

Advertising Specifications

Dentalcompare follows industry standards for interactive advertising on our Web sites. To ensure that the user experience on Dentalcompare sites is what our users expect, ads will only be accepted if they adhere to the following document.

Ad Types Overview & General Guidelines

All ads on Dentalcompare must follow these general guidelines for dimensions, file size and animation. Not all ad types are available on every site; consult your representative for site-specific availability.

Ad Types	Dimensions	Maximum File Size	Maximum Animation Length	Max Number Animation Loops
Large Rectangle	336 x 280px	40k	:15	2
Medium Rectangle	300 x 250px	40k	:15	2
Leaderboard	720 x 90px	40k	:15	2

Ad Formats

Dentalcompare accepts ads in the following formats: Flash, GIF and third-party (HTML Embed) ads. As well as the general guidelines stated above, please follow these specifications for different ad formats:

Flash Ads

Flash ads on Dentalcompare must target Flash Player 8 (ActionScript 2.0) or lower. This site uses an internal system for click tracking; please send the source file (.FLA format, CS3 compatible) to Dentalcompare, along with the URL to where you wish to link.

GIF Ads

GIFs, both static and animated, are accepted if they follow the general guidelines stated in the beginning of this document. For click-tracking, simply tell your representative what URL to where you wish to link.

Third Party Ad Formats

Numerous vendors (Eyeblaster, DoubleClick, etc.) offer sophisticated ad creation, distribution and tracking. Generally, placing these ads on our sites involves giving your representative HTML embed code or access to your account to generate this code.

In addition, these vendors may offer additional tools for customer engagement. Please follow these specifications when using these vendor tools to create a Dentalcompare ad:

Polite Download

“Polite” download is a technique in which a larger Flash ad is downloaded after the initial page load, replacing the smaller initial file. The technique is an effective way to run a sophisticated ad without breaking user experience. Dentalcompare will accept a maximum file size of 80k for polite download. In other words, the final file can be double our normal limit for most ads.

Rich Media

Defining “Rich Media” is a moving target as it’s a relative term meaning advertising that offers richer interactivity than what is commonplace on the Web today. As of 2009, the following types of ads are generally considered to be Rich Media advertising. Follow these specifications for your ad to be accepted on Dentalcompare’ sites.

- Video: All video must be initiated by user click. Max file size of the downloaded video is 500k for low-res video and 1mb for high-res.
- Audio: All audio must be initiated by user click.
- Expandable/Retractable: This type of ad expands over the main page. On Dentalcompare, it must be initiated by user click (not hover).
- Advergaming: Games must be initiated by user click. Max file size is the same as standard guidelines stated at the start of this document.

All third party ads, including Rich Media ads, are subject to approval. Please contact your representative for currently accepted networks and procedures.

For more information

Please call your Dentalcompare representative or contact us at sales@dentalcompare.com

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