WILEY

Wiley Online Library

Advertising Specifications

January 2025

Wiley Online Library Ad Specifications - Display Banners

Wiley Online Library

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 Some Wiley journals do not publish in print so that their section on WOL is the only place their target audiences can consume their content. https://onlinelibrary.wiley.com/

Digital Ad Serving Platform(s)

Google Ad Manager (GAM) and Kevel

Ad Options

Desktop:
Leaderboard: 728x90px
MPU: 300x250px

Mobile Website:
Mobile Banner: 300x50px
Mobile Leaderboard: 320x50px

1x1 pixel border for creative with white or light background
All ad sizes are presented width x height, in pixels (px)

Material Submission Deadline

5 business days prior to launch
Ad creatives must be submitted on schedule to facilitate testing and approval process
Third-party ads tags must be live at time of submission

Leaderboard: 728x90

Base Ad Unit Specifications

Dimensions Option:
728x90px, 1x1 pixel border for creative with white or light background
Max File Size:
Static images (JPG, JPEG, PNG, GIF): 150KB
HTML5.zip file: Total extracted file size: Not to exceed 1MB

Ad Placement

Device: Desktop
Ad Position: Top rail on the journal webpages

File Types Accepted

JPG, JPEG, PNG, GIF, HTML5.zip file or third-party ad tags

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Support single click-through URL only
HTML5.zip file, third-party ad tags: Support single or multiple click-through URL(s)

Animation/Looping

Frame rate: max 24 frames per second (fps)
Max looping: 3 times or 15 seconds (whichever happens first)

HTML5 Guidelines

• HTML5 requirements (Google): https://bit.ly/3PhZ8pF
• Creating HTML5 ads (Google): https://bit.ly/4a3D2AF
• Interactive Advertising Bureau (IAB) HTML5 Guidelines https://www.iab.com/guidelines/html5

Material Submission Deadline

5 business days prior to launch

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MPU: 300x250

Base Ad Unit Specifications

Dimensions Option:
300x250px, 1x1 pixel border for creative with white or light background
Max File Size:
Static images (JPG, JPEG, PNG, GIF): 150KB
HTML5.zip file: Total extracted file size: Not to exceed 1MB

Ad Placement

Device: Desktop
Ad Position: Right rail on the journal webpages

File Types Accepted

JPG, JPEG, PNG, GIF, HTML5.zip file or third-party ad tags

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Support single click-through URL only
HTML5.zip file, third-party ad tags: Support single or multiple click-through URL(s)

