

2019 Digital Advertising Specifications

Thank you for your purchase of a **Nurse.com** product. This document will help you design the creative for the product purchased. The **Nurse.com** team will gladly assist you; so if you have any questions, please don't hesitate to contact us. Once you have finalized your creative, please submit it via email to the **Nurse.com** Sales Representative with whom you placed the order.

Employer Profile

PREMIUM

Page Title

Max 100 characters
(This is the text in the title of the browser.)

Header Image

960 x 200px
(This is the image used for the banner served across all the pages within the mini site.)

Employer Directory Listing

Max 255 characters

Logo Size

360 x 180px

Homepage Image

250 x 250px
(This image is displayed to the right of the body text on the homepage.)

Summary

Max 200 characters
(This is the h1 text that is shown on the homepage of the mini site.)

BASIC

Logo Size

360 x 180px

Format

GIF, JPG

File Size

Less than
244KB

Employer Directory Listing

Max 255 characters

Job Postings Submission Options

CUSTOMIZED FEED

We will send detailed specifications for the file types and formats that we accept, as well as FTP credentials for file transmission. RSS feeds are accepted.

JOB SCRAPING

We will scrape nursing positions from your website and post them at regular intervals.

Feed/Scrape only available with 50 posting packages or larger. Required three month or longer buy.

SELF POSTING

We will supply credentials for our recruiter dashboard which you can use to post your jobs.

Email

TARGETED EMAIL

Format

HTML

Width

Not to exceed 600px (8.333 inches)

File Size

Not to exceed 100KB

Font

Arial or Times font styles preferred

Max. Words

300; Subject Line: 35-50 characters

NOTE

- Accepted formats: Plain HTML with inline CSS— Javascript and Flash are not supported
- CSS must be inline (not within <style> or <head> tags)
- Please submit text for plain text e-cards in a Microsoft Word .DOC file
- All material is due at least 1 full week prior to the reserved release date

Email Enhancement Options

LIVE VIDEO

Click through URL

Video Clip Description:
30 characters maximum

Recommended video length: Up to 3 min

Preferred format: YouTube link

Video file can be provided if YouTube link is not available.

Accepted Video Formats: MP4, MOV (Quicktime), WMV, MPEG-4, H.264, ETC

Required Ratio: 16:9

Recommended Dimensions: 640x80

Recommended Bitrate: 2 Mbps +

LIVE SLIDERS

2-5 images for slideshow

All images must have the same dimensions

Click through URL

Accepted Format: JPEG, GIF, PNG

Dimensions: Image cannot exceed 600 pixels in width (max email width)

Images cannot have a transparent background

LIVE MAPS

Provide up to 10 addresses (Street number, street name, city, state, zip code)

Indicate 1 default address

LIVE TIMERS

Click through URL

Choose from standard sizes: 200x70, 300x100, 400x130 or 600x200

Timer expiration date & time

Expiration Image: JPEG, GIF or PNG with the same dimensions as timer

Optional: Hex codes can be provided for color customization. Customized background images can be accepted in JPEG, GIF or PNG form in same dimensions as timer

LIVE POLL

Click through URL

1 Poll Question

2 to 6 answer options

CTA for answer page: Up to 40 characters

Optional: Web hex codes can be provided for color customization.

National Newsletter

AD SIZE

Top Ad 1

265x140

Top Ad 2

265x140

Bottom Ad

540x160

Format

JPG, PDF or plain HTML with inline CSS—no flash or animated GIFs

Max File Size

100KB



Nurse.com Digital Display Advertising

NATIONAL RUN-OF-SITE

Ad Size

300 x 250px

Resolution

72 DPI

File Size

60KB Max.

