

DISPLAY - STANDARD BANNER																								
CHANNEL				TRACKING			STANDARD DISPLAY CREATIVE SPECS					EXPANSION SUPPORTED				VIDEO								
Ad Unit	Dimensions	Device	Website Served	Serving Options	Implementation Time	Metrics	Initial Load	Host-Initiated Sub-Load	Max Animation Length (sec)	Max Loops	Z-Index	Expansion Supported?	Expanded Size	Expansion Direction	Expansion & Retraction Rules	Expansion Z-Index	In-Banner Video Support?	Video Length (sec)	Video Initiation	Audio Initiation	File Size	Recommended Aspect Ratio	Frame Rate (min)	Replay
Medium Rectangle	300x250	Desktop; Tablet; Mobile	All	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	Yes - Desktop Only	600x250	Left	User actions to expand & retract must be consistent - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 fps	User-initiated only
Half Page	300x600	Desktop; Tablet	Healthline, MedicalNewsToday, Greatist, Drugs	3rd Party	5 days	Impressions, Clicks	200 KB	300 KB	:30s	3x	0 - 4,999	Yes - Desktop Only	600x600	Left	User actions to expand & retract must be consistent - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 fps	User-initiated only
Leaderboard	728x90	Desktop; Tablet	All	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	Yes - Desktop Only	728x315	Down	User actions to expand & retract must be consistent - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 fps	User-initiated only
Mobile Leaderboard	320x50	Mobile	Healthline, MedicalNewsToday, Greatist, Drugs, GoodRX	3rd Party	5 days	Impressions, Clicks	50 KB	100 KB	:30s	3x	0 - 4,999	No	N/A	N/A	N/A	N/A	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Billboard	970x250	Desktop	Healthline, MedicalNewsToday, Greatist	3rd Party	5 days	Impressions, Clicks	250 KB	500 KB	:30s	3x	0 - 4,999	No	N/A	N/A	N/A	N/A	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 fps	User-initiated only
Skyscraper	160x600	Desktop; Tablet	Breastcancer, Drugs, GoodRX	3rd Party	5 days	Impressions, Clicks	150 KB	300 KB	:30s	3x	0 - 4,999	Yes - Desktop Only	600x600	Right	User actions to expand & retract must be consistent - Click to expand. Click "X" to retract. OR - Hover to expand. Hover off to retract	5,000 - 1,999,999 (for the entire ad)	Yes	:30s (auto) & unlimited (user-initiated)	Autoplay & user-initiated	User-initiated	2.2 MB total load with video; unlimited with user-initiated load	4:3	24 fps	User-initiated only

VIDEO																
CHANNEL			TRACKING			CREATIVE SPECS								Notes		
Ad Unit	Device	Website Served	Serving Options	Implementation Time	Metrics	Max Video Length (sec)	Skippable	Video Initiation	Audio Initiation	Video File Size	Aspect Ratio	Dimensions (min)	Frame Rate (min)	Bitrate (min)	Audio Codec	Notes
Inline Video	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	VAST, VPAID 2.0	5 days	Impressions, Clicks, Quartiles	:90s	N/A	Autoplay	User-initiated	100MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4	Auto Play, Video Controls Included (Play, Pause, Audio). Preroll can click thru to a URL or landing page. Alternative video length may be accepted, but could impact performance.
Healthline Studios Video Unit	Desktop; Tablet; Mobile	Healthline	VAST, VPAID 2.0	Custom	Impressions, Clicks, Quartiles	:30s	Yes	Autoplay	User-initiated	30 MB max.	16:9	1280x720	24 FPS	1500 kbps	AAC / MP4	

NATIVE								
CHANNEL			TRACKING			CREATIVE SPECS		Notes
Ad Unit	Device	Website Served	Serving Options	Implementation Time	Metrics	Character Count (max)	Image (optional)	Notes
Contextual Inline Native Text & Linkout	Desktop; Tablet; Mobile	Healthline, MedicalNewsToday, Greatist	1st party	5 days	Impressions, Clicks	114 (including spaces)	4:3 aspect ratio	Can link out to advertiser's website or landing page

Footnote: Healthline has rich support for a variety of functionalities, file types, and standards (HTML5, Rich Media, Static Ads, JPG, PNG, GIF, MOV, MP4, AVI, etc.) Please reach out to advertise@healthline.com for inquiries on ad support