Animation/Looping

Frame rate: max 24 frames per second (fps)
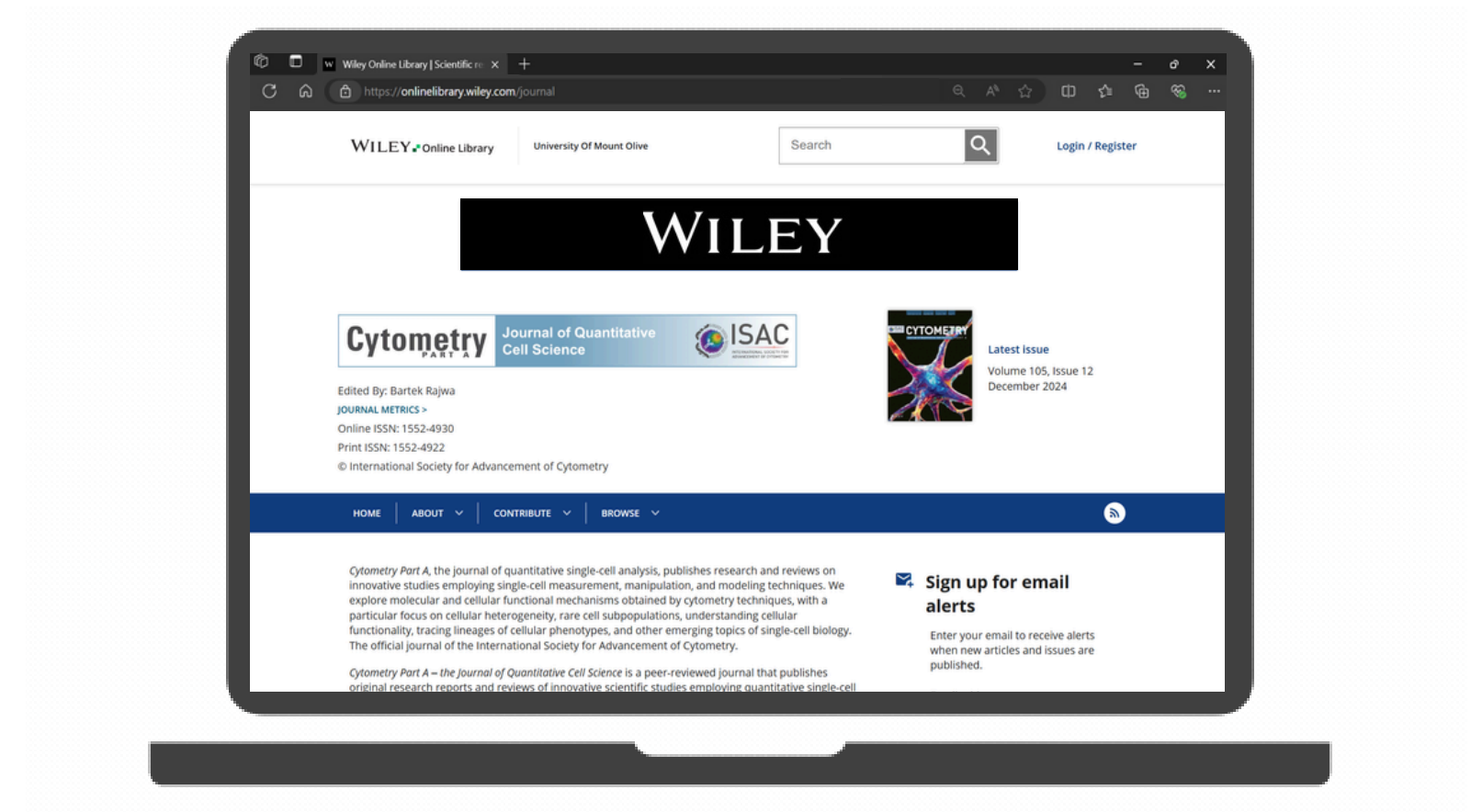Max looping: 3 times or 15 seconds (whichever happens first)

HTML5 Guidelines

• HTML5 requirements (Google): https://bit.ly/3PhZ8pF
• Creating HTML5 ads (Google): https://bit.ly/4a3D2AF
• Interactive Advertising Bureau (IAB) HTML5 Guidelines https://www.iab.com/guidelines/html5

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Mobile Banner: 300x50 or Mobile Leaderboard: 320x50

Base Ad Unit Specifications

Dimensions Options:
300x50px or 320x50px, 1x1 pixel border for creative with white or light background
Max File Size:
Static images (JPG, JPEG, PNG, GIF): 50KB
HTML5.zip file: Total extracted file size: Not to exceed 1MB

Ad Placement

Device: Mobile Web
Ad Position: Top rail on the journal webpages

File Types Accepted

JPG, JPEG, PNG, GIF, HTML5.zip file or third-party ad tags

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Support single click-through URL only
HTML5.zip file, third-party ad tags: Support single or multiple click-through URL(s)

