

Modern  
Healthcare

# CREATIVE SPECS

Your trusted source for healthcare news,  
insights, data and analysis.

JANUARY – DECEMBER 2026



# DIGITAL SPECS

# Creative Specifications - Digital

## Masthead Unit Specs

PLATFORM	DIMENSIONS	ACCEPTED CREATIVE TYPE(S)	STATIC MAX FILE SIZE (K SIZE)	ANIMATION
Desktop/Tablet/Mobile	2560x640	GIF/JPG/PNG	1MB	15 seconds max (or 3 loops of 5 seconds)
	1200x676	GIF/JPG/PNG	1MB	8 seconds max
	2560x256	GIF/JPG/PNG	1MB	15 seconds max (or 3 loops of 5 seconds)
	1200x200	GIF/JPG/PNG	1MB	8 seconds max

\*Creatives with white backgrounds need a 1-pixel border. Final frame must include logo.

## Video Masthead Unit Specs

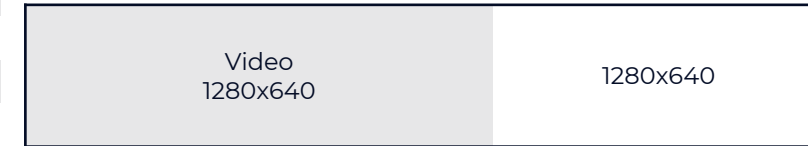
PLATFORM	UNIT DESCRIPTIONS	DIMENSIONS	ACCEPTED CREATIVE TYPE(S)	MAX FILE SIZE	3 <sup>RD</sup> PARTY
Desktop/Tablet/Mobile	Video File	1920 x 1080	MP4	3.5MB	NO
	Video Thumbnail Image	1920 x 1080	GIF/JPG/PNG	250KB	NO
	Images for Remainder of Banner Area	Desktop Open: 2560 x 640	GIF/JPG/PNG	1MB	NO
		Desktop Collapsed: 2560 x 256	GIF/JPG/PNG	1MB	NO
		Mobile Open: 1200 x 676 (Retina)	GIF/JPG/PNG	1MB	NO
		Mobile Collapsed: 1200 x 200 (Retina)	GIF/JPG/PNG	1MB	NO

### NOTES

Video File: Up to 30 seconds in length accepted

Video Thumbnail Image/Images for Remainder of Banner Area: Please be cognizant of safe areas for each image size shown in the diagrams in the next slide. Safe area (shown in white) is where your ad content (logo, images, text, CTA) can be placed. The area of the image shown in grey will be covered by the video and should be left blank in most cases.

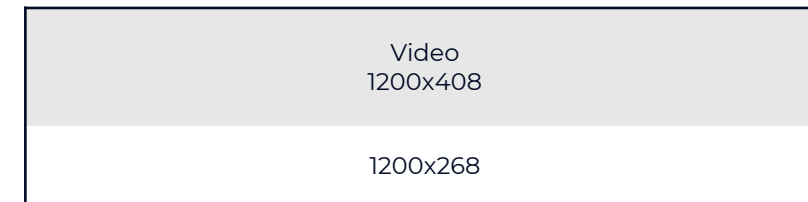
### DESKTOP OPEN



### DESKTOP COLLAPSED



### MOBILE COLLAPSED



### MOBILE COLLAPSED



# Creative Specifications - Digital

AD UNIT	WIDTH (REQUIRED)	HEIGHT (REQUIRED)	MAX INITIAL LOAD FILE SIZE (K)	HTML 5 MAX CODE SIZE	MAX ANIMATION LOOPS	THIRD-PARTY TAGS ACCEPTED	THIRD-PARTY TRACKING ACCEPTED	EXPANSION & AUDIO	IMAGE TYPE
<b>Impact Billboard</b> Desktop Mobile	1200 px 300 px	250 px 50 px	250 kb 50 kb	200 kb 15 kb	3 3	Yes Yes	Yes Yes	Available for additional fee – See Account Executive for details and specs	.jpg, .gif, png,
<b>Billboard</b> Desktop Mobile	970 px 300 px	250 px 50 px	250 kb 50 kb	200 kb 15 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,
<b>Large Leaderboard</b> Desktop Mobile	970 px 300 px	90 px 50 px	200 kb 50 kb	200 kb 15 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,
<b>Leaderboard</b> Desktop Mobile	728 px 300 px	90 px 50 px	150 kb 50 kb	200 kb 15 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,

## Implementation Details

- Ads with white backgrounds are required to have a dark, one-pixel border around each frame.
- HTML 5 ads must be third-party served.
- No Retargeting or Data Collection cookies or px are to be used without Modern Healthcare’s explicit permission. Violation of this policy will result in a \$10,000 fine or a 200% campaign surcharge – whichever fee is higher.

