

Digital Specs & Creative Submission Guidelines



All Standard Digital Ad Units (excluding email and mobile)

Acceptable formats	GIF, JPG, HTML5, third-party tagging SWF + alt GIF or JPG (acceptable but not recommended)
Leadtime	5 business days
Looping	3 max
Max animation length	15 seconds per loop, 45 seconds total
Max weight	40KB
Flash Version	8
URL	Subject to approval. Will open in new window. May not link to websites that prevent easy return to <i>JBJS</i> .

For maximum SOV and exposure, submit all creative ad units, including tablet optimized, for all RON and premium/specialty bundle campaigns.

Creative Unit	Pixel Dimensions
Leaderboard	728 x 90
Skyscraper	120 x 600
Wide skyscraper	160 x 600
Medium rectangle	300 x 250
Interstitial	300 x 250 or 640 x 480
Expandables	Instructions available upon request

Submit

By email to Matt Schaeffer, eMedia Campaign Manager, at onlineadoperations@wolterskluwer.com

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Additional for Phone Optimized Ad Units

iPhone Mobile Leaderboard	320 x 50
Acceptable formats	GIF or JPG. No Flash or third-party accepted.
Looping	None
Max animation length	None
Max weight	10KB

Additional for Interstitial Ad Units

Sizes	300 x 250 or 640 x 480
Acceptable formats	Image file (GIF or JPG), Flash or third-party tags accepted. Note: Flash files will not be viewable on tablets.
Tracking pixel	Optional
URL	Link must accompany creative
Frequency	Ad will render once every 24 hours on second page view only
Background	Modal (gray screen) will appear behind interstitial
Countdown	Must be visible
Option to close (X)	Upper right hand corner
Max duration	If not closed manually, ad will appear for 10 seconds

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Video	
Acceptable formats	MP4 preferred; no Flash
Max length	No limit
Cue points	Total of 3; provide text, hyperlink and timing for cue points to appear. Each cue point defaults to 10 seconds. Cue points are not visible when expanding video to full size or when utilizing video thumbnail images.
Thumbnail image	120 x 90 JPG with max file weight of 25KB
URL	Subject to approval. Will open in new window. May not link to websites that prevent easy return to <i>JBJS</i> .

Email Ad Units	
eTOC	Leaderboard (728 x 90) or Standard Skyscraper (120 x 600)
OrthoBuzz	Leaderboard (728 x 90) or Medium Rectangle (300 x 250)
Acceptable formats	GIF, JPG; no Flash or third-party tags
Looping	None

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Mobile (In-App) Ad Units

Creative unit	Pixel dimensions	Max weight
Mobile Phone Leaderboard	320 x 50	10KB
Tablet Leaderboard	728 x 90	40KB
Tablet Medium Rectangle	300 x 250	40KB
Tablet Launch Interstitial <i>Multi-Journal App only</i>	1024 x 768	40KB
Acceptable formats	GIF, PNG, JPG (recommended). Prefer high resolution ads in App	
Looping	3 times	
Max animation length	45 seconds	

Audio/Podcast

Acceptable formats	AIFF, WAV, MP3
Max length	30-60 seconds
*Advertisers may call in to record audio ads.	

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