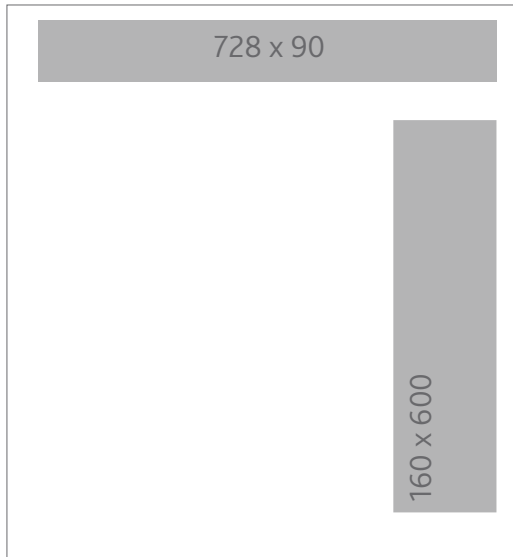


# American Heart Association Online Advertising Specifications



## Website Banner Advertising

**Specifications:** Materials must be received no less than 10 business days prior to campaign start date.

Unit	Dimensions (Pixels)	Maximum File Size	Acceptable Ad Formats
Leaderboard	728 x 90	40k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length
Medium Rectangle	300 x 250	40k	jpg, gif, animated gif, 3rd Party Tags (Javascript or DoubleClick Internal Redirect Tag) 15 sec max animation length

### Alt Text

- Must use "Advertisement" as the first word in Alt text (ex. Advertisement – Lorem ipsum dolor)
- Wolters Kluwer recommends Alt text be limited to 125 characters including spaces.

### Rich Media

- Must be served via 3rd party tags, Javascript or DoubleClick Internal Redirect
- User-initiated creative actions required (i.e. audio play, expansion beyond original dimensions, launching a new browser window etc.)
- Must have functioning close/exit button in addition to rollover/rolloff, except for interstitial unit.
- Advertiser must supply Wolters Kluwer with access to 3rd party reporting (or submit weekly reports)

### Expandable, In-Banner Video and Audio

- Must be 3rd party served
- Must be user-initiated by rollover or click to open
- Mouse-off retraction must be enabled
- Close button required
- 15 sec max length (unlimited user-initiated)

Initial Ad Size	Expanded Size	Direction
728 x 90 Top	728 x 315	Expands Down

### HTML5:

- HTML5 unit should perform more successfully across the display advertising ecosystem.
- Ad not to exceed 15 file requests during initial file load and host-initiated subload
- 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
- Animation Length: 15 seconds max
- HTML5 must be 3rd-party served via supplied 3rd party tags

### 4th Party Verification:

- Must be included in 3rd party tags
- Whitelist <https://openadstream17.247realmedia.com>
- May not serve blank frames on blocks
- Both the 'safe' image and landing page have to be provided for approval where applicable

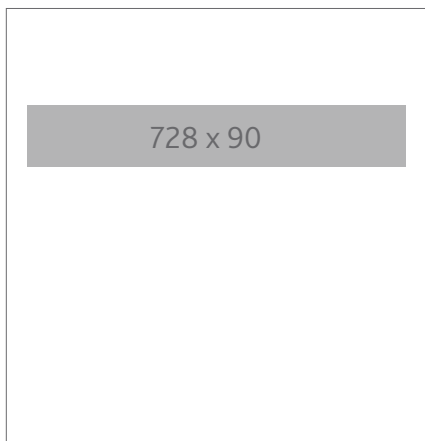
**Wolters Kluwer DOES NOT Accept: Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units**

### Advertising Policy

- All ads are subject to the approval of the Publisher or Editor, which reserves the right to reject or cancel any advertisement at any time.
- Cancellations mid campaign are subject to 14 day notice or payment for 14 days of impressions.

**Wolters Kluwer Ad Server is MRC Accredited and our specs conform to [IAB Guidelines](#).**

# American Heart Association Online Advertising Specifications



## Electronic Table of Contents (eTOC) Banner

Exclusively target eTOC subscribers through banner advertising on electronic Table of Contents (eTOC) sent via e-mail on the upload of the current issue.

Unit	Dimensions (Pixels)	Maximum File Size	Acceptable Ad Formats
Leaderboard	728 x 90	40k	static gif or jpg plus URL hyperlink

### Additional Text Ad Option — for non-HTML email Recipients:

250 Characters (including spaces) plus URL hyperlink

**Specifications:** URL link must be supplied with ad materials. iFrames, Tags, and Javascript not accepted.