Animation

Yes

Format

GIF, JPG, or SWF

NOTE

- Please provide exact Web address for linking banner ads
- The limit for animation time for all banners is 15 seconds
- Banners must have an end-frame or continuous looping
- Send only in GIF, JPG or SWF format (GIF and SWF format support animation)
- Preferred format is .GIF or .SWF
- Any borders, URLs and tracking URLs must be added to the original file
- We can only accept the finished file

Flash (Flash Version: 10 or lower)

Click Tag Instructions

1. A clickable flash object will require some Actionscript attached to it.
2. Associate the on(Release) event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger Actionscript instructions.
4. Place the 'getURL(clickTAG,"_blank");actionscript per the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through URL. The click URL is set independently in the ad server.
5. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL Actionscript function.

NOTE

- The extra parameter for the get URL function determines the forget window for the redirected content. "_blank" will generate a new browser window.

Standard Button Code:

```
on(Release)
{
getURL(clickTAG,"_blank");
}
```

- If submitting a Flash ad, please be sure to include backup GIF image as well. A default GIF will be served to browsers that do not have a compatible Flash Plug-in.

Nurse.com Targeted Network Display Advertising

(Design Recommendations)

REQUIRED AD SIZE

Medium rectangle

300x250

Leaderboard

728x90

Wide skyscraper

160x600

Large rectangle

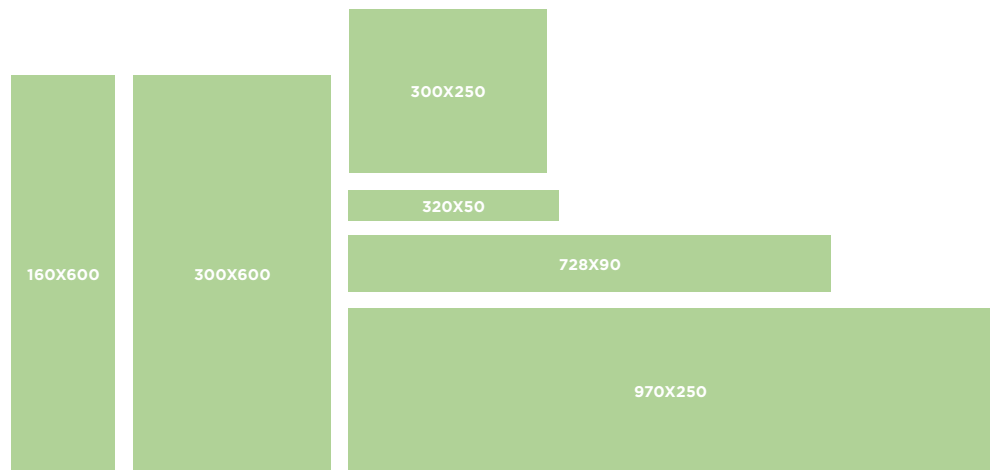
300x600

Mobile leaderboard

320x50

Billboard

970x250



OPTIONAL AD SIZES

Banner

468x60

Square

250x250

Small square

200x200

Rectangle

336x280

Skyscraper

120x600

Rectangle

180x150

Vertical banner

120x240

Button

125x125

Button 2

120x60

Additional ad sizes

300x100 and 645x60

FORMAT: JPG, GIF, OR HTML5

File size

150KB max

Animation

Animated ads are restricted to a maximum of 30 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart animation.

Border

Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.

Destination URL

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows

NOTE

Creative cannot be served through third party tags

Nurse.com Social Media Campaign Specifications (Design Recommendations)

SINGLE IMAGE

The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Recommended image size

1,200 x 628 pixels for Facebook;
1080x1080 for Instagram

Image ratio

1.9:1 for Facebook; 1:1 for Instagram

Text

90 characters

Headline

25 characters

Link description

30 characters

Your image may not include more than 20% text

CAROUSEL

Showcase 3-5 images and links within a single ad unit to direct people to specific locations on your website.

