best-in-class programs that meet your business and educational goals. What makes *Medical Devices and Technology*® your partner of choice?

Content Development:

The *Medical Devices and Technology*® team works with your team to produce a program based on your needs.

KOL Recruitment:

We find the speakers who will attract your target attendees at the event as well as post event.

Attendee Recruitment:

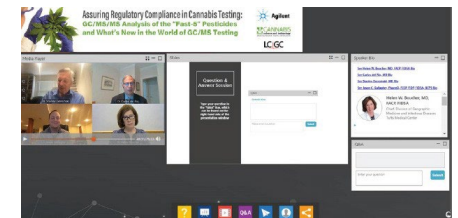
Medical Devices and Technology® will find and attract the people you want to attend your live event.

Post-Event Content:

Our team will create video, audio and written content based on the program. And not only do we create the content, we provide marketing programs to get the content out to both attendees and non attendees.

Turnkey Logistics:

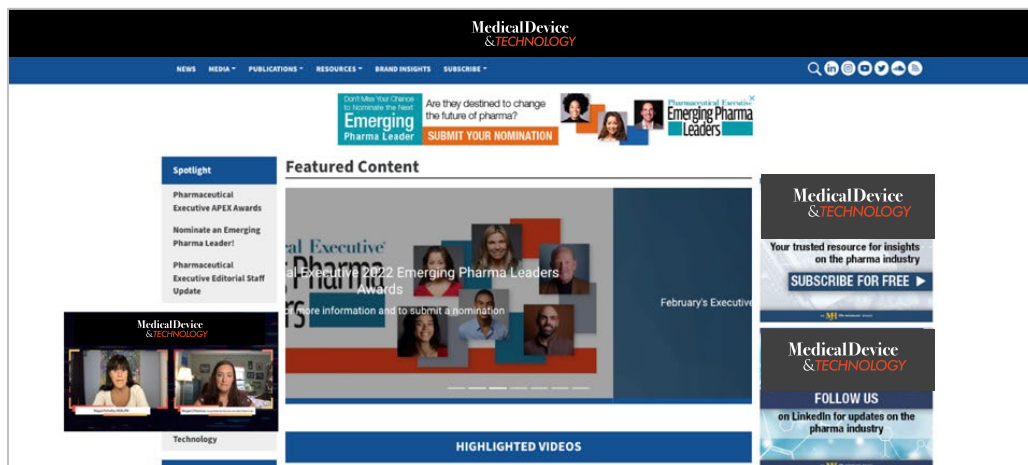
Besides the expertise of *Medical Devices and Technology*®, you also get the meeting planning services of MJH Live Events to create a turnkey solution for your event.



DEDICATED VIDEO PROGRAM

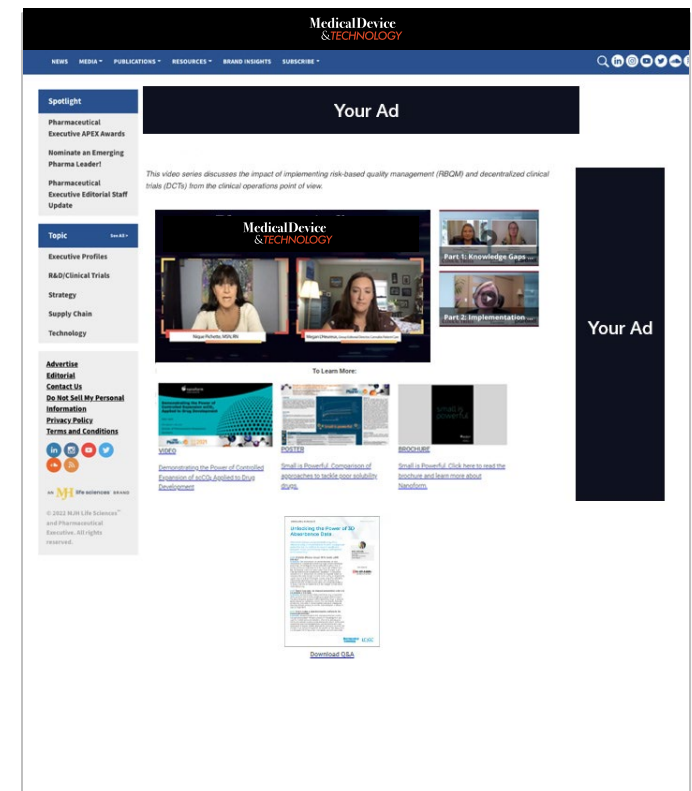
Our **Dedicated Video Placement** promotional program offers significant exposure to our audience right as they enter our website. This premium space places your video on our homepage as users scroll through content.