# Creative Specifications - Digital

AD UNIT	WIDTH (REQUIRED)	HEIGHT (REQUIRED)	MAX INITIAL LOAD FILE SIZE (K)	HTML 5 MAX CODE SIZE	MAX ANIMATION LOOPS	THIRD-PARTY TAGS ACCEPTED	THIRD-PARTY TRACKING ACCEPTED	EXPANSION & AUDIO	IMAGE TYPE
<b>Medium Rectangle</b> Desktop Mobile	300 px 300 px	250 px 250 px	150 kb 150 kb	200 kb 200 kb	3 3	Yes Yes	Yes Yes	Available for additional fee – See Account Executive for details and specs	.jpg, .gif, png,
<b>Half Page</b> Desktop Mobile	300 px 300 px	600 px 250 px	150 kb 150 kb	200 kb 200 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,
<b>Enhanced Interstitial</b> Desktop Mobile	970 px 300 px	550 px 250 px	200 kb 150 kb	200 kb 200 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,
<b>Interstitial</b> Desktop Mobile	640 px 300 px	480 px 250 px	200 kb 150 kb	200 kb 200 kb	3 3	Yes Yes	Yes Yes		.jpg, .gif, png,

### Implementation Details

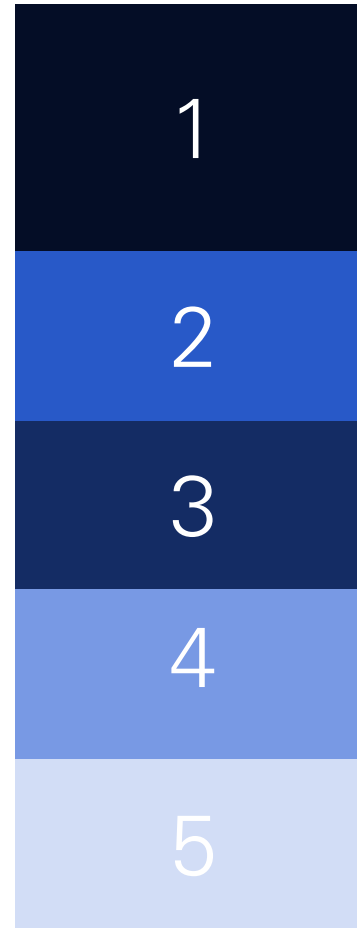
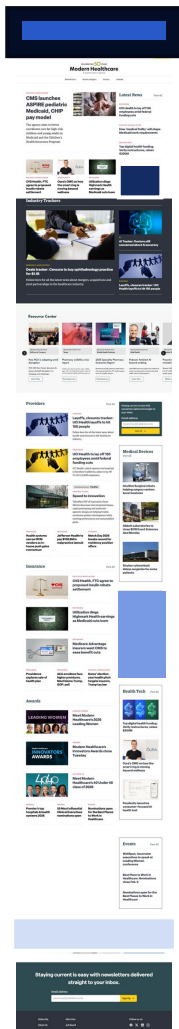
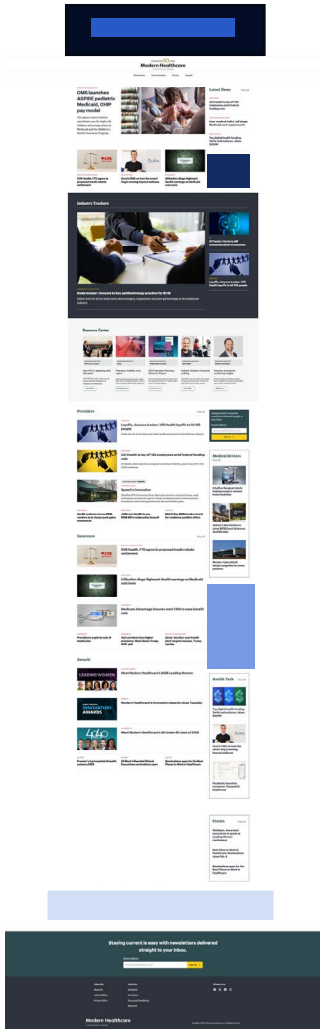
- Ads with white backgrounds are required to have a dark, one-pixel border around each frame.
- HTML 5 ads must be third-party served.
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# Creative Specifications - Digital

