McKnight's
DIGITAL SPECS

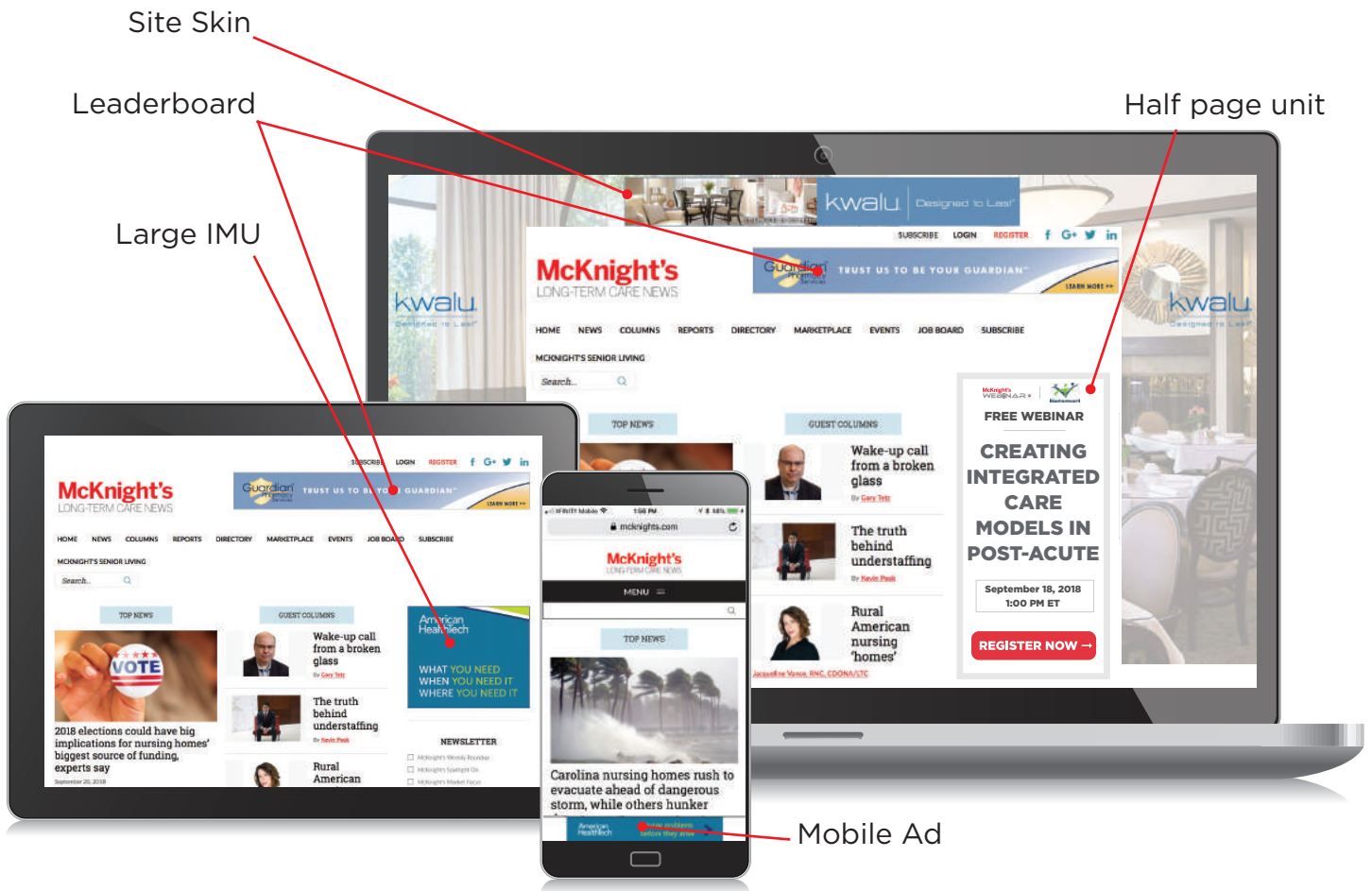**McKnight's**
LONG-TERM CARE NEWS

McKnight's
SENIOR LIVING
News, perspective and analysis

DIGITAL/MOBILE

Site Skin

Leaderboard

Half page unit
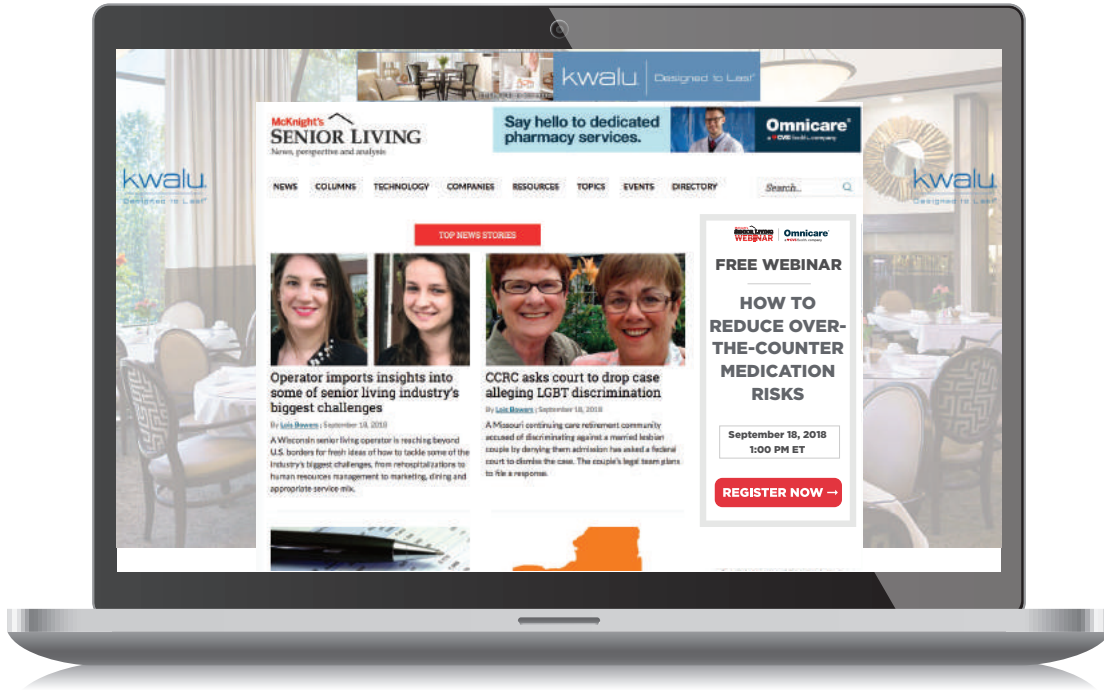
Large IMU

Mobile Ad

IMPORTANT INFORMATION

■ HTML5 banners are supported for all platforms.

■ All creatives are subject to final approval by Haymarket Media, Inc.

■ All material must be submitted at least 2-3 working days prior to campaign launch to ensure technical compatibility and internal concept approval.

■ All digital creatives are due on the 15th of the month prior to launch of the campaign.

PLEASE SEND CREATIVE TO KATHRYN FALLUCCO AT KATHRYN.FALLUCCO@MCKNIGHTS.COM.

SKIN

SPECS

■ Editorial overlay for *McKnight's Senior Living* is 1252 px wide. Editorial overlay for *McKnight's Long-Term Care News* is 1152 px wide. Please do not put any imagery/messaging in this space as it will not be shown.

■ For the sides of the skin we recommend allowing 20 px of padding from edge of site content so that messaging is not obscured.

■ It is recommended that a gradient gets applied to the Skin. Please make sure the gradient fades out to a solid white color around the bottom border, allowing us to smoothly transition from your skin creative to our background.

■ File Size – 150k Max

