

## Media Kit

**Self Rx | Insulin Nation | Type 2 Nation**

### **Distribution**

Insulin Nation, launched in 2011, receives over 370,000 unique visitors annually, solely through organic traffic and social media outreach. Starting in January, 2015, through a partnership with the largest diabetes supply company, both platforms are being promoted via emails to a database of more than 7 million people with diabetes, as well as those who care for them.



## Production Requirements

### We can accept:

- GIF files (animated or not)
- PNG files
- JPEG files
- Javascript-based tags to serve flash ads with static fallback for mobile

Advertisers may purchase an exclusive or rotating presence per category, (i.e. treatment, technology, hypoglycemia, etc.) or run of site.

300 x 250 ads are offered on both sites in three positions: Platinum (top of the page on the right above the subscription box), Gold (center of the page on the right underneath the subscription box), and Silver (below the Gold ad, on the right). When there are multiple advertisers running 300 x 250 ads per section/page, ad impressions will be distributed equally by page load.

Both Insulin Nation and Type 2 Nation can accommodate up to four 300 x 70 "Spotlight" ads per page, which will always appear underneath the "Silver" 300 x 250 Banner ad.

Advertising on both platforms can be targeted to reach specific geographies.

## Advertising Specifications and Requirements

### Homepage Leaderboard Ads:

728 x 60 – We can accept Flash ads but remind advertisers that these will not render on many iOS devices.

### Home Page and Feature Story sidebar ad sizes:

300 x 250 or 300 x 600 Banner Ad - Platinum, Gold, and Silver positions available  
300 x 70 Spotlight Ads

### Spotlight Ad:

JPG/PNG/GIF only, Flash not available

### Maximum File Size: 40k

For Rich Media, we can accept:

- Up to 60k for the initial load file size
- Up to 110k for the subsequent polite file load
- Up to 2.2MB for the total user-initiated download size

### Maximum Number of Loops:

3

### Animation:

Up to 15 seconds

Up to 24FPS

**Expansion:**

Not available

**In-Banner Video Units:**

Video stream may be a maximum of 2.2MB (user-initiated download)

There are no frequency caps on the video portion of banners containing streaming video; the video can play every time the user sees the banner

The user **must** click to activate progressive download streaming

Stop, State, and Mute buttons are **required**; all others are optional

Backup image required, maximum 40k

**Audio:**

Must load muted

User-initiated click only

**Ad Serving:**

We can accept 3rd party serving tags (including Rich Media)  
GIFs, PNGs, JPEGs, and SWFs (SWF files require backup JPG or GIF)

**Creative Delivery Time:**

3 Business Days for Rich Media

2 Business Days for Standard

**Flash:**

We accept Flash Versions 10 (and older), and Action Script 2 or 3

All Flash ads require backup JPG or GIF

All Flash banners require a clickTAG

The click TAG button should be on the topmost layer

Click URL cannot be embedded in the SWF

All elements with a z-index should be set to below 999997

**Example of proper clickTAG code:**

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL (clickTAG, "_blank");  
    }  
}
```

**For further information on clickTAGs, refer to:**

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

**Polite Ads:**

Polite ads must be broken down into two files:

- The alternative image (either GIF or JPG), with a 40k maximum
- The Polite portion of the ad will load after the rest of the web page finishes loading

**Note for Advertising Agencies and Media Buying Companies:**

Both websites can be integrated with today's most popular ad servers. Contact us for details.

## Advertising Placement Opportunities

The screenshot shows the Type 2 Nation website with several advertising spots highlighted by dashed lines connecting to callout boxes:

- Leaderboard**: 728 x 60. Located at the top of the page, below the navigation bar.
- Platinum**: 300 x 250 or 300 x 600. Located on the right side of the page, above the 't:slim' advertisement.
- Gold**: 300 x 250 or 300 x 600. Rotate 3. Located on the right side of the page, below the 't:slim' advertisement and above the 'ACCU-CHEK' advertisement.
- Silver**: 300 x 250 or 300 x 600. Located on the right side of the page, below the 'ACCU-CHEK' advertisement and above the 'HELP CHILDREN WITH DIABETES' advertisement.
- Spotlight Ads**: 300 x 70. 3 Slots. Located at the bottom of the page, below the 'HELP CHILDREN WITH DIABETES' advertisement.

Call Rick Jaffe for pricing at 781-608-8488