## Desktop

## Tablet

## Mobile



## Masthead/Masthead Video

D: 2560 x 640  
 D: 2560 x 256  
 M: 1200 x 676  
 M: 1200 x 200

## Leaderboard

D: 728w x 90h  
 M: 300w x 50h

## Medium Rectangle

D: 300w x 250h  
 M: 300w x 250h

## Half Page

D: 300w x 600h  
 M: 300w x 250h

## Leaderboard

D: 728w x 90h  
 M: 300w x 50h

# Creative Specifications – Digital Ad Layouts

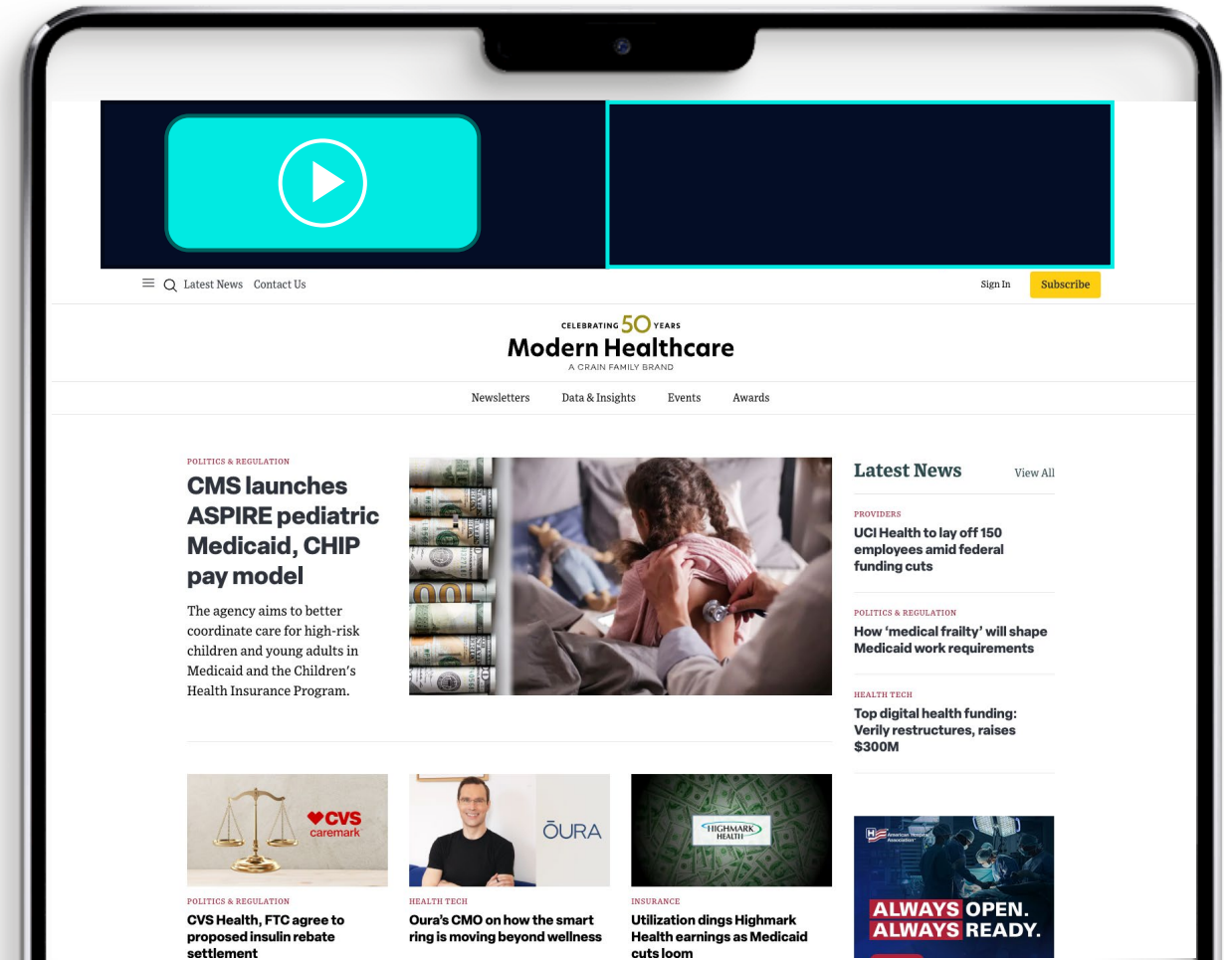
## Masthead/Masthead Video

D: 2560 x 640

D: 2560 x 256

M: 1200 x 676

M: 1200 x 200

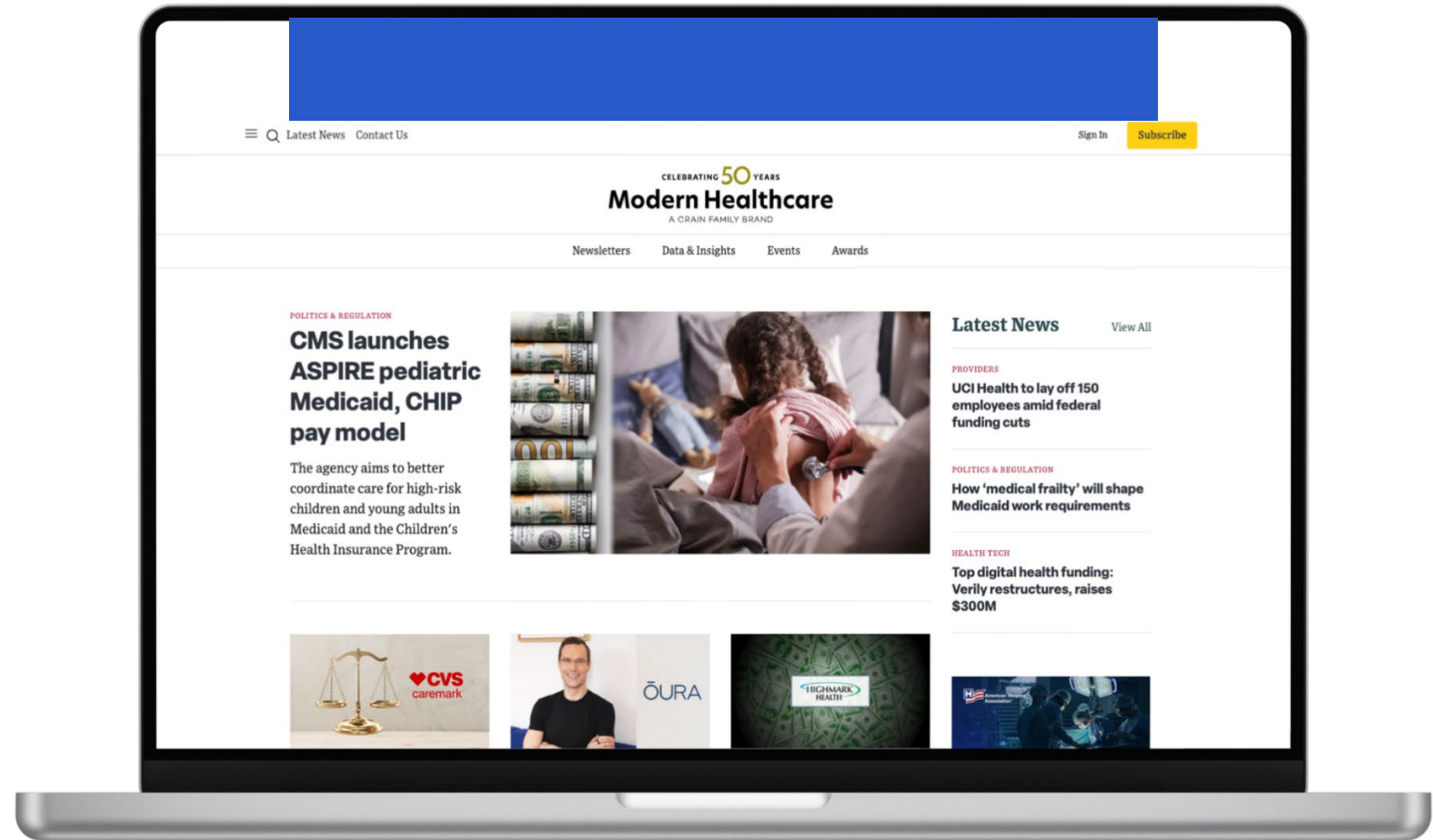