Animation/Looping

Frame rate: max 24 frames per second (fps)
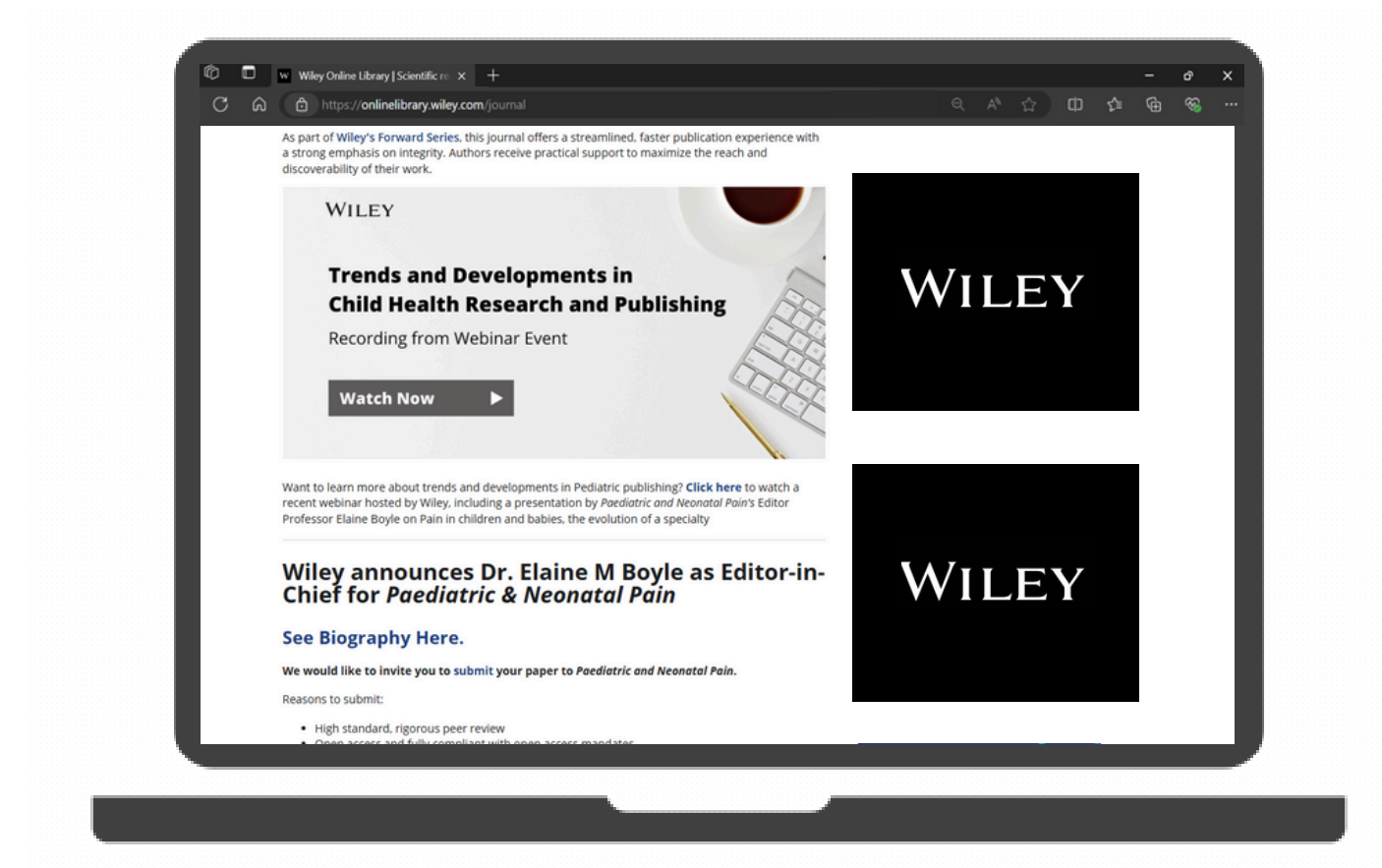Max looping: 3 times or 15 seconds (whichever happens first)

HTML5 Guidelines

• HTML5 requirements (Google): https://bit.ly/3PhZ8pF
• Creating HTML5 ads (Google): https://bit.ly/4a3D2AF
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Frequently Asked Questions - Banner Ads

What's the maximum number of creative versions allowed?
Up to 3 versions per ad format

Do you accept animated GIF?
Yes, within the max file size.

Do you accept third-party tags?
Yes

Do you permit expandable creatives?
No. Currently under review for future reintroduction in 2025.

Do you accept animated creatives?
Yes, some titles have restrictions and creatives are subject to partner and publisher approval.

Do you accept flash creatives?
No

Do you accept rich media creatives?
Yes. Guidelines are as follows:
- Max frame rate: 24 FPS, max looping: 3 times
- Audio: user-initiated
- Max animation length: 15 seconds
- Controls: "Close X," Play, Pause, Rewind, Volume
- Font size: 16 pt
- Additional guidelines: https://bit.ly/3DHsgnA

Do you accept rich media creatives with multiple landing URLs?
Yes, these can be accommodated using either a third-party ad tag or the HTML5 format.

