



Ad Spec Sheet

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Guidelines: The sizes below marked with a dot are what’s needed based on the proposed product. Reference the corresponding page for more details on each asset.

Product	Display													Video					CTV	Audio			
	300x250	300x600	728x90	320x50	320x480	972x250	300x250 (Static)	1x1 (Impression)	1x1 (Click)	AQ 1x1 Pixel	320x50 In-App – If Measuring AQ	300x250 In-App – If Measuring AQ	320x480 In-App – If Measuring AQ	Video File, VAST or VPAID	Mobile In-App Video File, VAST – if AQ	300x250 (Companion) – Optional	320x50 (Companion) – Optional	AQ 1x1 Pixel	Video File or VAST only	Audio File or VAST Only	1x1 Audience Quality Pixel (must be site-served)	300x250 (Companion) – Optional	
Premium Content Display (PCD)	●	●	●	●			●	●	●	●													
Curated Content Center	●	●	●	●			●	●	●	●													
My Journ.ai	●	●	●	●			●	●	●	●													
Sponsored Article Banners	●	●	●	●			●	●	●	●													
Awareness Month	●	●	●	●			●	●	●	●													
Sponsored Newsletters							●	●	●	●													
Patient Activator/+ Display	●	●	●	●	●	●	●	●	●	●	●	●	●										
Patient Activator/+ Video														●	●	●	●	●					
My Journ.ai Activiator+ Display	●	●	●	●	●	●	●	●	●	●	●	●	●										
Audience Extension Display	●	●	●	●	●	●				●	●	●	●										
Audience Extension Video														●	●	●	●	●					
Audience Extension CTV																			●				
Audience Extension Audio																				●	●	●	●

- Notes:**
- One set of tags per product preferred
 - For cross community tags, one full set of tags running across all communities preferred
 - Most available in Standard or Rich Media format
 - If measuring AQ, In-App sizes require AQ pixel to be removed from creative tag and provided separately

InfluenceHU	Custom Product – To Be Determined based on channels, messaging format, etc.
DTC Promotional Emails	Custom Product – Additional, detailed specs will be provided

Products Included: Premium Content Display (PCD), Curated Content Center, Sponsored Article Banners, My Journ.ai, and Awareness Month.

Size	Ad Format / Type	Max File Size (Initial)	Animation & Looping Limitations	Z-index	Notes
728x90	3rd party ad tags, HTML5, Flash, JPG, GIF, PNG	200KB	15 seconds & 3 loops	0-4,999	
300x250	3rd party ad tags, HTML5, Flash, JPG, GIF, PNG	200KB	15 seconds & 3 loops	0-4,999	
300x600	3rd party ad tags, HTML5, Flash, JPG, GIF, PNG	200KB	15 seconds & 3 loops	0-4,999	
320x50 (Mobile)	3rd party ad tags, HTML5, Flash, JPG, GIF, PNG	50KB	15 seconds & 3 loops	0-4,999	
300x250 (Static)	JPG, GIF, PNG	40KB	N/A	N/A	** Static image needed for HU member engagement opportunities ** We can also accept a 160x600 or 300x600 if 300x250 is not available
1x1 (Impression)	Image	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.
1x1 (Click)	Click Tracker	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.
Audience Quality 1x1 Pixel	Image	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.

Sponsored Newsletters

Size	Ad Format / Type	Max File Size (Initial)	Animation & Looping Limitations	Z-index	Notes
300x250 (Static)	JPG, GIF, PNG	40KB	N/A	N/A	** All newsletter creatives must be site served with a 1x1 click and impression tracker, and any additional trackers that may be needed (i.e brand safety, audience quality) ** We can also accept a 160x600 and 300x600
1x1 (Impression)	Image	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.
1x1 (Click)	Click Tracker	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.
Audience Quality 1x1 Pixel	Image	N/A	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.

Rich Media

*Rich Media banners are only needed if using in place of standard banners

Products Included: Premium Content Display (PCD), Curated Content Center, Sponsored Article Banners, My Journ.ai, Awareness Month, Patient Activator/+ Display, Patient Activator/+ Video, My Journ.ai Activator+ Display, Audience Extension Display, and Audience Extension Video.