# Creative Specifications – Digital Ad Layouts

## Leaderboard

D: 728W x 90H

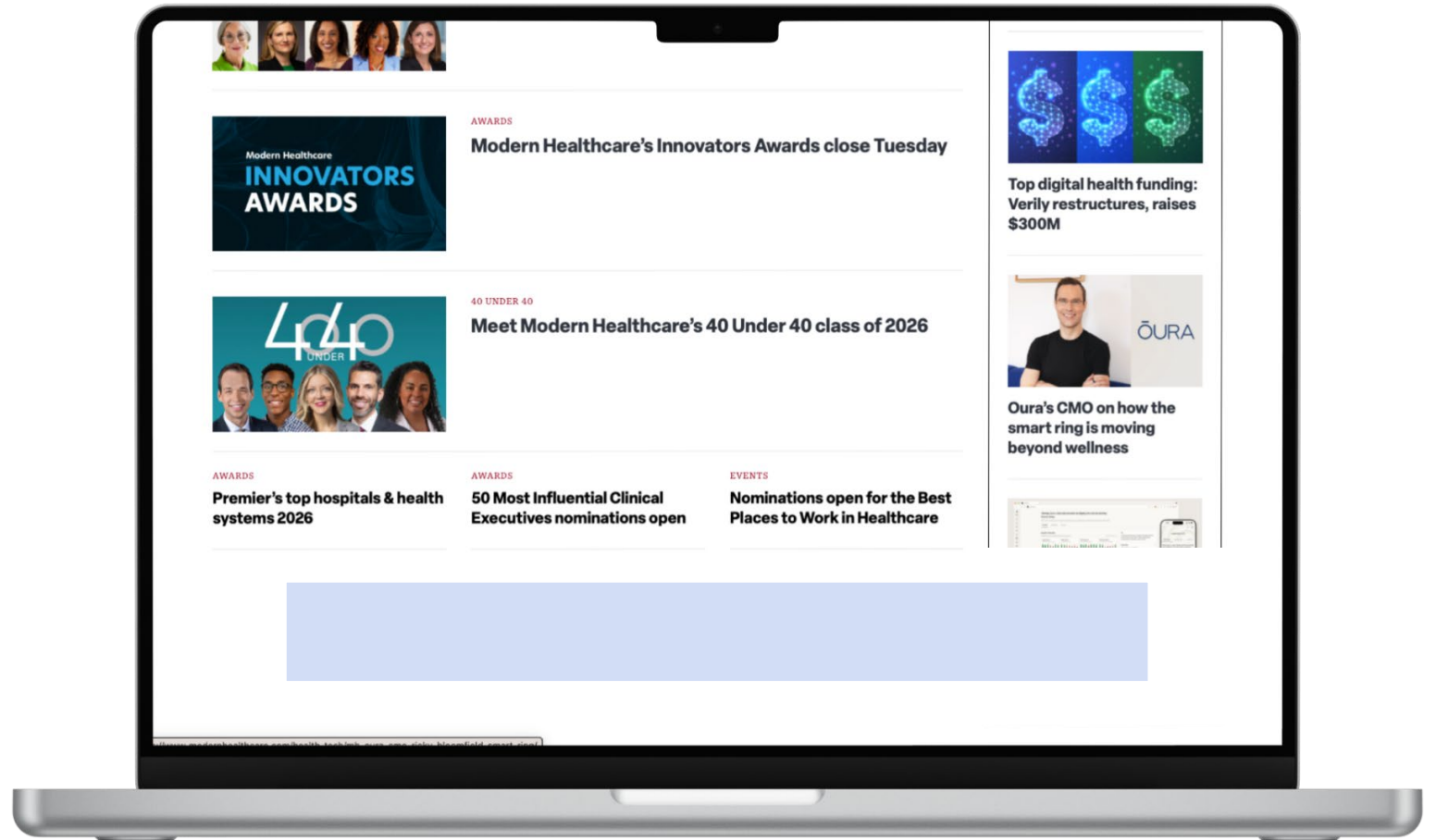
M: 300W x 50H



# Creative Specifications – Digital Ad Layouts

## Leaderboard

D: 728W x 90H  
M: 300W x 50H



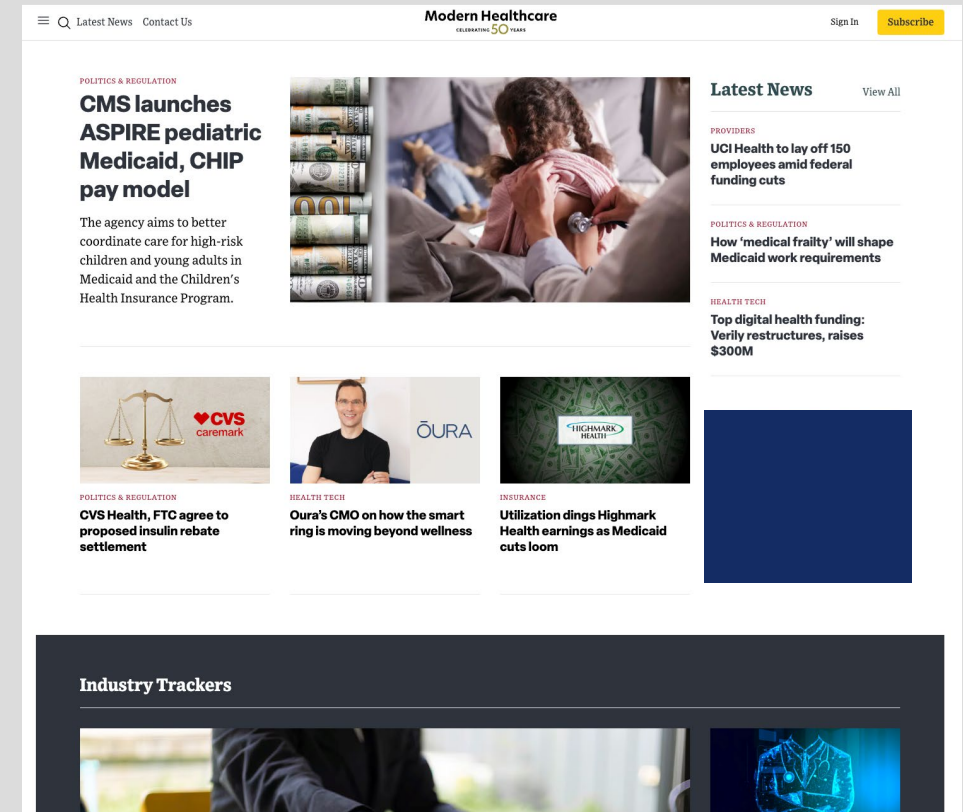
# Creative Specifications – Digital Ad Layouts

