

ADVERTISING SPECIFICATIONS

All artwork must be accompanied by a signed insertion order.

Mini Skyscrapers – Mini skyscraper ads are 150 x 300 in GIF, JPEG, or SWF* form. File size may be a maximum of 25K. Each ad may contain up to four (4) frames of animation.

Leader Boards – Leader board ads are 728 x 90 in GIF or JPEG form. File size may be a maximum of 25K. Each ad may contain up to four (4) frames of animation.

Category Sponsorships – Category sponsorships are 300 x 250 in GIF, JPEG, or SWF* format. File size may be a maximum of 25K. Each ad may contain up to four (4) frames of animation.

Anchor Advertisements – Anchor ads are 728 x 90 in GIF or JPEG form. File size may be a maximum of 25K. Each ad may contain up to four (4) frames of animation.

Featured Solutions Provider (text sponsorships) – Text sponsorships may contain a maximum of 50 words with three hyperlink strings (text may not be formatted as bulleted/numbered points). A logo/icon may be included and linked. The logo/icon specifications are 150 x 50. File size may be a maximum of 15K. Please note that logos are not permitted in TherapeuticsDaily.com's Featured Solutions Provider positions.

News Sponsor – News sponsor spots are logo-type advertising positions located at the top of each newsletter. News sponsor ads are 150 x 50 pixels, GIF or JPEG format, and may be a maximum of 25K.

Rich Media Ads – Rich media ads must be created with the clickTAG command. For more information, log on to Macromedia's site, www.macromedia.com/resources/richmedia/tracking/designers_guide and go to the section called "To assign a clickTAG for your advertisement." Not including this required code will cause your advertisement to function improperly. The clickTAG hyperlink cannot contain quotation ("") marks. Confirm the appropriate "target window" is selected. The "target window" should always be set to _new. Extended flight dates or credits for improperly created ads are not offered. Rich media ads are not accepted on e-mail newsletter positions.

*Rich media (SWF) files are subject to a one-time set up fee of \$500.00.