The homepage video is expandable to a larger screen and a dedicated landing page that places your video next to additional relevant content from your company.



PROGRAM FEATURES

- Your video featured on our website's home page
- Video expands to dedicated page with your branding and chosen related content
- Features your related content (whitepaper, additional videos, website, ebook, etc.)
- Exclusive branding, including your company's display ads



WEBCASTS

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Medical Devices and Technology® educational webcasts are led by credible moderators and offer exclusive sponsorship to a qualified audience while embracing digital engagement.

Experience — More than 500 educational webcasts produced by MJH Life Sciences™ each year

Credibility — *Medical Devices and Technology*® has been covering the industry for over 25 years

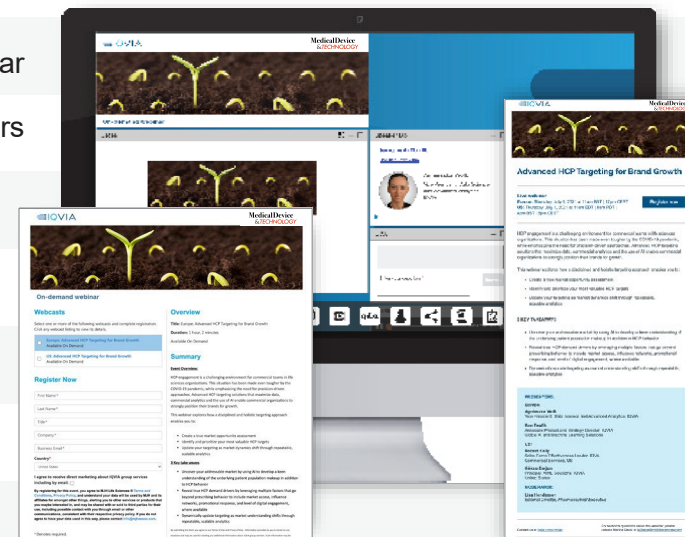
Talent — Respected speakers, producers, and moderators from our editorial team

Audience/Reach — 700,000 qualified pharma/science professionals to choose from

Marketing & Promotion — Targeted audience development: print, digital, and social media

Analytics — Comprehensive lead capture and data reporting for every event

Turnkey — Full-service management, marketing, training, production, and hosting



Enhanced Webcasts

Cross-platform solutions that can convert a stand-alone educational webcast into an integrated content program

Utilizes social media, print and online marketing to amplify the content across the *Medical Devices and Technology*® community

- Repurposes webcast content cross-platform
- Delivers the content across multiple channels
- Extends reach, duration, and brand visibility
- Increases access and engagement



Turn your webcast into short-form easily digestible videos

- Post trailer on registration page
- Imbed clips into email marketing and social media posts
- Unpack long-form content into consumable moments to drive interest
- On-demand viewing

*Data obtained from past MJH Life Sciences webcasts

Your opportunity to share a point of view

Medical Devices and Technology® Brand Insights is a native marketing program that gives you the platform to introduce thought leadership and insights within the context of our trusted editorial. This is content marketing at its best, with articles by your subject experts integrated alongside valued content in *Medical Devices and Technology®*.

Native, Branded Content Opportunity

- Articles, press releases, videos, etc. included within the digital content feed of *Medical Devices and Technology®*
- An expandable offering from one article to a complete content center with your branding
- Content featured on the pharmexec.com homepage as well as in appropriate topic areas
- The integrated promotional program provides significant exposure to our audience.