What are the key requirements for HTML5 ad format?
- Contains a click tag
- Be provided in .zip file format
- Total extracted file size is less than 1MB
- It supports single or multiple clicks

Do we accept YouTube or a video page as a banner ad's landing URL?
Yes

Who can I contact if I have any other questions?
You can reach out to OnlineAdTraffic@wiley.com.

Wiley Online Library Ad Specifications - ePDF Ads

Devices	Ad Formats	Ad Dimensions (W x H)
Desktop	Full Page	960x1265
	Billboard	970x250
	16x9: X-large	1280x720
	* 16x9: Large	1067x600
	16x9: Standard	960x540
Mobile Web	MPU	300x250
	* Full screen	320x480

*Optimum display and user experience.

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Ad creatives must be submitted on schedule to facilitate testing and approval process

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Frequently Asked Questions - ePDF Ads

Do I need to provide all sizes when supplying creative?
You can supply 1 ad format per device.

Do you accept third-party ad served tag as ePDF creatives?
No

Do you accept PDF file as ePDF creatives?
No

Do you accept rich media creatives with multiple landing URLs?
Yes, these can be accommodated using the HTML5 format.

What are the key requirements for HTML5 ad format?
- Contains a click tag
- Be provided in .zip file format
- Total extracted file size is less than 1MB
- It supports single or multiple clicks

Who can I contact if I have any other questions?
You can reach out to OnlineAdTraffic@wiley.com.

ePDF Ad: Desktop

Base Ad Unit Specifications

Dimensions Options:
Full Page 960x1265px, Billboard 970x250px, 16x9: 1280x720px, 1067x600px or 960x540px

Max File Size:
Static images (JPG, JPEG, PNG, GIF): 300KB
HTML5.zip file: Total extracted file size not to exceed 1MB

Max Initial File Load: 300 KB
Subsequent Max Polite File Load: 600 KB
Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

Ad Placement

Device: Desktop
Ad Position: Top (Featured before the first page of the original article)

File Types Accepted

JPG, JPEG, PNG, GIF, HTML5.zip file

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Single click-through URL only
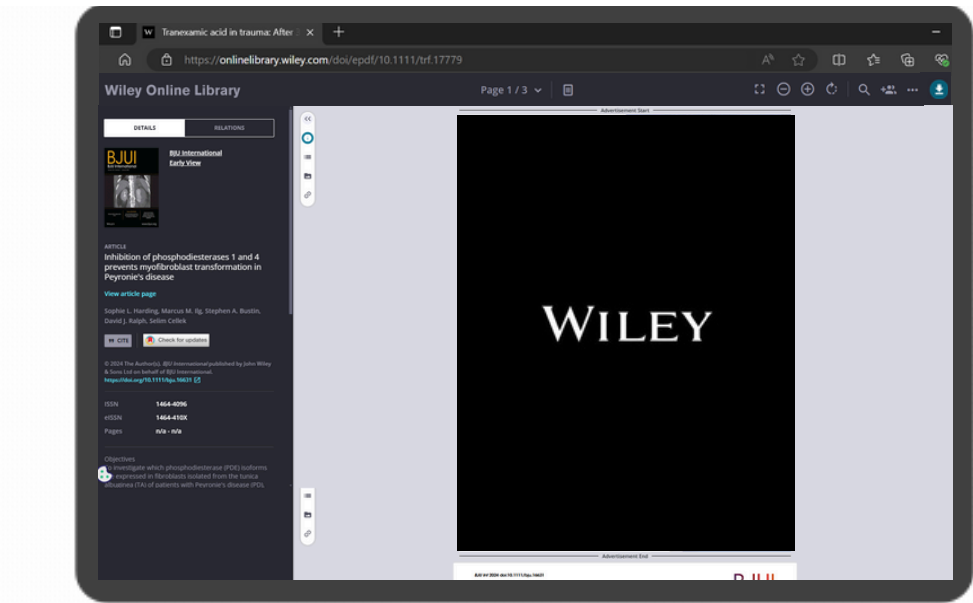HTML5.zip file: Supports single or multiple clicks (click tags)