Recommended image size

600 x 600 pixels

Image ratio

1:1

Text

90 characters

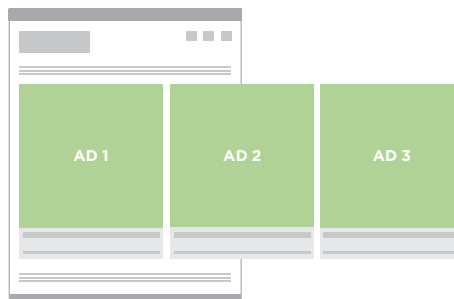
Headline

40 characters

Link description

20 characters

Your image should include minimal text



VIDEO

The recommended video and thumbnail image guidelines ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

Text

90 characters

Headline

25 Characters

News Feed description

30 characters

Aspect Ratio

16:9 or 1:1

Video

H.264 video compression, high profile preferred, square pixels, fixed frame rate, progressive scan

Format

.mp4 container ideally with leading moov atom, no edit lists

Audio

Stereo AAC audio compression, 128kbps + preferred

Video Technical Requirements

Caption length text

Text only, max 2,200 characters

Recommended Aspect Ratio

1:1 / 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16:9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen / 9:16, no pillar boxing or letter boxing

Length

120 minutes max

Thumbnail image ratio

Should match the aspect ratio of your video. Your thumbnail image may not include more than 20% text.

Minimum resolution

600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square)

File Size

Up to 4GB max

Frames

30fps max

Format

.mp4 or MOV recommended

Bitrate

No limit to bitrate file if you're using two pass encoding, as long as long as your file doesn't exceed 1 GB. Otherwise, 8 megabits per second for 1080p and 4 megabits per second for 720p.

Slideshow Design Guidelines

Use these guidelines to design a slideshow, which is a video created from static images.

Recommended News Feed image size

1,280 x 720 pixels

News Feed image ratio

16:9 (max 4:3) or 1:1

Text

90 characters (longer posts may be truncated on small screens)

Images of same size and aspect ratio are recommended to avoid cropping

Your image should include minimal text

Ad Options

PREMIUM AD

Premium ad requires all materials listed below:

Desktop Image: 1024x768 px

Mobile Image: 750x1334 px

Header Text: Up to 10 words

Desktop Text: 100-125 words

Mobile Text: 100-125 words

Call to Action Text: 2-4 words

Click Through URL

Logo: High-res PNG preferred

STANDARD AD

Standard ad requires all materials listed below:

Desktop Image: 875x650 px

Mobile Image: 750x750 px

Header Text: Up to 6 words

Desktop Text: 50-75 words

Mobile Text: 35-50 words

Call to Action Text: 2-4 words

Click Through URL

Logo: High-res PNG preferred

HIGH IMPACT AD

High Impact ad requires all materials listed below

Desktop Image: 680x580 px

Mobile Image: 750x250 px

Header Text: Up to 3 words

Desktop Text: 20-35 words

Mobile Text: 15-20 words

Call to Action Text: 2-4 words

Click Through URL

Logo: High-res PNG preferred

Ad Enhancement Options

VIDEO

Provide video link from Youtube or Vimeo

Recommended video length: Up to 3 min

SLIDE SHOW

Slideshow ad can range from 2 to 7 slides. Each slide requires:

Desktop image: 875x650 px

Mobile image: 750x750 px

Header Text: Up to 6 words

Desktop Text: 50-75 words

Mobile Text: 35-50 words

Call To Action Text: 2-4 words

Click Through URL

SHARE OPTIONS

Share options include: Facebook, Twitter, Pinterest, LinkedIn, Google+

Configured Facebook App ID must be provided for Facebook share option

LEAD CAPTURE FORM

Text: 10-15 words

Call to Action: 2-4 words

Click Through Link

Field Text: 1-2 words per field (Ex: First Name, Last Name, Email)

Up to 5 fields per Lead Capture Form

EXIT INTENT/POPUPS

Exit Intent/PopUps require all materials listed below:

Desktop Image: 800x400 px

Mobile Image: 600x400 px

Desktop text: 35-50 words

Mobile text: 20-35 words

Call to Action: 2-4 words

Click Through URL

***All images must be 300 DPI Resolution**

CONTACT

Email onlinesupport@relias.com | Phone 877.895.0560

or contact your Nurse.com sales representative for details.