



Consultant360

Practical Updates in Primary Care

VIRTUAL SERIES

BANNER ADVERTISEMENTS

DIGITAL ADVERTISEMENTS

- Leaderboard Ad: 728x90
- Square Ad: 300x250
- Push-Down Banner Ad: 728x90 (Expanded size: 728x364)

SPECIFICATIONS

- Acceptable file types: JPG, PNG, GIF, ZIP, HTML, HTML5, XLSX, CSV
- Ad size limit: 1 MB
- Third party server allowed: Yes
- Maximum Initial Load: 200 KB
- Maximum Full Load: 300 KB
- Video Allowed: Yes (on click)
- Audio Allowed: Yes (on click)
- Maximum Animation: 15 seconds (1 loop)
- Frames Per Second: 24 FPS
- Hyperlink: Website (URL)
- Note: 728x90 ads are not mobile friendly and will be hidden on mobile views.
- Coding: Sponsor can provide URL or URL with UTM parameters. DCM Tags Must be Provided in A Spreadsheet. Codes are due when assets are delivered.

RECOMMENDATIONS

- Use concise text or use bullet points when multiple lines cannot be avoided.
- Provide a clear call to action on every frame of animation.
- Avoid matching the Practical Updates in Primary Care color scheme.
- Drive users to specific information, rather than your company's home page.

DEADLINES

Meeting Dates	May 13-15, 2021	July 15-17, 2021	September 23-25, 2021	November 11-13, 2021
Ads Due	April 1, 2021	June 7, 2021	August 12, 2021	September 30, 2021

SUBMISSION INSTRUCTIONS

Assets are being collected through an online submission portal. Login credentials are custom and will be sent to you.

CONTACT

For questions, please contact Trish Keppler at tkeppler@hmpglobal.com.



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SAMPLES

Sample images are below (subject to change).

Leaderboard Ad Sample - 728x90:

A horizontal grey rectangular box representing a 728x90 banner ad. The text "728x90 Banner Ad" is centered within the box in a light grey font.

728x90 Banner Ad

Square Ad Digital Ad Sample Size: - 300x250

A square box with a blue border representing a 300x250 square ad. The text "300x250" is centered within the box in a bold black font.

300x250