We can accept any or all of the following skin sizes. We will serve the most appropriate skin given the user's browser size (the more sizes you submit the more variety of screens we will be able to accommodate). Please note that we can't accommodate for all potential screen sizes that exist so there's a chance that some users will not be able to see the full skin on their machine.

1900x1080
Space for Top Messaging –
100 px (top to bottom)
Space for Side Messaging –
374 px on each side

1440x900
Space for Top Messaging –
100 px (top to bottom)
Space for Side Messaging –
144 px on each side

1280x1024
Space for Top Messaging –
100 px (top to bottom)
Space for Side Messaging –
64 px on each side

1600x900
Space for Top Messaging -
100 px (top to bottom)
Space for Side Messaging –
224 px on each side

1366x768
Space for Top Messaging –
100 px (top to bottom)
Space for Side Messaging –
107 px on each side

1280x800
Space for Top Messaging –
100 px (top to bottom)
Space for Side Messaging –
64 px on each side

DIGITAL/MOBILE

Prestitial

PRESTITIAL

Prestitials are full-page ads that are displayed before the homepage loads. This large, dramatic high-impact banner allows your message to be seen by each visitor to the site.
- The prestitial ad will display for 15 seconds and will appear to any unique visitor once per 24 hour period.

Haymarket Provides functionality, which incudes:
- A timeout counter, which redirects the visitor to the original page the ad was launched from.
- A skip feature, which allows the visitor to return to the original page manually.
- The publisher's logo.

Client Provides
- One 640x480 creative (3rd party tags accepted; jpg, gif, png less than 100k).
- One clickthrough URL.