Expandable/Retractable

Size	Expanded Sizes + Direction	Must be User Initiated	Ad Format / Type	Initial Load Max File Size	Subsequent load AKA Subload AKA Polite Load Max File Size	If there is a video in the expanded banners: Subload Max Size	Max Video Animation	Max Video Length	FPS	Z-index (Banner)	Z-index (Expandable Rich-Media)	Notes	Audio Initiation	Required Controls
728x90	728x315 Bottom 728x400 Bottom	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	300KB	2.2MB	15 sec	30 sec	24	0–4,999	5,000– 1,999,999	If Audience Quality (AQ) measurement, AQ tracking must be appended in the Ad Server	Must be user initiated (on click: mute/un-mute); default state is muted	Control = “Close X” on expanded panel and “Expand” on collapsed panel
300x250	600x250 Left 700x500 Left	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	300KB	2.2MB	15 sec	30 sec	24	0–4,999	5,000– 1,999,999			Font = 8pt (11px)–16pt (21px) Retract Feature = Either Click to close/expand or Enable Mouse- Off Retraction
300x600	600x600 Left	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	300KB	2.2MB	15 sec	30 sec	24	0–4,999	5,000– 1,999,999			Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
320x50	320x416 Bottom	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	100KB	300KB	2.2MB	15 sec	30 sec	24	0–4,999	5,000– 1,999,999			
300x250 (Mobile)	Health Union does not accept this creative for On-Site placements													

In Video Banner

Size	Must be User Initiated	Ad Format / Type	Initial Load Max File Size	Subsequent load AKA Subload AKA Polite Load Max File Size	Subsquent load for video Max Size	Max Video Animation	Max Video Length	FPS	Z-index (Banner)	Audio Initiation	Required Controls
728x90	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	100KB	2.2MB	15 sec	30 sec	24	0–4,999	Must be user initiated (on click: mute/un-mute); default state is muted	Control = “Close X” on expanded panel and “Expand” on collapsed panel Font = 8pt (11px)–16pt (21px) Retract Feature = Either Click to close/expand or Enable Mouse-Off Retraction Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)
300x250	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	100KB	2.2MB	15 sec	30 sec	24	0–4,999		
300x600	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	100KB	2.2MB	15 sec	30 sec	24	0–4,999		
300x250 (Mobile)	Yes	HTML5, JPG, GIF, PNG, 3rd party served accepted	200KB	100KB	2.2MB	15 sec	30 sec	24	0–4,999		
320x50	Please refer to the Rich Media Expandable										

Premium Extension/Patient Activator (+)/Align Premium Extension Display Banners

Size	Ad Format / Type	Max File Size (Initial)	Animation & Looping Limitations	Audience Quality Tracking Implementation	SSL/TLS
728x90	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds	If Audience Quality (AQ) measurement, AQ tracking must be appended in the Ad Server for web placements	All ads must be secure and SSL compliant. If serving on mobile devices, ads must also be TLS 1.2 compliant.
300x250	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
300x600	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
320x50	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
970x250	3rd party ad tags, HTML5, JPG, GIF, PNG	200KB	15 seconds		
320x480	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
320x50 In-App	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds	If Audience Quality (AQ) measurement is being utilized, AQ tracking pixels must be removed in the Ad Server for in-app placements. The corresponding 1x1 AQ measurement tags for these In-App placements ONLY must be provided to Health Union for site served implementation and removed from the Ad Server. See below for additional details on In-App placements.	N/A
320x480 In-App	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
300x250 In-App	3rd party ad tags, HTML5, JPG, GIF, PNG	150KB	15 seconds		
300x250 (Static)	JPG, GIF, PNG	40KB	N/A	** Static image needed for HU member engagement opportunities ** We can also accept a 160x600 or 300x600 if 300x250 is not available	
1x1 (Impression)	Image	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.	
1x1 (Click)	Click Tracker	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.	
Audience Quality 1x1 Pixel	Image	N/A	N/A	** MUST be included for all on-site campaigns measuring audience quality (IQVIA, Crossix, etc.) ** MUST Roll up to existing on-site AQ monitored campaigns. Ideally this will be the same on-site 300x250 tag broken out as 1x1 tags. If different, must confirm it rolls into on-site campaign for AQ.	

Note: Different ad sizes not listed above will be evaluated on a case-by-case basis. A single 300x250 tag across desktop and mobile is recommended (with the exception of In-App placements).

In-App AQ Details & Requirements

- Premium Extension & Patient Activator campaigns can run across both Web and Mobile App environments.
- As industry standard, Mobile App environments require specific format of Audience Quality (AQ) tag. The tag is formatted to allow partners such as Health Union to insert a piece of code (macro) unique to the delivery platform, to enable pass back of a Mobile Device ID which is needed for measurement to occur in this environment.
- Since Health Union needs to insert a macro unique to the delivery platform into the tag, the AQ pixels for In-App placements will be provided to and implemented directly by Health Union, instead of within the 3rd party ad server.
- To avoid duplicate tracking, AQ tracking should be removed from the In-App placements in the 3rd party ad server and only applied within the delivery platform.
- In-App AQ tagging instructions:
 - Web placements – tagged in 3rd party ad server
 - In-App placements – tagged by Health Union directly in the delivery platform (site-served)

In Banner Video

- Video ads must include play, pause, mute and unmute controls.
- Auto-start video: A 15-second limit applies, with no audio heard unless initiated by mouse-over; should be backstopped by static 300x250 that clicks through to landing page.

