

M3 Banner Advertising Specifications

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Please contact adops@eu.m3.com if further assistance is required



Ad formats

Standard

- Leaderboard 728x90
- MPU 300x250

High impact

- Wide leader 970x90
- Half page 300x600

Accepted formats

- Images; jpg, png and gif
- HTML5; .html, .js and .css
- Flash ads are not supported by major browsers and therefore their use is not advised

Expanding formats specification

- Leaderboard max expansion 728x315 (down)
- MPU max expansion 600x250 (left)
- Wide leaderboard max expansion 970x250 (down)

Expanding ads must have a clear retract feature

- Click to close/expand
- Or enable mouse-off retraction



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A screenshot of the m3medical.com website with several ad formats highlighted by blue callout boxes. The website has a dark blue header with the m3medical.com logo and navigation links. The main content area features a large banner for 'CLINICAL ARTICLE SUMMARIES' with a 'READ MORE' button. To the right is a 'Blogs' section with a 'Keep informed' headline. Below the banner is a 'Market Research' section with a 'Find out more' button. At the bottom, there's a 'WHAT'S NEW FOR YOU' section with 'Articles' and 'Blogs' subsections. A 'Teabox' advertisement is visible on the right side. The callout boxes identify the following ad formats: 'Wide leaderboard (970x90)' at the top, 'MPU (300x250)' on the right, 'Leaderboard (728x90)' in the middle, and 'Half page (300x600)' at the bottom right.

Hosting & file weight requirements

M3 can host PDF files and provide web URLs for them

If M3 host your creatives/artwork, the maximum file weight must be no greater than 100kb per ad format

This includes all files for the ad (.html, .js, .css, images, etc.) as part of the maximum file weight

Coded ads should be compressed before being served to a site. The most universally compatible format for file compression in transit over the Internet is gzip

If creatives are hosted via a 3rd party or own ad server:

- Please ensure all creatives are securely hosted
- Creatives follow the 3rd party or own ad server banner specifications



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Image advertising

File weight guidelines must be followed (page 4)

Accepted file formats; .jpg, .png and .gif
(gifs can be animated)

Multiple hotspots/clickable areas are possible by
creating html code for the image file (.html file)