## Medium Rectangle

D: 300W x 250H

M: 300W x 250H

## Modern Healthcare

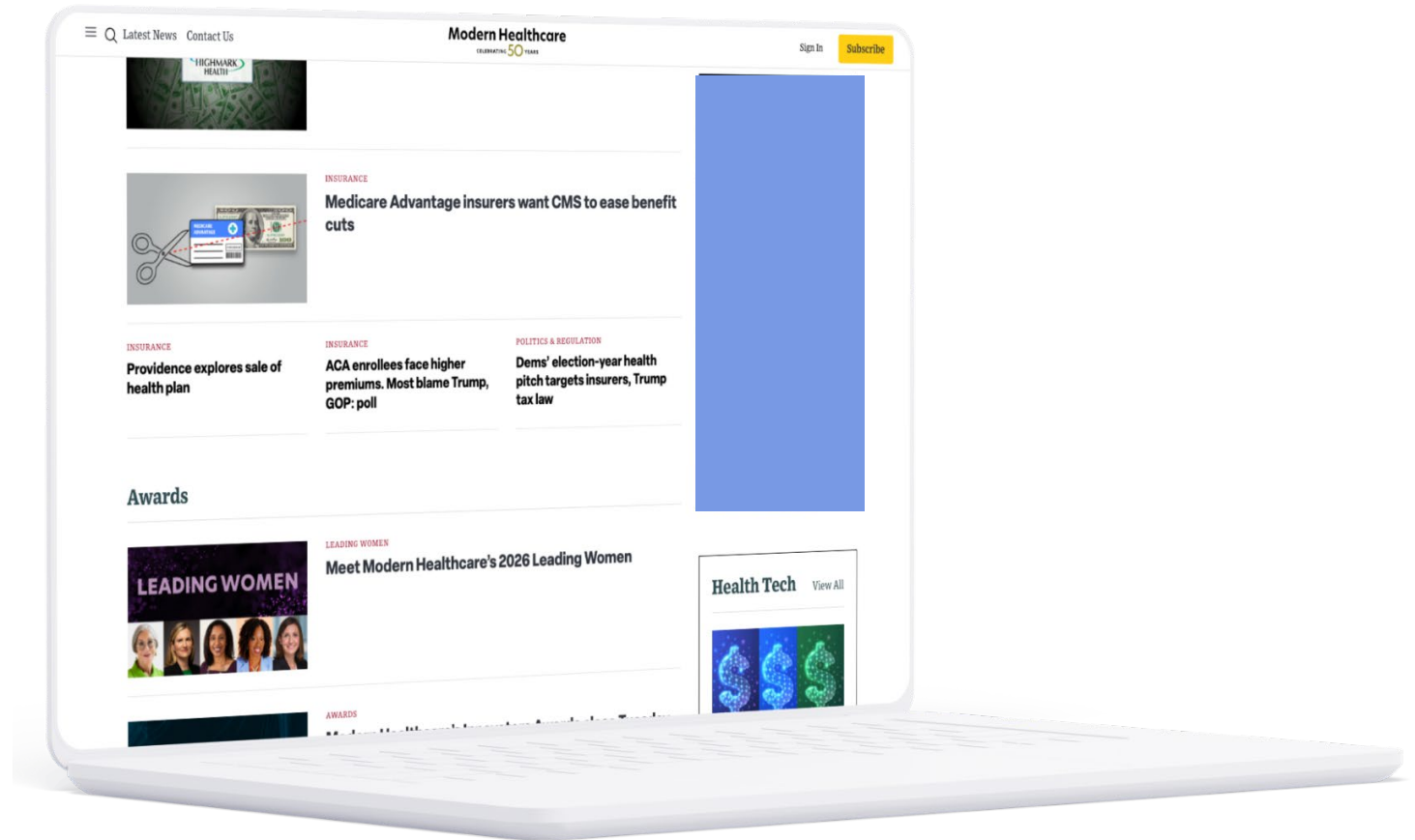


# Creative Specifications – Digital Ad Layouts

## Half Page

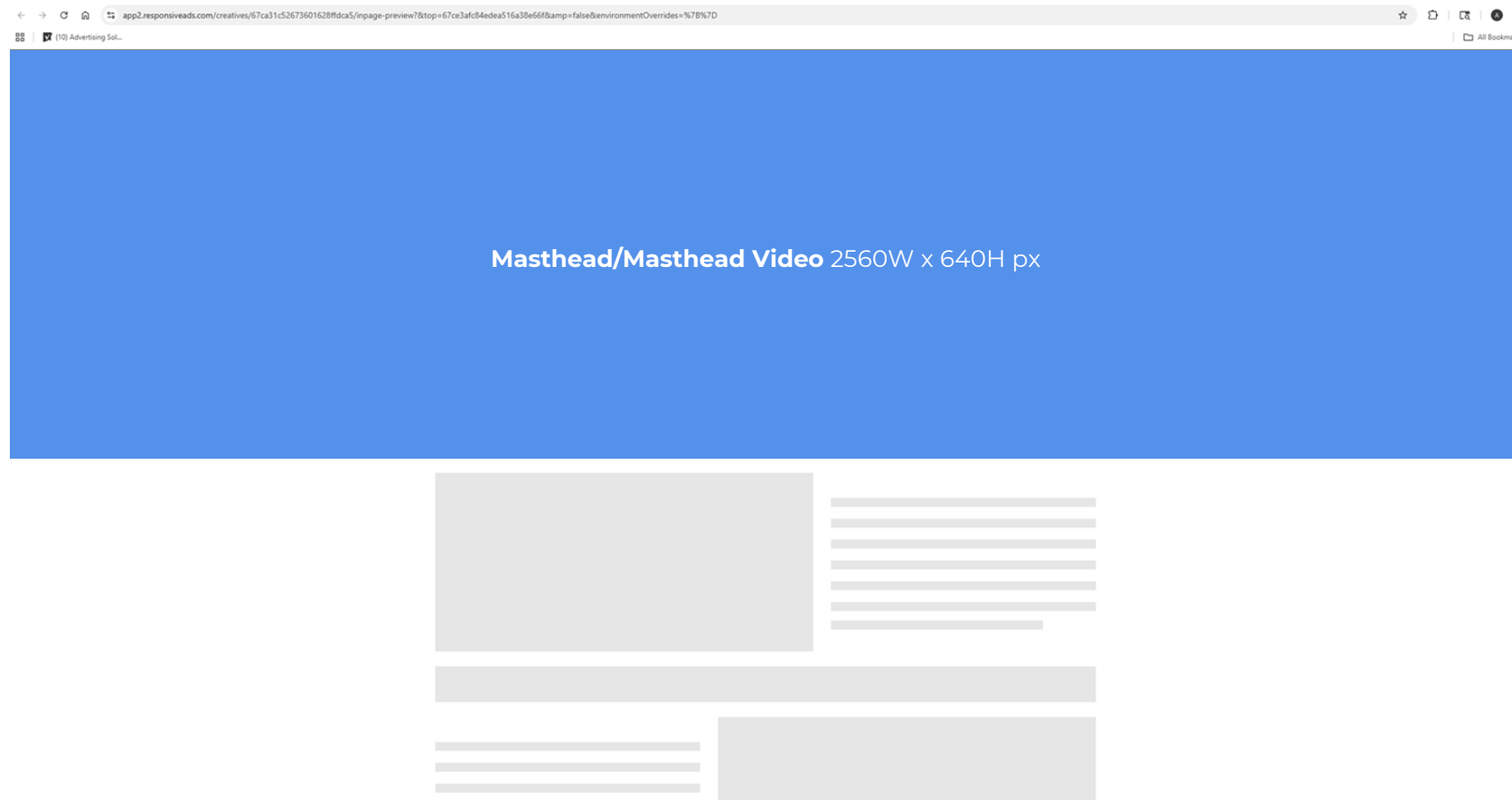
D: 300W x 600H

M: 300W x 250H



# Digital Advertising: High Impact

**Masthead/Masthead Video** 2560W x 640H, 2560W x 256H px (Desktop) 1200W x 676H, 1200W x 200H px (Mobile)



# Digital Advertising: Display

**Large Leaderboard** 970W x 90H px  
(Desktop) 300W x 50H px (Mobile)

**Leaderboard** 728W x 90H px  
(Desktop) 300W x 50H px (Mobile)

**Half Page** 300W x 600H px  
(Desktop & Mobile)

**Medium Rectangle** 300W x 250H px  
(Desktop & Mobile)

Large Leaderboard 970W x 900H px

Leaderboard 729W x 90H px



The image displays four website mockups for Modern Healthcare, each illustrating a different digital advertising format. Each mockup includes a navigation bar with 'Sign In' and 'Subscribe' buttons, and a main content area with a 'Latest News' section and several article thumbnails. The ad placements are as follows:

- Large Leaderboard:** A blue banner at the top of the page with the text 'Large Leaderboard 970W x 900H px'.
- Leaderboard:** A blue banner below the navigation bar with the text 'Leaderboard 729W x 90H px'.
- Half Page:** A large blue rectangular ad on the right side of the page with the text 'Half Page 300W x 600H px'.
- Medium Rectangle:** A blue rectangular ad on the right side of the page, below the half-page ad, with the text 'Medium Rectangle 300W x 250H px'.



# Creative Specifications - Digital

## Rich Media

We accept JavaScript, HTML and others (please inquire). All expenses related to serving third-party, rich media ads will be the responsibility of the advertiser. Some rich media banner formats require submission from an established rich media vendor in these situations additional fees will be applied to the advertiser.

## Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the digital presentation will feature a “Sponsored Content” heading.

## Pre-/Post Roll Video

File Type	.mp4
Dimensions	Minimum 480x360 (4:3 full screen or 16:9 wide screen)
Max Time	15 seconds
Max File Size	10 MB

# Creative Specifications - Digital

## Implementation Details

Static Images only .jpg, .gif, .png.

Ads with white backgrounds are required to have a dark, one-pixel border around each frame.

## Deadlines & Rules

All material must be submitted to AdOps-mh@crain.com at least 5 days prior to campaign start. Advertiser may change any ads and URL at any time providing 5 business days notice. No retargeting or data collection cookies or pixels are to be used.

## Ad Submissions

Send digital media and proofs to: AdOps-MH@crain.com

## Email Newsletters

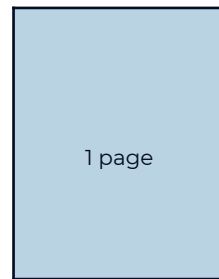
AD UNIT	WIDTH (REQUIRED)	HEIGHT (REQUIRED)	MAX INITIAL LOAD FILE SIZE (K)	THIRD-PARTY TAGS ACCEPTED	THIRD-PARTY TRACKING ACCEPTED	AUDIO	IMAGE TYPE
Leaderboard	728 px	90 px	150 kb	No	Click Tracking	No	.jpg, .gif, png,
Medium Rectangle	300 px	250 px	150 kb	No	Click Tracking	No	.jpg, .gif, png,

# MAGAZINE SPECS

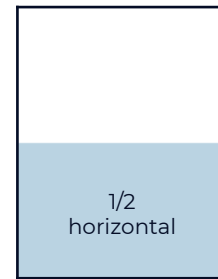
# Creative Specifications - Print

<b>PUBLICATION TRIM SIZE</b>	8 1/8 x 10 7/8 (width x height inches)
<b>UNTRIMMED SIZE</b>	8 3/8 x 11 1/8 (width x height inches)
<b>PRINTING</b>	Heat-Set Web Offset
<b>BINDING</b>	Perfect
<b>PAPER STOCK</b>	45 lb. satin
<b>LINE SCREEN</b>	120-Line Screen Recommended
<b>NON-BLEED LIVE AREA</b>	7 x 10
<b>COLUMN WIDTH</b>	Page 3 has 3 columns; each is 2 3/16 wide
<b>FULL-BLEED SPREAD</b>	16 1/2 x 11 1/8 (width x height inches)
<b>GUTTER-BLEED SPREAD</b>	15 1/8 x 10 (width x height inches)

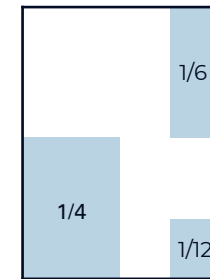
Live matter should be kept 1/4" from the trim and 1/8" from the gutter.  
Allow 1/8" trim for head, foot and face bleed and 1/8" rough cut in the gutter for perfect binding.



