

Technical Specifications for Digital Advertising



Welcome to Doctor Oz!

We appreciate your inquiry to advertise with us. Please contact us to learn about digital advertising opportunities.

Thank you,

The Doctor Oz Sales Team

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Standard Display Units

Creative Unit Name	Initial Dimensions	File Formats	Max Initial Load	Max Polite Load	Third Party Tracking	Framerate	Animation Length	Rich Media (Flash, HTML5)	Expandable	Max Expanded Size	Expandable Direction	Hot Spot	Expanded Z-Index
Medium Rectangle	300x250	.gif, .jpg, .png, .swf (version 10.1 or lower)	200kb	300kb	Yes	24fps	15s max/Loop 3x	Yes	Yes	N/A	N/A	100x50	5,000+
Leaderboard	728x90	.gif, .jpg, .png, .swf (version 10.1 or lower)	200kb	300kb	Yes	24fps	15s max/Loop 3x	Yes	Yes	728x130	Down	100x50	5,000+
Half Page	300x600	.gif, .jpg, .png, .swf (version 10.1 or lower)	200kb	300kb	Yes	24fps	15s max/Loop 3x	Yes	No	N/A	N/A	N/A	N/A
Header Title Logo	120x60	.gif, .jpg, .png	N/A	N/A	Yes	24fps	15s max/Loop 3x	No	No	N/A	N/A	N/A	N/A
Mobile Leaderboard	320x50	.gif, .jpg, .png	200kb	300kb	Yes	24fps	15s max/Loop 3x	HTML5	Yes	N/A	Down	20x20+	5,000+

Additional Guidelines	
Site Build Lead Time	15 days preferred; 10 days minimum
Ad Serving Requirement	Must be ad server by an approved vendor through a third party tag. Tag must be an
Expansion Closes Button	A visible close button (20x20px minimum) is required in the top eright corner of the
Creative Formatting	All banners must have a 1px border
CPU Usage	Between 20% and 30% after initial file load
Ad Tag Delivery Method	expandable creative will work properly, plesae provide the rich media vendors's latest iframe buster code.
Preferred Rich Media Vendors	PointRoll, Sizmek, DCM, Jetpack
Third Party Tracking Accepted	Yes, e.g., impression pixels, click trackers, and interactive events pixels
HTML5 Creatives	Ad should be compressed before being served to a site
HTML5 Assets	All files for the ad (.html, .js, .css, images, etc.) must bein cluded as part of the maximum file weight calculation for all file load limits.

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Video Requirements

Raw Video	
Video	
Video Codec	H.264
File Type	.mov
Max File Size	200MB
Standard	HD or SD
Length	:15 preferred, :30 accepted
Bitrate	SD content must be at least 6Mbps; HD content must be at least 10Mbps
Frame Rate	24fps
Field Order	Progressive source whenever available
Aspect Ratio	16:9 preferred; 4:3 acceptable. Video must fill to edges. No padding. No letterboxing. No pillarboxing.
Line Resolution	SD = 4:3: 640x480 / 16:9: 853x480 or 720x406/718x404 HD = 1920x1020 or 1280x720
Configuration	Picture to Picture (P2P), No Slate, Countdown Leader, Bars, Tone or Textless Elements @ Tail
Audio	
Codec	AAC-LC or HE-AACv1
Sample Rate	48kHz
Bitrate	128-192 kbps for AAC-LC 64-128kpbs for HE-AACv1
3rd Party Hosted Video	
Format	.mp4 or .HTML5-hosted VAST 3.0
File Size	4MB recommended
Impression Tracking	1x1/Click URL for impression/click tracking