Program Features

- Scalable to your budget
- Promotion package built into the pricing for quality exposure
- Social sharing tools with each article
- Variable time frames for long -term effectiveness

Pricing

- Flat rate per article or subscription packages available, customized to your needs.
- All content is reviewed by our editorial staff prior to posting.

Need help developing content?

Our expert content marketing team can work with you to develop engaging content that resonates with your target audience.



✓ Content Marketing Tactic: Branding/Awareness, Thought Leadership

CONTENT ENGAGEMENT HUB

Showcase a key topic and promote your brand

Package your valuable content marketing assets into a user-friendly digital hub where users can self-educate themselves. The hub is driven by a multi-touch marketing campaign and single-sign-on access to generate quality leads. The always-on nurturing lets prospects choose the time and place in which they engage – leading users to spend more time consuming your content.

- End-to-end project management including setup of a branded environment, creative design of all materials, turnkey promotion, and reporting
- Six to 12 related assets, including white papers, app notes, videos, webcasts, research, and web links
- Hosted and promotion for three months
- Turnkey solution for content syndication and lead nurturing promotes your assets to a relevant audience.

Your assets are promoted to a relevant audience through a turnkey solution for content syndication and lead nurturing.

Promotion and Lead Capture

Multichannel promotional campaign:

- Dedicated e-blasts: Content Engagement Hub and individual assets (min.10K emails)
- Promotion in appropriate brand e-newsletters
- Native ads in relevant articles on brand website
- Retargeting custom ads
- Social media promotions—Twitter and LinkedIn brand accounts

Lead Capture and Reporting

- One-time site registration to allow users full access to content
- Twice-monthly lead report, including registrant contact info and activity
- Monthly program metrics with engagement, total visitors, unique views, time spent, etc.

Additional Features

Built-in content promoters and sharing tools include:

- “Next” button that moves users from asset to asset
- “Before you go” exit action that recommends an asset
- “More resources” button that drives users to the URL of your choice
- Inactivity notification - browser tab “blinks” to bring users back
- Social and email sharing

✓ Content Marketing Tactic: Web Traffic, Lead Generation

The screenshot displays a digital hub interface. At the top, a header banner reads "Strategies for Optimizing KOL Engagement" and is sponsored by "81qd" and presented by "Pharmaceutical Executive". Below the banner, a grid of six content assets is shown, each with a thumbnail image and a title: "Case Study: Using Patient Finding Analytics to Help Drive Patient Discharge", "Whitepaper: Challenges in Thought Leader Management", "Video: Disruptor Future™ - Clinical Network Analytics", "Time for a Change: How local clinical leaders can drive behavior change", "Video: Managing KOL Engagement using Asuly™", and "The Launch Success Playbook: Game-changing approaches for optimizing KOL engagement to drive launch success". At the bottom, there is a section for "For More Information" with logos for "Pharmaceutical Executive" and "81qd", and a link to "Privacy Policy".

EDITORIAL CALENDAR 2022-2023

MedicalDevice
&TECHNOLOGY

October

Ad Close: September 15
Materials Due: September 22

Augmented and Virtual Reality

The editors of pharma exec look at the most relevant trends affecting the pharma industry heading into the new year and speak with industry experts to explore their impact for the future.

November

Ad Close: October 13
Materials Due: October 20

Reimbursement and RWE

How close is real-world evidence and reimbursement tied in the digital health world? Are payers more willing to cover items when RWE is in play? In this issue, we look at the payer landscape.

December

Ad Close: November 10
Materials Due: November 17

End of Year Regulatory Roundup

This month Medical Device & Technology will highlight the guidances and changes from global regulatory authorities regarding devices, regulated digital measurement products, and more.

January

Ad Close: December 9
Materials Due: December 16

Patients at Home

Medtech is increasingly used to reach patients for care, and research, in their home. These developments are revolutionizing care models. This month we examine the near-future care landscape and the medtech that is enabling it.