Expandable Creatives

- Must be uploaded from 3rd party tags.
- If 300x250 unit is expandable, a separate (non-expandable) tag is needed for mobile 300x250.
- Specify the direction in which ads will expand when providing assets.
- The following directions are supported:
 - Up
 - Down
 - Diagonal (all directions)
 - Up and left
 - Down and left
 - Lightbox (center and brief page takeover while user hovers)
 - Up and right
 - Down and right
 - Left
 - Right

Optimal Ad Sizes & Expansion Directions

Any supported display ad can be declared as an expandable, but inventory varies based on size and direction. The following sizes and directions are recommended for maximum availability:

Original Ad Size	Expansion Direction	Expanded Ad Size
300x250	Left	500x250
728x90	Down	728x270
160x600	Left	300x600
300x600	Left	560x600

Site Served HTML5 Assets: [See “Site Served HTML5 Specs”](#)

Premium Extension/Patient Activator (+)/Align Premium Extension Video

Size	Ad Format / Type	Max File Size	Video Length Specs	Notes	General Specifications	SSL/TLS
16:9: 640x360 (minimum); 1920x1080 (recommended) 4:3: 480x360 (minimum); 640x480 (recommended)	MP4 (recommended), FLV, WebM, MOV, MPG 3rd Party Hosted: VAST (2.0, 3.0), VPAID	N/A	15-30 seconds recommended for best performance, 60 seconds max	If Audience Quality (AQ) measurement, AQ tracking must be appended in the Ad Server.	Video Bitrate: 2500 kbps minimum	All ads must be secure and SSL compliant. If serving on mobile devices, ads must also be TLS 1.2 compliant.
In App 16:9: 640x360 (minimum); 1920x1080 (recommended) 4:3: 480x360 (minimum); 640x480 (recommended)	MP4 (recommended), FLV, WebM, MOV, MPG 3rd Party Hosted: VAST (2.0, 3.0)	N/A	15-30 seconds recommended for best performance, 60 seconds max	Separate In-App placements are required ONLY for campaigns with Audience Quality (AQ) measurement. The corresponding 1x1 AQ measurement tags for these In-App placements ONLY must be provided to Health Union for site served implementation and removed from the Ad Server. See below for additional details on In-App placements.	When submitting WebM assets, to avoid encoding errors, make sure your video codec is VP8. Note: VAST tag must not have browser, geo or any other targeting on the 3rd Party side.	
300x250 (Companion Banner)	GIF, PNG, JPG or wrapped within 3rd Party Tag	40KB			Optional. Animation: 15 seconds max	
320x50 (Companion Banner)	GIF, PNG, JPG or wrapped within 3rd Party Tag	40KB			IMPORTANT: VAST tags and Companion Banner tags cannot be served separately. When 3rd party VAST tags are provided, Companion Banner must be wrapped within the VAST tag to serve.	

Video Length Approval Rate

Video creative lengths above 60 seconds are subject to approval and potential rate increases.

In-App AQ Details & Requirements:

- Premium Extension & Patient Activator campaigns can run across both Web and Mobile App environments.
- As industry standard, Mobile App environments require specific format of Audience Quality (AQ) tag. The tag is formatted to allow partners such as Health Union, to insert a piece of code (macro) unique to the delivery platform, to enable pass back of a Mobile Device ID which is needed for measurement to occur in this environment.
- Since Health Union needs to insert a macro unique to the delivery platform into the tag, the AQ pixels for In-App placements will be provided to and implemented directly by Health Union, instead of within the 3rd party ad server.
- To avoid duplicate tracking, AQ tracking should be removed from the In-App placements in the 3rd party ad server and only applied within the delivery platform.
- In-App AQ Tagging Instructions:
 - Web placements – tagged in 3rd party ad server
 - In-App placements – tagged by Health Union directly in the delivery platform (site-served)

Skip/Non-Skip Video Notes:

- Health Union can accept both skippable and/or non-skippable video assets and skip functionality must be added on the client side.
- Non-Skippable assets are highly recommended. Limiting to skippable assets only is not recommend as scale may be reduced.

