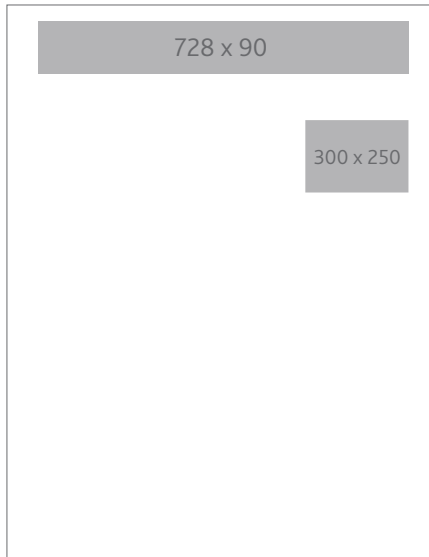# American Heart Association
Online Advertising Specifications

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: Data Pass Back Tags, Pop-Ups, Pop-Unders, Above Page or Floating and Between Layer Units

For campaigns that use 3rd or 4th party tags, please grant access to onlineadoperations@wolterskluwer.com and wkonlineadoperations@gmail.com, or send daily automated reporting to onlineadoperations@wolterskluwer.com. Unfortunately, we are unable to launch a campaign without access or confirmation of automation prior to campaign start date.

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

728 x 90

300 x 250

300 x 250
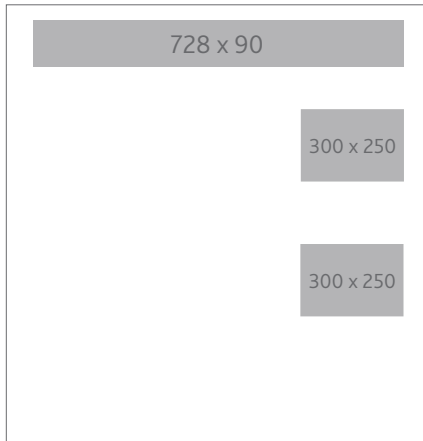
Electronic Table of Contents (eTOC) Banner

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
Medium Rectangle	300 x 250	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.