February

Ad Close: January 13
Materials Due: January 20

HCPs and Your Digital Products

Are healthcare practitioners wary of digital products? Some products more than others? This month Medical Device & Technology looks at different ways to reach HCPs with the right messaging, and what KOLs or medical affairs can do to help?

March

Ad Close: February 10
Materials Due: February 17

Diversity, Ethics and Access

This month Medical Device & Technology tackles the challenges involved with ensuring that innovative medtech gets to all populations in a fair and equitable way.

EDITORIAL CALENDAR

MedicalDevice
&TECHNOLOGY

April

Ad Close: March 10
Materials Due: March 17

Partnering in the Digital Ecosystem

Medical Device & Technology examines collaborations and partnering among the medical device, digital medicine, pharma companies and healthcare companies. What do these partnerships look like, and how to best make them succeed.

May

Ad Close: April 14
Materials Due: April 21

eCOA, Digital Biomarkers, and Parsing the World of Wearables

As the field of digital biomarkers evolves, what are the differences, similarities and “need to knows” for clinical operations professionals when utilizing an eCOA, wearable or digital biomarker in a clinical trial? This issue spans coverage with Medical Device & Technology and Applied Clinical Trials.

June

Ad Close: May 12
Materials Due: May 19

Minimizing Design Risk

How well patients respond and engage with digital devices and therapeutics is key to product success. What are companies doing to minimize original design risk, and how resilient are digitalized products to change?

July/August

Ad Close: June 9
Materials Due: June 16

Conference Reviews and Insights

For your summer reading, July and August will feature summaries, insights, articles and news from the first six months of related conferences in the Medical Device and Technology coverage areas. In addition, we will highlight the upcoming 2023 conferences in the Fall so you can start planning what to attend. c

September

Ad Close: August 11
Materials Due: August 18

Lessons Learned from the Diabetes Market

Advances in devices and digital health are on center stage in the diabetes market this month. How and why did these advances occur, how they continue to innovate, and what can other therapeutic areas learn from those challenges and opportunities.

October

Ad Close: September 15
Materials Due: September 22

Integrating Data Science into Device Development

Across the medical device and technology spectrum, the need for data science—and data scientists—is at a premium. Data science and analytics can provide practical insights and help form strategy behind the product. This month we focus on the role of data science, where to find the upcoming data scientists, and successes to date.

EDITORIAL CALENDAR

November

Ad Close: October 13
Materials Due: October 20

The Status of Value-Based Care

This month, we revisit reimbursement based on the outcomes of patients. As talk about value-based pricing, as well as payer reimbursement in this space continues, we look at the current state of affairs and talk to industry experts about where things could be headed.

December

Ad Close: November 10
Materials Due: November 17

Industry Trends

This month, we gather a group of experts in the industry to predict the trends for 2024.