Premium Extension/Align Premium Extension Connected TV

Type & Size	Ad Format / Type	Max File Size	Max Video Length	Bitrate Range	General Specifications	SSL/TLS
Resolution between 1280x720 and 1920x1080	Site Served: MP4 3rd Party Ad Tags: VAST (2.0 recommended) Requires VAST non-skippable ads VPAID tags are not supported	10GB	60 seconds	10,000 kbps to 40,000 kbps CTV creatives with higher bitrates are generally accepted by more publishers unlocking additional reach and addressability. We highly recommend provided assets are as close to 40,000 kbps as possible	Frame Rate (FPS): 23.98 or 29.97 Audio Sample Rate: 48 kHz Audio bit rate minimum threshold: 192 kbps	All ads must be secure and SSL compliant. If serving on mobile devices, ads must also be TLS 1.2 compliant.

Premium Extension Audio

Size	Ad Format / Type	Max File Size	Max Audio Length	General Specifications	SSL/TLS
N/A	VAST (VAST 2.0 and 3.0 supported – 2.0 recommended) ***** Site Served: MP3, M4A, OGG, WAV	500MB	60 seconds (15 or 30 secs recommended)	Audio File Bit Rate: Recommend 160 kbps or greater Volume: WAV– 16-bit 44.1 kHz MP3 – at least 192 kbps Normalized to – 14 dB LUFS integrated All peaks should stay below -1 dB TP to avoid extra distortion when transcoding Wrappers: Maximum of 5 Note: VAST tag must not have browser, geo or any other targeting on the 3rd Party side.	All ads must be secure and SSL compliant. If serving on mobile devices, ads must also be TLS 1.2 compliant.
300x250 (Companion Banner – Optional)	PNG, JPG or wrapped within VAST Tag	50KB	N/A	Companion Banner Display: If the site supports companion banners, the banner will display alongside the audio content.	

If AQ is being measured, site-served 1x1 AQ tags must be supplied and formatted for delivery across mobile web, mobile app, desktop.

Product	Channel/Placement	Recommended Ad Size	Max File Size	File Type	Animation Allowed	Tag Type	Max # of Loops	Notes
Pro+	Display (Retargeting, Site Retargeting)	728x90, 300x250, 300x600, 160x600, 970x250, 320x480 and 320x50	150KB or smaller (for both 1st party ads and 3rd party ads)	GIF, JPG, or PNG	Yes	3rd party HTML or JavaScript ad tags		Animated ads are restricted to a maximum of 15 seconds of looping, after which they must remain static.
Pro+	Native	1200x627 Main Image; 200x200 (1:1 aspect ratio) Logo; Short Title: 26 characters; Long Title: 90 characters; Short Description: 90 characters; Long Description: 140 characters; Sponsor (Brand_) 25 characters; Call to Action: 15 characters.	Image: 2MB Video: 2GB (5 minute max)	Display: JPG Video: MP4	No	3rd party JavaScript pixels are currently supported for native creatives except with AdX and Taboola. All native providers support 3rd party image trackers, but only three can be appended to a single creative. For Video: VAST 2.0, VAST 2.0 with VPAID 1.0 Flash, and VAST 2.0 with VPAID 2.0 JS are all supported.		
Pro+	HCP Promotional Email	1x1 HTML	95KB					
Pro+	EHR A	728x90		HTML5, PSD, PNG, JPG	Static image is strongly recommended	DCM tags only		72 dpi resolution. No flashing or movement, strong colors (bright reds, greens, yellows), images of people, or photography; ISI can be manual or auto scrolling.
Pro+	EHR B	728x90, 160x600	JPG, PNG, HTML: 200KB GIF: 500KB Video: 200MB	Image: GIF, JPG, PNG, SVG Video: MP4, HTML	Yes, 30 seconds max	Measurement, blocking and tracking tags are allowed for neutral 3rd party vendors including IAS, Moat, DV etc. Crossix or tags from other exchanges are not allowed.	4	
Pro+	EHR C	728x90, 960x63, 160x600	100KB or smaller	CSS, JPG, GIF	No	HTML5		
Pro+	EHR D	728x90, 960x63, 160x600	200KB	HTML5, JPG, GIF	Yes	DCM Only	3 loops/30 seconds	
Pro+	Video	1920x1080; 9:16 aspect ratio and 16:9 aspect ratio	200MB (recommended max)	MP4, FLV, WEBM, MOV, MPG		VAST 2.0, VAST 2.0 with VPAID 1.0 Flash, and VAST 2.0 with VPAID 2.0 JS are all supported.		15-30 sec recommended for best performance, 60 sec max. Video creative lengths above 60 seconds are subject to approval and potential rate increases.
Pro+	CTV	1920x1080; 30 sec or 60 sec (30 ideal) Bitrate: 10,000-40,000 kbps Resolution between 1280x720 and 1920x1080	10GB	Only MP4 files are allowed for CTV ad placements		VAST; VPAID and MRAID tags are not supported.		
Pro+	Audio	Adjusted Display Ad Size: 300x250; max 30 seconds	500MB	WAV, MP3, OGG				
Pro+	META (Facebook and Instagram)*	Image: square orientation (recommended) with 1200x1200 pixels Video Length: 3 secs to 30 mins	Image: 45MB for JPG, 60MB for PNG Video: 200MB GIF: Less than 4GB	Image: JPG or PNG Video: MP4, MOV, GIF	Yes	Facebook provides impression tracking, and does not allow 3rd party tracking other than conversion pixels.	Facebook: Depends on length of video. 30-second videos will loop 3 times. Videos with shorter lengths will loop as many times as possible in 90 seconds. Instagram: No max; loop will be continuous as long as video is visible on screen.	
Pro+	TikTok*	1080x1920; 9 to 15 secs (recommended), 60 secs (max)	500MB	MP4, MOV, MPG, 3GP, or AVI				
Pro+	LinkedIn*	300x250, 728x90, 320x480, 300x600	Image: 5MB Video: 200MB	Image: JPG, PNG, or GIF Video: MP4			Videos 20 seconds and under will loop and replay when completed.	

