Guidelines and specifications

digitalhealth
news + networks + intelligence +

Formats

MPU: 300x250 Pixels
Leaderboard: 728x90 Pixels
Banner: 728x90 Pixels
Full Sky: 160x600 Pixels

For maximum impact, we recommend you use an animated GIF, or HTML ad.

HTML5 / Rich Media Ad item: an IAB compatible HTML5 ZIP archive which includes an HTML file and any scripts or media used to display the ad. Please note, we use Adbutler to host ads. This means that any HTML item provided will need to include a click tag. Please refer to Adbutler documentation here.

Deadlines
All copy must be received at least two days before campaign launch date.

General specifications

Maximum file size: 200kb
Polite download secondary load max file size: 400kb
Expandable: No
Accepted formats: GIF and HTML
Animation: Yes

Should you have any queries relating to Ad specifications for your campaign, please contact your account manager.

Contact us today on sales@digitalhealth.net or +44 (0)20 7566 3983

Email based campaigns

DHI will provide a template within which you can work for emailers, alternatively send your content and we will produce in house style.

Animated gif files do not animate in Outlook 2007 onwards. Be aware that only the first frame will display and design accordingly. **Note** Majority of our users read emails on a smart phone or tablet