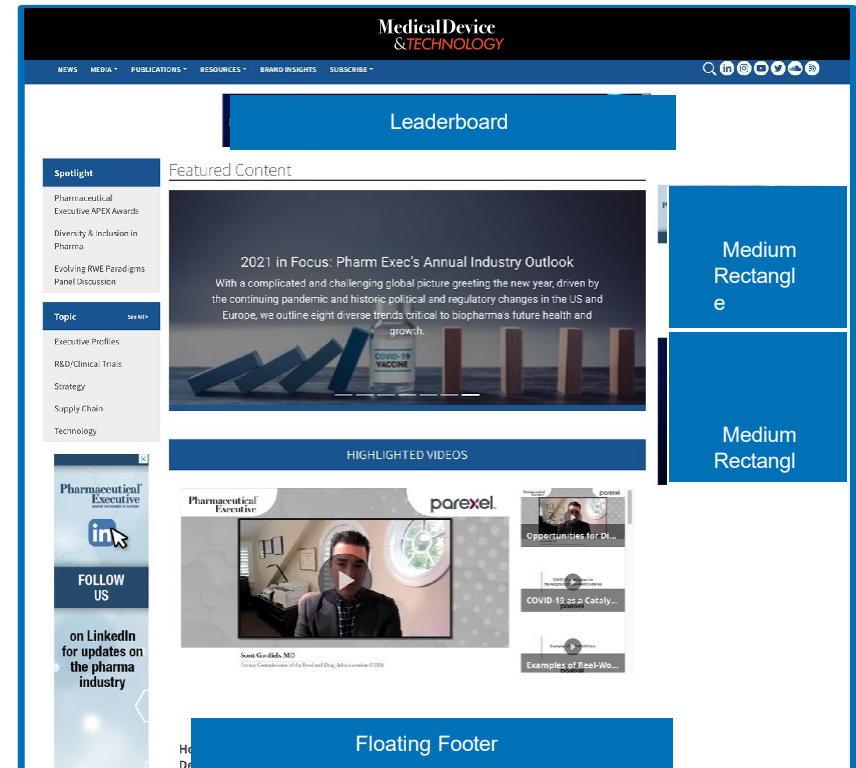
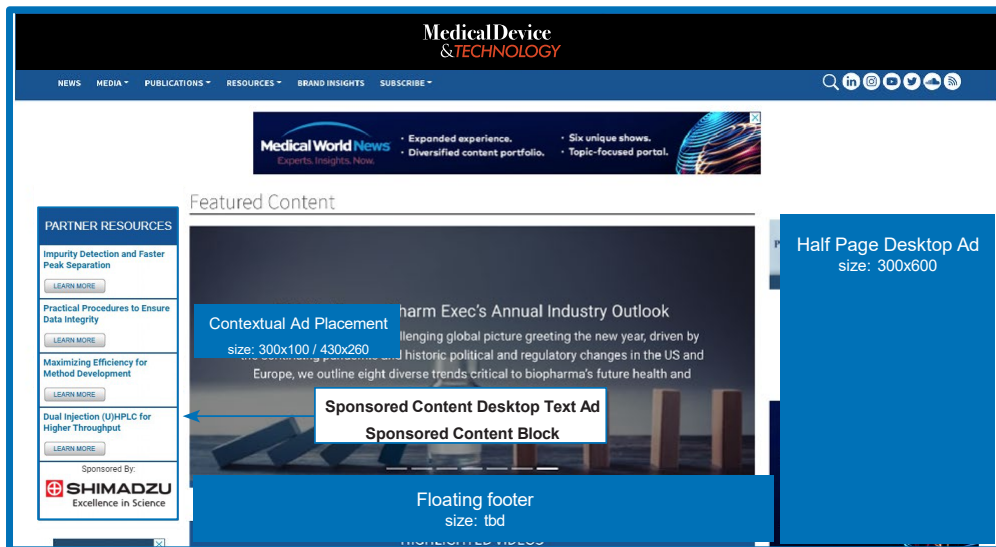
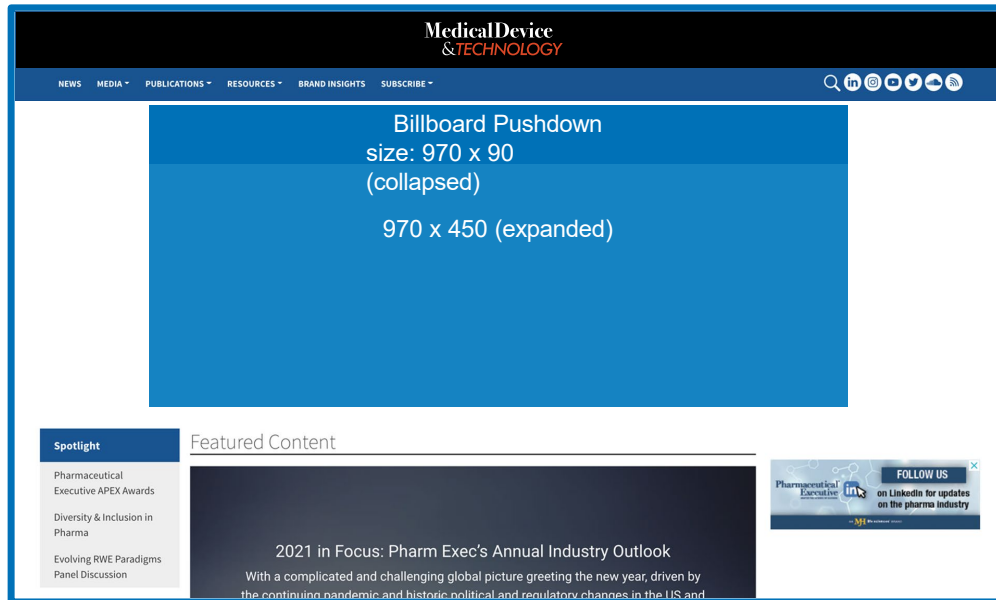
DIGITAL SPECIFICATIONS

Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes (See General Ad Requirements)
Leaderboard - Desktop	728 x 90	728x270	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Leaderboard - Mobile	320 x 50 or 300 x 50	320x460 (full-screen)	50 KB	100 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by tap
Medium Banner	300 x 250	600 x 250	150 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Small Banner	300 x 100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Half Page	300 x 600 (desktop only)	600 x 600	200 KB	300 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Welcome Ad	640 x 480 or 300 x 250 (desktop only)	Expansion not allowed for these units	200 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Super Leaderboard	970 x 90	970x300	200 KB	400 KB	15 sec max animation / 30 sec max video. Scrolling ISI animation must be less than 60 sec.	Expansion must be user- initiated by click
Floating Footer	1025 x 100, 970 x 90 or 728 x 90		150 KB	300 KB	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	Expansion must be user- initiated
In-Article Display Ad	300x100	Expansion not allowed for these units	100 KB	Not allowed for this ad unit	15 sec max animation length/Video not allowed for this unit. (If using animation, expansion is not allowed.)	
Wallpaper/Gutter Ads	150x1050, 160x600, 120x600	Expansion not allowed for these units	200 KB	300 KB	Animation or video is not allowed for this unit.	Must be built by third party vendor, Spotable at an additional cost
In-Banner Video	300x250, 728x90, 300x600	300x250 > 600x250 728x90 > 728x270 300x600 > 600x250	200 KB	2.2MB Total load with video	Minimum 24 fps for video / 15 sec max length / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video	Audio and video must be user initiated.
Video Pre-Roll Ad	16:9 preferred 4:3 accepted	N/A	10 MB	N/A	Length: 15 seconds for non-skip ad, 15-60 seconds for skippable ads	n/a

DIGITAL SPECIFICATIONS

Digital Newsletter Creative Units							
Creative Unit Name	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	File Format	Max Initial File Load Size	Host-initiated Subload	Animation/Video Guidelines	Unit-Specific Notes
Medium Rectangle	300x250	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Leaderboard	728x90	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Banner	468x60	Expansion not allowed for this unit	Jpg, gif, png	50 KB	Not allowed for this unit	Gif animation : 15 second max	3rd party 1x1 impression tracking pixel and click URL accepted
Text Ad	65 Word Max 1 Click Thru URL						3rd party 1x1 impression tracking pixel and click URL accepted

