

# Wiley Online Library

Advertisement Specifications



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# Wiley Online Library Advertisement Specifications

Wiley Online Library (WOL) is one of the world's most heavily-trafficked online resources for scientific, medical and scholarly content. Each of Wiley's 400+ healthcare and life science print journals has a section on WOL. Each section hosts current and archived journal articles as well as online-only articles. Some Wiley journals do not publish in print so that their section on WOL is the only place their target audiences can consume their content. <http://onlinelibrary.wiley.com/>

## Digital Ad Serving Platform

Wiley Google Ad Manager (GAM) to traffic digital ads.

## Creative Dimensions

**A) Leaderboard:** 728x90

**B) MPU:** 300x250

\*1x1 pixel border for creative with white or light background.

\*\*Expandable creative should be user initiated and accommodate a max file size of 728x310 (for 728x90) and 550x250 (for 300x250). Additional details on pages 3 and 4 of this document.

## File Types Accepted

Click Tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from Google Ads certified vendors found here: <https://goo.gl/1bJSmc>

## Max File Size

200 KB (Max Initial File Size); 100KB (Subsequent Max User Initiated File Size);

2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

## Submission Lead Time

Ad creatives must be submitted based on the schedules outlined below to enable thorough production and testing. Third-party ads must be live at time of submission.

**Standard & Native Ads:** 5 business days prior to launch

**Standard & Rich Media Ads (Third-Party Served):** 5 business days prior to launch

**Media Ads:** 10 business days prior to launch

## FAQ

### Can Creatives Be Animated?

Yes, please note that some titles have restrictions on the offering and the creative is subject to partner and publisher approval.

### Do You Accept Rich Media Creatives?

Yes. Guidelines are as follows:

- Max frame rate is 24 FPS, max looping is 3
  - Audio must be user initiated
  - Max animation length 15 seconds
  - Controls: "Close X," Play, Pause, Rewind, Volume. Font is 16 pt
- \*Additional guidelines: <https://goo.gl/19kaMr>

### Do You Accept Third-Party Ad Tags?

Yes, third-party ad tags are accepted and encouraged for Rich Media creatives.

<https://goo.gl/1bJSmc> HTML5 requirements: <https://goo.gl/ZMprRt>

### Do You Accept Flash Creatives?

No. This format is no longer supported

### Do You Accept Rich Media Creatives with Multiple clickTags?

Yes. Rich Media creatives leveraging more than one clickTag can be accommodated with HTML5 or thru 3rd party tags

### Do You Permit Expandable Creatives?

Yes. Please note that some titles have restrictions on this offering and the creative is subject to partner and publishing approval. Specifications for each ad unit are explained in the following pages.

Contact: [OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com)

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# Leaderboard: 728x90

## Base Ad Unit Specifications

**Dimensions:** 728x90

**Max File Size:** 200 KB

\*1x1 pixel border for creative with white or light background

## Expansion Specifications *\*3rd party/HTML5 usage*

**Expansion Direction:** Downwards

**Max Initial File Dimensions:** 728x90

**Max Initial File Load:** 200 KB

**Subsequent Max Polite File Dimensions:** 728x90

**Subsequent Max Polite File Load:** 100 KB

**Subsequent Max User Initiated File Dimensions:** 728x310

**Subsequent Max User Initiated File Load:** 2.2 MB

(Unlimited for Streaming Video)

## File Types Accepted

Click Tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from Google Ads certified vendors found here:

<https://goo.gl/1bJSmc>

## Click-Through URLs

Required for all creative files provided. (GIF, JPG, PNG)

## Animation/Looping

3 loops or 15 seconds (whichever happens first)

## Frames Per Second

24 FPS Max

## HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>

The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <https://iabtechlab.com/standards/html-5/>

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# MPU: 300x250

## Base Ad Unit Specifications

**Dimensions:** 300x250

**Max File Size:** 200 KB

\*1x1 pixel border for creative with white or light background

## Expansion Specifications *\*3rd party/HTML5 usage*

**Expansion Direction:** Left

**Max Initial File Dimensions:** 300x250

**Max Initial File Load:** 200 KB

**Subsequent Max Polite File Dimensions:** 300x250

**Subsequent Max Polite File Load:** 100 KB

**Subsequent Max User Initiated File Dimensions:** 550x250

**Subsequent Max User Initiated File Load:** 2.2 MB (Unlimited for Streaming Video)

## File Types Accepted

Click Tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from DFP certified vendors found here:

<https://goo.gl/1bJSmc>

## Click-Through URLs

Required for all creative files provided. (GIF, JPG, PNG)

## Animation/Looping

3 loops or 15 seconds (whichever happens first)

## Frames Per Second

24 FPS Max

## HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>

The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <https://iabtechlab.com/standards/html-5/>

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# eTOC MPU: 300x250

## Base Ad Unit Specifications

**Dimensions:** 300x250

**Max File Size:** 200 KB

## File Types Accepted

GIF, JPG & PNG

*\*No 3rd Party or HTML5 tags accepted*

## Click-Through URLs

Required for all creative files provided. (GIF, JPG, PNG)

## Animation/Looping

No animation permitted in WOL eTOCs. Creative display must be static

Contact: [OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com)

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# Wiley ePDF Advertisement:1237x1631

## Wiley ePDF Advertisements Specifications:

- **Dimensions:** 1237 x 1631 pixels (150 DPI)
- **Format:** JPG (Non-animated)
- **File size:** Below 1 MB
- One URL
- No 3rd party tags or impression trackers

Contact: [OnlineAdTraffic@wiley.com](mailto:OnlineAdTraffic@wiley.com)

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