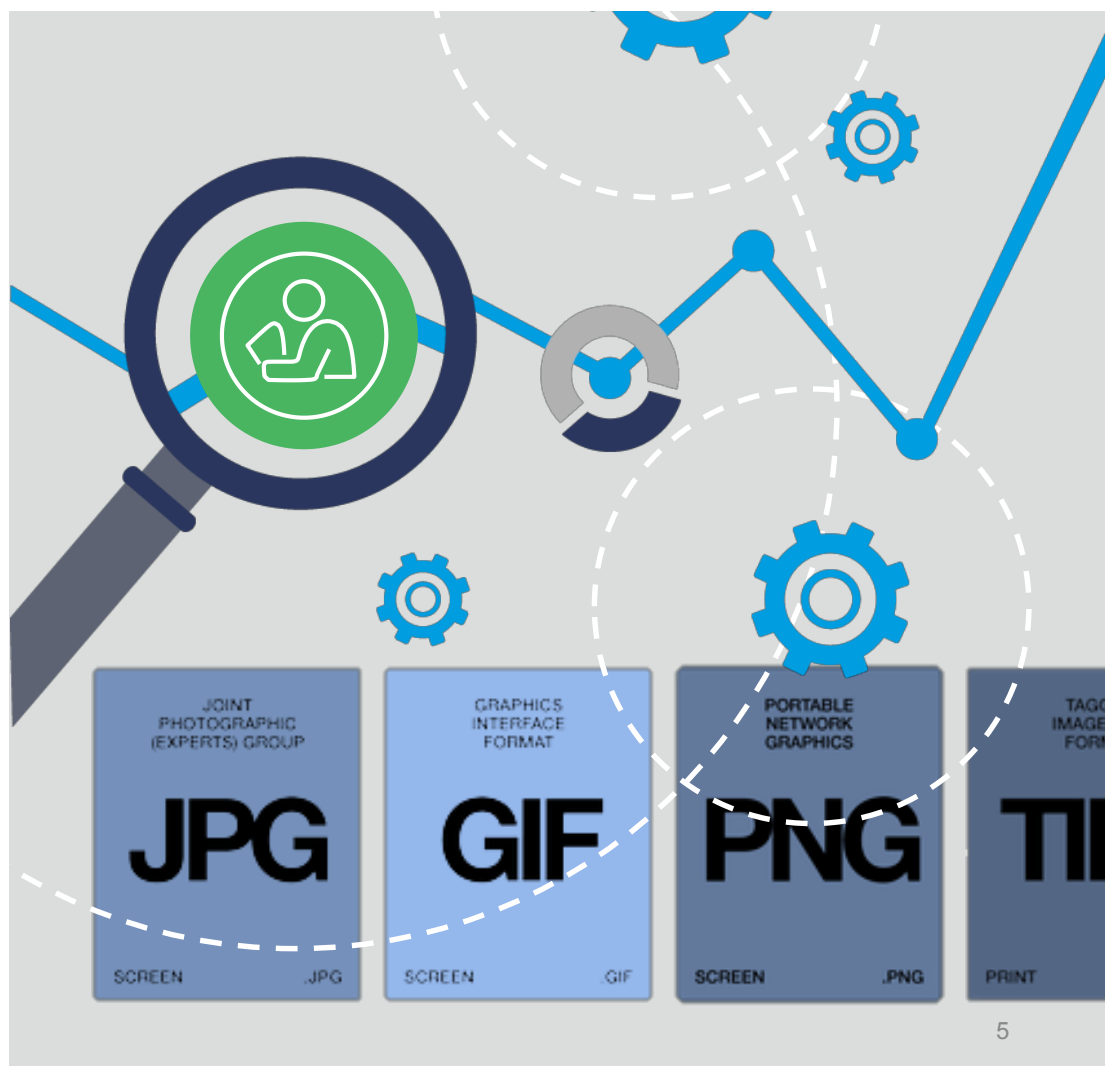
A new window must open on click-through

Images using 72 DPI (Dots Per Inch) is best for
screen/web viewing and minimising file weight

Web optimise images to keep the quality high
(pixilation low) and the file weight within M3
limits. This can be done online or using image
editing software



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HTML5/Coded advertising

M3 file weight and hosting guidelines must be followed if M3 are to host coded creatives (page 4)

A maximum of 15 file requests for initial file load is imposed to ensure little adverse effect on page load performance

All assets for HTML5 ads must be packaged together for delivery

File pathnames in code need to be editable for M3 to host

To optimise the file size for delivery to browser, all assets should be delivered in compressed format

HTML5 does not support streaming video, but it can simulate a streaming experience using adaptive bitrate streaming technologies such as HLS and MPEG-DASH

For more details and technical information, please refer to the [IAB's HTML5 guidelines](#)



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Rich media specifications

Max CPU

- Ad not to exceed 30% CPU usage during host-initiated execution

Sound

- Must be user initiated
- Default state is muted

Video

- Play, pause, mute function
- Volume control to zero (0) output may be included instead of or in addition to mute control
- 30 seconds maximum video length
- Unlimited video length on user initiation only
- Video/animation rate 24 fps
- Use MPEG-4 (MP4)/H.264, WebM and VP8 file formats

Control and retract feature

- “Close X” on expanded panel and “Expand” on collapsed panel using font size 8pt (11px) - 16pt (21px)
- Click to close/expand or enable mouse-off retraction