HTML5 Guidelines

• HTML5 requirements (Google): https://bit.ly/3PhZ8pF
• Creating HTML5 ads (Google): https://bit.ly/4a3D2AF
• Interactive Advertising Bureau (IAB) HTML5 Guidelines https://www.iab.com/guidelines/html5/
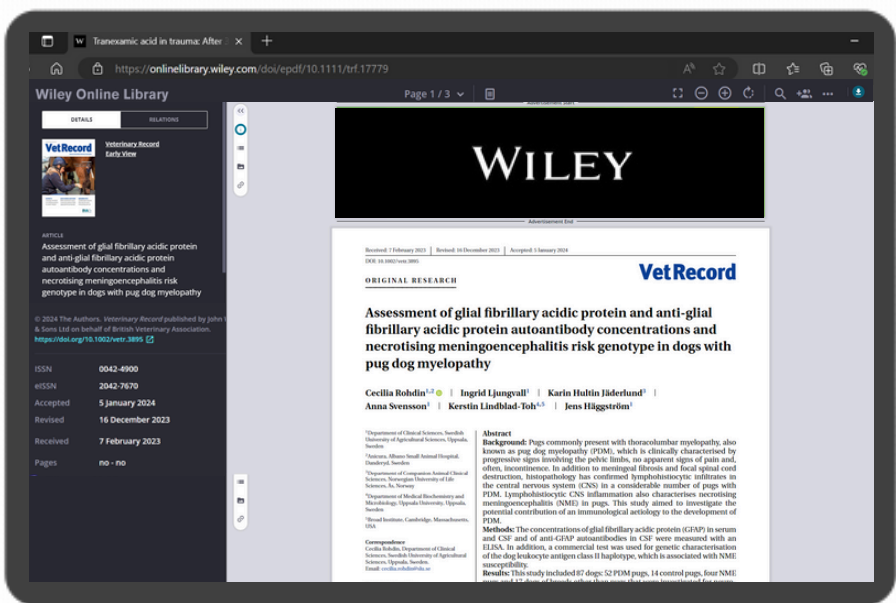
Material Submission Deadline
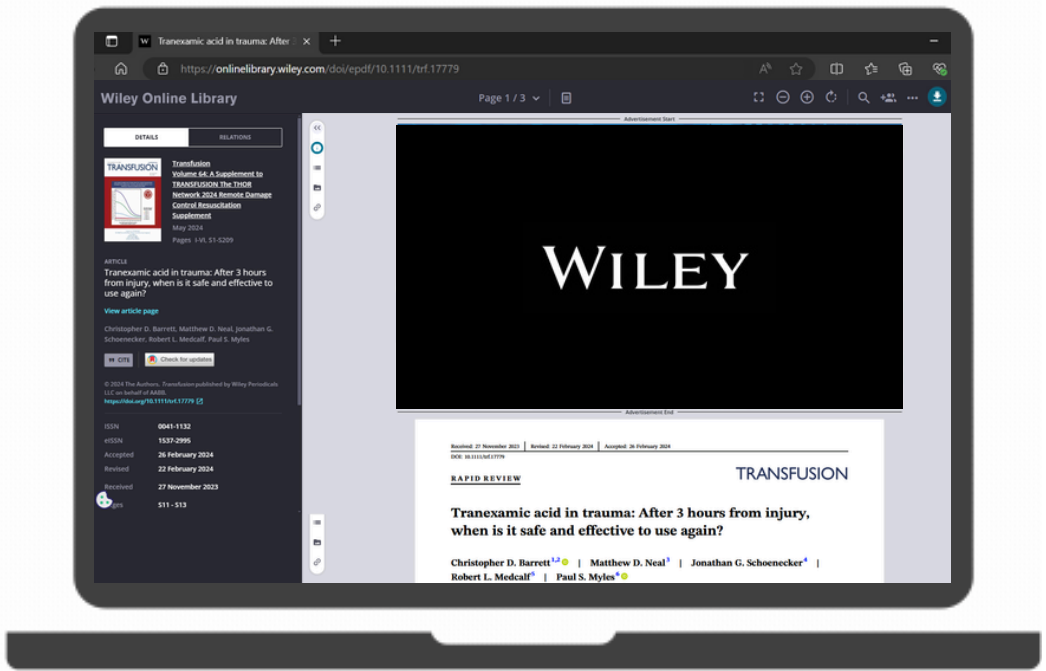
5 business days prior to launch

