Run of Site

Ad Type	Dimensions	HTML5 File Size / Initial File Load	Video File Size (Streaming Only) / Host - Initiated Subload	Animation	Device	Z - Index	Serving Options	Features
Medium Rectangle	300x250	200 KB	N/A	15 sec max animations length Video not allowed - See Expandable ad, In-line video, or Content Connect ad	Desktop / Tablet / Mobile	0 - 4,999	Third Party	N/A
Half Page	300x600	200 KB	N/A	15 sec max animations length Video not allowed - See Expandable ad, In-line video, or Content Connect ad	Desktop	0 - 4,999	Third Party	N/A
Leaderboard	728x90	200 KB	N/A	15 sec max animations length Video not allowed - See Expandable ad, In-line video, or Content Connect ad	Desktop / Tablet	0 - 4,999	Third Party	N/A
Mobile Leaderboard	300x50	50 KB, HTML5 100 KB, HTML5	200 KB (300x50) 300 KB (320x50)	min 24 fps for video 15 sec max length for animations 30 sec max length (unlimited for user-initiated) 2.2MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	Mobile	5,000 - 1,999,999 (for entire ad unit)	Third Party	Control = "Close X" on expanded panel and "Expand" on collapsed panel Font = 8pt (11px) - 16pt (21px) Retract Feature = Either tap to close / expand Landing pages must be mobile optimized; include dimensions in file name' use MRAID specs when appropriate
Expandable Ads	300x250 to 600x250 300x600 to 600x600 160x600 to 600x600 728x90 to 728x315	200 KB	Expandable only - 300 KB	min 24 fps for video 15 sec max length (unlimited for user-initiated) 1.1MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	Desktop	5,000 - 1,999,999 (for entire ad)	Third Party	Retract Feature - either click to close / expand or Enable Mouse-Off Retraction
In-Banner Video	300x250 160x600 728x90 300x600	200 KB	100 KB	min 24 fps for video 15 sec max length (unlimited for user-initiated) 1.1MB additional file size allowed for host-initiated video Unlimited file size for user-initiated video	Desktop / Tablet / Mobile	0 - 4,999	Third Party	N/A
Inline Video	max 1920x1080 – min 640x360	1 MB	N/A	60 sec max length	Desktop / Tablet / Mobile	0 - 4,999	VAST, VPAID 2.0 or MOV, MP4	N/A

For more information about advertising opportunities please contact
your Healthline representative or Dante Gaudio dgaudio@healthline.com

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Ad Type	Dimensions	HTML5 File Size / Initial File Load	Video File Size (Streaming Only) / Host - Initiated Subload	Animation	Device	Z - Index	Serving Options	Features
Content Connect Ad	300x250, 300x250 expandable, & 300x600 (recommended)	HTML5	10MB — user click to play 1.1MB — host-initiated video	Up to 15 seconds	Desktop / Mobile (300x250)	0 - 4,999	Healthline Served	N/A
Native Homepage Hero	648x230	N/A	N/A	N/A	Desktop / Tablet	0 - 4,999	Healthline Served	Native ads are units that present advertorial in the same form and function as the content in which they live. Healthline's Homepage Hero can promote a sponsored content marketing piece on Healthline, or drive to Brand.com. The visual treatments of each scenario varies. The Homepage hero ad placement is responsive and is prominent at the top of the home page. Two images sizes are needed for desktop 1296x415 and mobile 766x415.
Native Homepage Hero mobile	383x208	N/A	N/A	N/A	Mobile	0 - 4,999	Healthline Served	Native ads are units that present advertorial in the same form and function as the content in which they live. Healthline's Homepage Hero can promote a sponsored content marketing piece on Healthline, or drive to Brand.com. The visual treatments of each scenario varies. The Homepage hero ad placement is responsive and is prominent at the top of the home page. Two images sizes are needed for desktop 1296x415 and mobile 766x415.
Native Text Link	responsive	N/A	N/A	N/A	Desktop / Tablet / Mobile	0 - 4,999	Healthline Served	Character Limit: 140 characters (including spaces)
Native Promotional Unit	responsive	N/A	N/A	N/A	Desktop / Tablet / Mobile	0 - 4,999	Healthline Served	Charact Limit: 80 characters (including spaces) Image: 194x105 image
Native PW2	responsive	N/A	N/A	N/A	Desktop / Tablet / Mobile	0 - 4,999	Healthline Served	Character Limit: 48 characters (including spaces) Image: 194x105
Native Rich Text Link	responsive	N/A	N/A	N/A	Desktop / Tablet / Mobile	0 - 4,999	Healthline Served	Character Limit: Heading - 45 characters (including spaces), Bullet points - 25 characters (including spaces), CTA - 16 characters (including spaces), Offer - 5 characters (including spaces). Offer Code - 9 characters (including spaces)

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Content Marketing

Ad Type	Dimensions	HTML5 File Size / Initial File Load	Video File Size (Streaming Only) / Host - Initiated Subload	Animation	Device	Z - Index	Serving Options	Features
Pre-roll	640x480 16:9 aspect ratio	1 MB	N/A	60 sec max length	Desktop / Tablet / Mobile	N/A	VAST, VPAID 2.0 or MOV, MP4	N/A
Custom Video	1920x1080p (also known as Full HD or 1080p)	N/A	N/A	recommended under 2 minute video length 23.98, 24, 29.97 or 30 fps	Desktop / Tablet / Mobile	N/A	H.264 (.MP4 or .MOV files)	Audio: 2 channels, 24-bit, 48 KHz; OR 16-bit, 44.1 KHz Audio Codec: AAC (at least 128 kpbs) or Linear PCM
Custom Content	N/A	N/A	N/A	N/A	Desktop / Tablet / Mobile	N/A	N/A	Logo: add size
Brand Page	N/A	N/A	N/A	N/A	Desktop / Tablet / Mobile	N/A	N/A	Layered PSD files; custom

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