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Deadlines & additional info

Creatives are required 3 business days prior to the campaign start date

Delays with creative will cause delays to the campaign live date

M3 reserve the right to refuse creatives with a valid reason

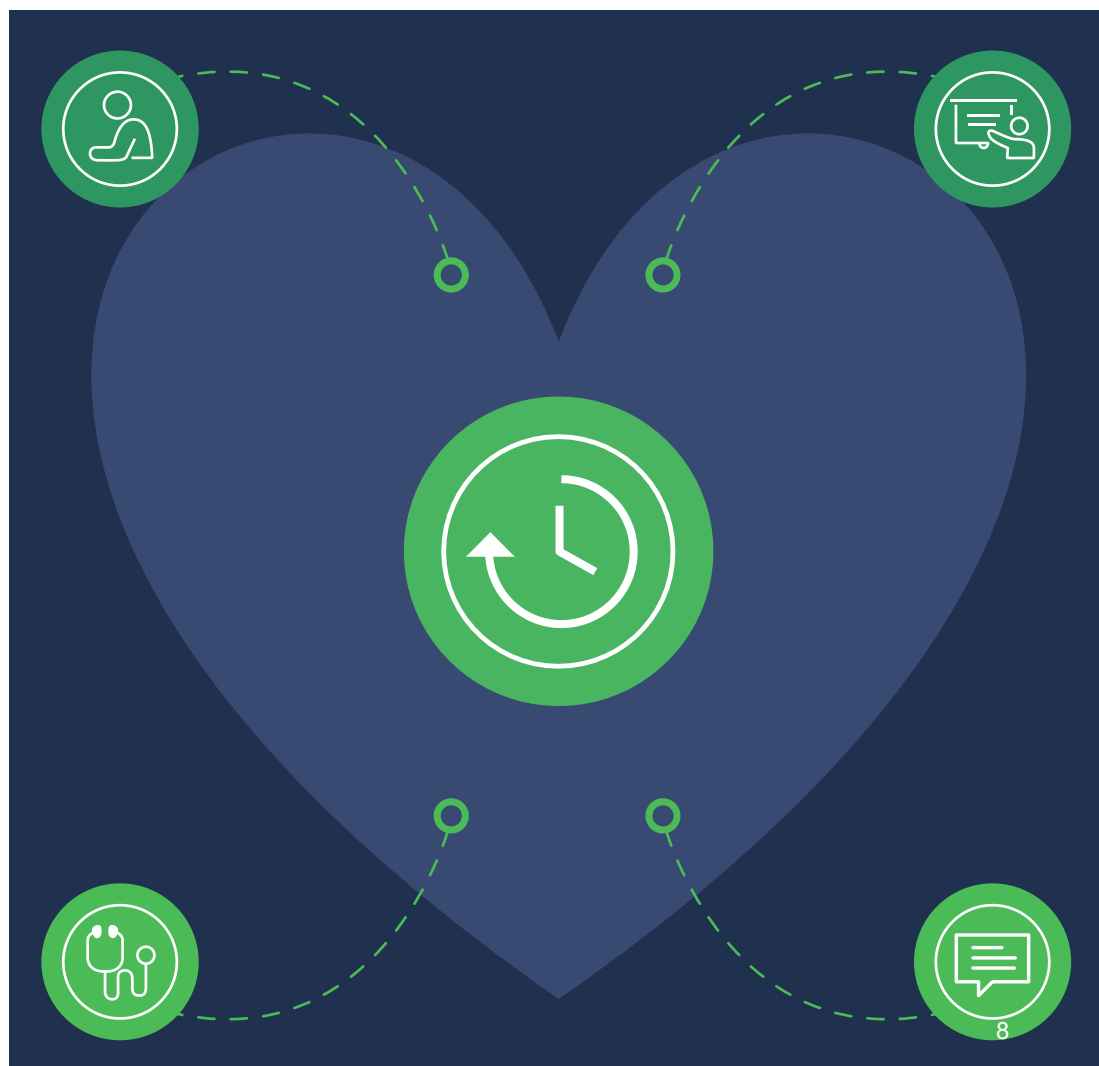
A new window must always open on click-through

Rapidly flashing content may trigger seizures in people with photosensitive epilepsy and therefore M3 discourage its use

Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content)



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M3 rich media solutions

M3 can produce rich media creatives,
click the ads on the right for a demonstration

Enhance interaction and deliver more than a CTR

- Videos trackable by plays and pauses
- Track % of video completes
- Multi click options
- Hover over links recorded

Built in HTML5, means they will work on all devices/computers

Create bespoke ads; forms for data capture,
Expanding HTML 5 adverts with multi clicks
using images

Find out more from your M3 Account Manager



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Ad design suggestions

The creative (banner artwork) contributes immensely to the click performance along with the targeting of the ads

Creatives should aim to have:

- Visible brand hierarchy (top works best)
- A good call to action
- Clear ad message for each frame
- Use the consumer's language
- A clear shot of the product featured
- Use plain fonts
- Not too text heavy
- Use contemporary colour palette
- Make sure the banner has a clearly defined frame



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