Full Page: 960x1265px

Billboard: 970x250px

16x9: 1280x720px, 1067x600px or 960x540px

ePDF Ad: Mobile Web

Base Ad Unit Specifications

Dimensions Options:
MPU 300x250px or Full Screen 320x480px

Max File Size:
Static images (JPG, JPEG, PNG, GIF): 50KB
HTML5.zip file: Total extracted file size not to exceed 1MB

Max Initial File Load: 50 KB
Subsequent Max Polite File Load: 100 KB
Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

Ad Placement

Device: Mobile Web
Ad Position: Top (Ad will appear before the first page of the article)

File Types Accepted

JPG, JPEG, PNG, GIF, HTML5.zip file

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Single click-through URL only
HTML5.zip file: Supports single or multiple clicks (click tags)

HTML5 Guidelines

• HTML5 requirements (Google): https://bit.ly/3PhZ8pF
• Creating HTML5 ads (Google): https://bit.ly/4a3D2AF
• Interactive Advertising Bureau (IAB) HTML5 Guidelines https://www.iab.com/guidelines/html5/
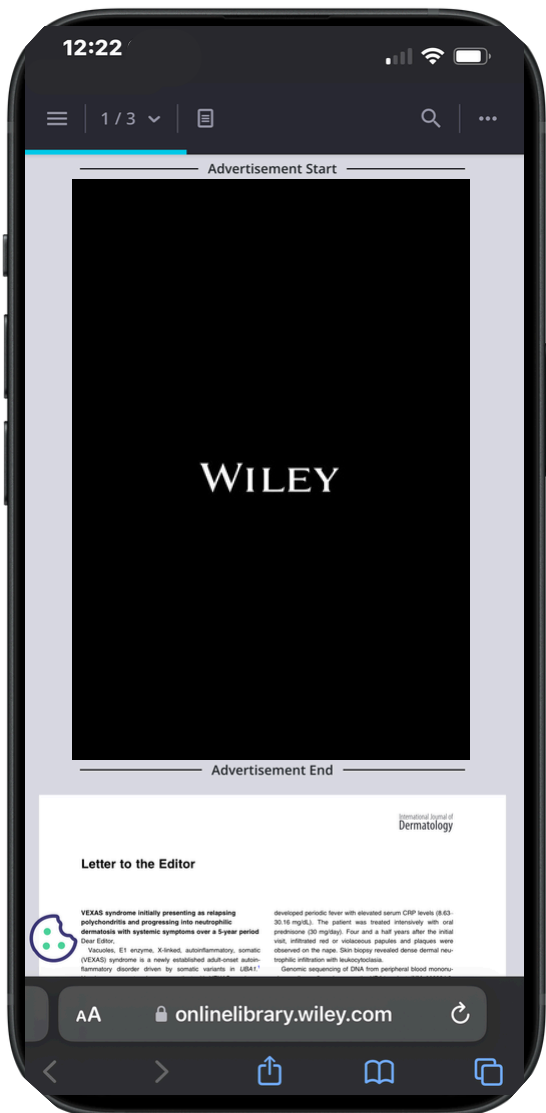
Material Submission Deadline

5 business days prior to launch

MPU: 300x250px

Full Screen: 320x480px

Wiley Online Library Ad Specifications - eTOC Ads

Base Ad Unit Specifications

Dimensions Option:
300x250px, 1x1 pixel border for creative with white or light background
Max File Size:
Static images (JPG, JPEG, PNG, GIF): 50KB

Ad Placement

Device: Desktop/ Mobile (email inbox)
Ad Positions: Featured in the email body

File Types Accepted

JPG, JPEG, PNG, GIF. Static image only
Animation, third-party ad tag and HTML5.zip file are not accepted

Click-Through URL

Static images (JPG, JPEG, PNG, GIF): Single click-through URL only

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5 business days prior to launch
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