DIGITAL SPECIFICATIONS



DIGITAL SPECIFICATIONS

Preroll Ad			
Video Setting	Specifications		
File Format	H.264 (mp4)		
Audio Format	MP3 or ACC (Preferred)		
Aspect Ratio	H.264		
Frame Rate	24 or 30		
Length	15 - 30 seconds for non-skippable ads		
Max File Size 10MB	Low Resolution	Medium Resolution	High Resolution
16:9 Aspect Ratio	360p or less	360p - 576p	576p - 1080p
4:3 Aspect Ratio	480p or less	480p - 576	n/a
Video Target Birate	500 kbps - 700 kbps	700 kbps - 1500 kbps	1500 kbps - 2500 kbps for 720p 2500 kbps - 3500 kbps for 1080p
Site Served	» Must be uploaded to YouTube (send video URL, shortened URL not allowed) Must allow embedding » Must be public or unlisted » True streaming in not allowed		
Third-party Served	» Must be SSL-compliant » VAST 2.0, Vast 3.0 or VPAID (VAST 2.0 will not be accepted for skippable ads)		
Sponsored E-blast Guidelines			
Requirements	» HTML creative from client » Text back up from client » (optional) Subject line and preheader » Test and final seed list”		
Additional Needs for UNBRANDED e-blasts	» Opt Out link on clients creative » Suppression file from within the last 10 business days from the client From line		
Please send the following 5 business days prior to the send date	» The HTML (saved as an attachment, with images hosted to your server) » Text only file (saved in Notepad- with full URLs listed for all links. The text should mirror the words in the HTML and not include coding) Your suppression file: in excel (only if sending from your company name) » Subject line: (limit to under 50 characters/including spacing) » Test seed list: email address of those to receive the test to review » Final seed list: any additional email addresses that are not on the test list but need to receive the final deployment (up to 10)		
Timeline	» MJH Life Sciences™ will follow up with a proof of the e-blast at least one business day prior to the scheduled deployment to the test seed list » Please review the proof and reply back to the email with approval or changes marked in a PDF. If another proof is required, a revised test will be sent MJH Life Sciences™ will confirm that the e-blast is scheduled to deploy on the specified date » By the 15th of the following month, MJH Life Sciences™ will provide delivery metrics for all that deployed within the month		

GENERAL

NOTES

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>.

Initial file load: Includes all assets and files necessary for completing first visual display of the ad.

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.

User-initiated file size: Ads that allow additional file size for host-initiated subload also allows 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.

VIDEO REQUIREMENTS:

- File Format: H.264 (mp4)
- Audio Format: MP3 or ACC (Preferred).
- Aspect Ratio: 16:9 preferred, 4:3 accepted
- Frame Rate: 24 or 30
- Max File Size: 10MB
- Tags Accepted: VAST 2.0, VAST 3.0, or VPAID (VAST 2.0 will not be accepted for skippable ads). Must be SSL-Compliant.
- Video length: 15/30 sec

HTML5 NOTES:

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.

HTML5 DESIGN INDUSTRY STANDARDS INFO:

<http://www.iab.com/html5>

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER:

<https://support.google.com/admanager/answer/7046799>

GENERAL AD REQUIREMENTS (APPLY TO ALL DISPLAY ADS):

File Format - JPG, GIF, PNG, HTML5 (must be 3rd-party hosted)

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.

Expansion - Must be user-initiated by click and served through a 3rd Party tag.

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 5-7 business 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

PRINT AD SPECIFICATIONS

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Ad Size	Non-Bleed Ad		Bleed Ad					
			Bleed Ad		Trim Size		Live Area	
	Width	Depth	Width	Depth	Width	Depth	Width	Depth
2 Page Spread	17"	10.875"	17.25"	11.125"	17"	10.875"	16"	9.875"
Full page	8.5"	10.875"	8.75"	11.125"	8.5"	10.875"	7.5"	9.875"
1/2 pg Horizontal	8.5"	5.4375"	8.75"	5.6875"	8.5"	5.4375"	7.5"	4.4375"
1/2 pg Vertical	4.25"	10.875"	4.5"	11.125"	4.25"	10.875"	3.25"	9.875"
1/3 pg Horizontal	8.5"	3.63"	8.75"	3.88"	8.75"	3.63"	7.75"	2.63"
1/3 pg Vertical	3.00"	10.875"	3.25"	11.125"	3.00"	10.875"	2.00"	9.875"
1/4 pg Square	3.75"	4.9375"	MAGAZINE SIZE					
			Bleed : 8.75" x 11.125"		Bleed (-) Trim = 0.125" each side			
			Trim : 8.5" x 10.875"		Trim (-) Live = 0.5" each side			
			Live Area : 7.5" x 9.875"		* All Measurements in Inches			

DIGITAL AD REQUIREMENTS

- 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.
- 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.
- Ad proofs:** To ensure 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.

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