CUSTOM E-BLAST

MATERIALS REQUIRED:
 HTML file, Plain Text file, Subject Line

TIPS ON DESIGNING HTML FOR EMAIL:

- HTML file – no wider than 700 pixels and 30K-40K max file size
- File must include text and can not be images only
- Use HTML tables to control the design layout
- If using css, please use
- inline css to control the presentation elements within your email
- Remove HTML and body tags before submitting file
- Body background = white
- Avoid background images

All images used within the html must be hosted by advertiser. Please note: The images within the html must have complete URLs for any links to your site that are in the mailing. See below for further clarification:

<img src=/images/header.gif>
becomes
<img src=http://www.yourwebserver.com/images/header.gif>

PLAIN TEXT
An accompanying plain text version for non-HTML subscribers must also be included.

SUBJECT LINE
A subject line must be provided and recommended length is 60 characters with spaces.

**EBLAST HTML AND SUBJECT LINE ARE DUE ONE WEEK PRIOR TO LAUNCH.
PLEASE SEND CREATIVE TO STEPHANIE WINTER AT STEPHANIE.WINTER@MCKNIGHTS.COM**

NEWSLETTERS

DAILY UPDATE

1. Leaderboard (728x90)

2. Premium Sponsor
   (40 words & logo)

3. Standard Sponsor
   (40 words & URL)

WEEKLY ROUNDUP

1. Leaderboard (728x90)

2. IMU (300x250)

MARKET BUZZ

1. Primary Sponsor
   (728x90)

2. Secondary Sponsor
   (40 words & logo)

E-NEWSLETTER CREATIVE

■ All banner ads for e-mail newsletters must be submitted as either a jpg or gif.
■ Max file size is 40k.
  • We do not encourage third party tags for newsletter delivery, but when necessary, only no script tags will be accepted.
  • NO FLASH
■ All digital creatives are due on the 15th of the month prior to launch of the campaign.
  Please send creative to Kathryn Fallucco at kathryn.fallucco@mcknights.com.

PLEASE NOTE: Although we can accept animated gifs, Outlook 2007 and above does not display past the first frame due to a default setting. Please ensure that the first frame of the gif has the main call-to-action for instances where the animation appears static.

WEB AD SPECS

Dimensions	Friendly/ Rising Star Name	Combined is Max Size/Weight		Rich Media	Third Party Ad Served	SWF accepted?	Flash accepted?	Site served static image?	Sidebar Compatible?
		Initial File Size	Polite File Size						
728x90	Leaderboard	50k	100k	Yes	Yes	No	No	Yes	No
300x250	IMU	50k	100k	Yes	Yes	No	No	Yes	Yes
640x480	Prestitial	100k	n/a	Yes	Yes	No	No	Yes	No
1750x900 MCK	Skin	120k	n/a	No	Yes- Impression and click trackers	No	No	Yes	No
1850x900 MSL	Skin	120k	n/a	No	Yes- Impression and click trackers	No	No	Yes	No

WEB AD SPECS (continued)

Dimensions	Expandable	Expand- able Max Border	Border	HTML5 accepted	File formats accepted	Frame rate	Animation/ Looping	Wmode	Z-index	Accepted Vendors
728x90	2x *3rd-party tags required for Expand- able unit*	728x315	1px	Yes	HTML5, jpeg, gif, png	24	Unlimited	0	2,000,000	All
300x250	2x *3rd-party tags required for Expand- able unit*	600x250	1px	Yes	HTML5, jpeg, gif, png	24	Unlimited	0	1,000,000	All
640x480	n/a	n/a	n/a	Yes	jpg, gif, png	24	15 sec max	0	1,000,000	All
1750x900 MCK	n/a	n/a	n/a	No	Static: jpg, gif, png	n/a	n/a	n/a	n/a	n/a
1850x900 MSL	n/a	n/a	n/a	No	Static: jpg, gif, png	n/a	n/a	n/a	n/a	n/a

MOBILE WEB / MOBILE APPS

Dimensions	Friendly/ Rising Star Name	File Size	Rich Media	Third Party Ad Served	Site served static image	HTML5 accepted	File formats accepted	Animation/ Looping	Accepted Vendors	Flash Accepted
300x250	Box ad	30k	Yes	Yes	Yes	Yes	Static: jpg, gif, png	Unlimited	All	No
320x50	Full Page Flex, Pull, Slider, Filmstrip	30k	Yes	Yes	Yes	Yes	Static: jpg, gif, png	Unlimited	All	No

EMAIL NEWSLETTERS

Dimensions	Friendly Name	File Size	Rich Media	Third Party Ad Served	Site served static im- age	HTML5 accepted	File formats accepted	Animation	Flash Accepted	Brands Accept Size
300x250	Box ad	40k	No	No	Yes	No	Static: jpg, gif, png	Yes	No	All
728x90	Leaderboard	40k	No	No	Yes	No	Static: jpg, gif, png	Yes	No	All
Text	Text Ad	n/a	No	No	n/a	n/a	Static: jpg, gif, png	n/a	n/a	All