*Health Union requires advertiser page access to build social campaigns.

Product	Channel/Placement	Recommended Ad Size	Max File Size	File Type	Animation Allowed	Tag Type	Max # of Loops	Notes
HCP Connect	Required Assets: Standard Banners, Newsletter Banner Preferred Assets: Email Optional Assets: KOL Video, Sponsored Article, Preroll	Standard Banners: 728x90, 300x250, 300x600, 320x50 Newsletter Banner: 300x250 Email: HTML KOL Video: 16:9: 1920x1080 recommended Sponsored Article: TBD Preroll: 16:9: 640x360 (minimum); 1920x1080 (recommended) ; 4:3: 480x360 (minimum); 640x480 (recommended)	Standard Banners: 200KB Newsletter Banner: 40KB Email: 150KB KOL Video: VAST: Any; MP4: < 20 minutes Sponsored Article: TBD Preroll: Video Bitrate: 2500 kbps minimum	Standard Banners: HTML5, Flash, JPG, GIF, PNG Newsletter Banner: JPG, GIF, PNG Email: HTML, PSD, PDF KOL Video: MP4 Sponsored Article: TBD Preroll: MP4 (recommended), FLV, WebM, MOV, MPG ; 3rd Party Hosted: VAST (2.0, 3.0), VPAID	Standard Banners: Yes Newsletter Banner: No Email: No KOL Video: N/A Sponsored Article: N/A	Standard Banners: 3rd Party ad tags (preferred) NL Banner: 300x250 static image with 1x1 impression, click, and AQ pixel Email: 1x1 click+impression tags, AQ measurement tag KOL Video: 3rd Party Hosted VAST tags preferred; MP4 possible as an alternative along with landing page url or click tracker, and any additional tracking links (ex 1x1 impression, third party) – MP4 must be shorter than 20 minutes Sponsored Article: 1x1 click+impression tags, AQ measurement tag	Standard Banners: 15 seconds & 3 loops Newsletter Banner: N/A Email: TBD KOL Video: TBD Sponsored Article: TBD	One resend per promotional email will be sent to non-openers using original HTML assets.
Align Pro+	Display	728x90, 300x250, 300x600, 160x600, 970x250, 320x480 and 320x50	150KB or smaller (for both 1st party ads and 3rd party ads)	GIF, JPG, or PNG	Yes	3rd party HTML or JavaScript ad tags	Animated ads are restricted to a maximum of 15 seconds of looping, after which they must remain static.	
Align Pro+	Video	1920x1080; 9:16 aspect ratio and 16:9 aspect ratio	200MB (recommended maximum)	MP4, FLV, WEBM, MOV, MPG		VAST 2.0, VAST 2.0 with VPAID 1.0 Flash, and VAST 2.0 with VPAID 2.0 JS are all supported.		
Align Pro+	CTV	1920x1080 30 seconds or 60 seconds (30 ideal) Bitrate: 15,000–40,000 kbps	10GB	Only MP4 files are allowed for CTV ad placements		VAST; VPAID and MRAID tags are not supported.		