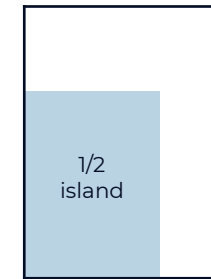
**Full page trim size:**  
8 1/8 x 10 7/8  
bleed size:  
8 3/8 x 11 1/8  
live area:  
7 x 10



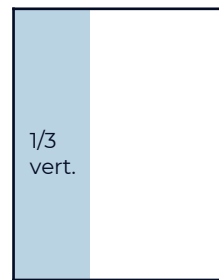
**1/2 page horizontal size:**  
7 x 4 7/8



**1/4-page size:**  
3 3/8 x 4 7/8  
**1/6-page size:**  
2 3/16 x 4 7/8  
**1/12-page size:**  
2 3/16 x 2 1/2



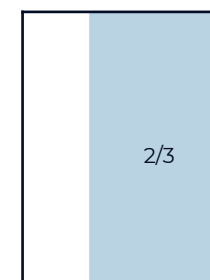
**1/2-page island size:**  
4 1/2 x 7 1/2



**1/3-page vertical size:** 2 3/16 x 10



**1/3 page horizontal size:**  
4 1/2 x 4 7/8



**2/3-page size:** 4 1/2 x 10



**1/2-page vertical size:** 3 3/8 x 10

# Creative Specifications - Print

## Color Proofs

- Advertisements supplied to Modern Healthcare without an acceptable color proof will be printed to SWOP standards. The printer and/or publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.
- Preferred proofs are Iris or Kodak. Approvals should be prepared 5%–7% heavier than the file to simulate press gain and ink coverage to our web offset press.
- Color lasers or low-quality ink-jet prints are not acceptable for color guidance.
- Recommended proofing stock is a 60 lb. basis weight of 70 (nominal) brightness.

## PMS Inks or Pre-Mixed Inks

PMS inks or pre-mixed inks require dedicated print units and will be billed at matched color rate.

## Pre-Press Specifications

- All advertising should be provided in a digital format.
- Required format for black-and-white or four-color digital advertisement is high-resolution Adobe Acrobat PDF of PDF-X/1a file format with all fonts and images embedded.
- Embedded images must be a minimum of 266 ppi (px per inch).
- Color images must be CMYK.
- All fonts (either PostScript or TrueType) must be embedded.
- Files containing RGB or LAB images will not be accepted.

# Creative Specifications - Print

## Four-Color Process

The reproduction quality of four-color advertisements printed in Modern Healthcare will depend largely on the quality of the supplied digital files and proofs. To assist our printer in obtaining a good press match on a web offset press, it is important to follow these general industry guidelines when preparing files and proofs:

- 120-line screen is recommended (not to exceed 133-line screen)
- Maximum density should not exceed 300% in any one area with one solid color
- Reverse lettering in four-color advertisements should be spread with the dominant color forming the shapes of the letters (thin lines, serifs, and small and midsize lettering should be restricted to one color only)
- Use AAAA / ABM / MPA – recommended standards for process ink color formulations
- Proofing progression of colors should correspond to the Modern Healthcare printing press: black, blue, red and yellow
- Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions

## Custom Content & Advertorial Specifications

For advertising that looks “editorial” in nature, the type fonts must be substantially different from the fonts used in Modern Healthcare headlines, display type and body type. An editorial-looking ad requires a prominent heading at the top of the page identifying it as an ADVERTISEMENT or SPECIAL ADVERTISING SECTION / SUPPLEMENT or SPONSOR CONTENT. A border around the page is also suggested to help distinguish the ad from Modern Healthcare’s editorial content.

## Insertion Orders / Space Reservation

Insertion orders should be sent via fax or email to your Account Executive or email: [sales@modernhealthcare.com](mailto:sales@modernhealthcare.com)

## Print Ad Submission

All print material must be uploaded to: [ads.crain.com](http://ads.crain.com)  
Materials are due 10 days prior to campaign start.

# Creative Specifications - Print

## Insert Requirements

To ensure that furnished inserts meet the publication’s mechanical requirements and postal regulations, samples or mockup dummies must be submitted on the specified paper stock. Paper stock, mockup representing design and copy must be approved by Modern Healthcare’s production manager prior to scheduling insertion date. A minimum of 10% spoilage is also required.

For inclusion in the digital edition of Modern Healthcare, all advertisers who provide furnished inserts will also need to supply a PDF of insert to printops-MH@crain.com.

### Full-Size Insert Dimensions

Single page: 8 3/8” x 11 1/8”

This allows 1/8” trim on all sides. Printed matter should be positioned accordingly.

### Tipped Inserts

Min. size: 5 1/2” x 6 1/2”

Max. size: 7 7/8” x 11 1/8”

Trim is taken on the top, facing edge and bottom on the maximum-size insert.

## Insert Specifications

A full-size insert conforms to exact trim size of publication after trimming and does not include folds, attachments or die-cut areas. Undersized inserts should be supplied finished and pre-trimmed to desired size. If the insert’s type of paper, material or format creates mechanical difficulties that result in abnormal bindery expense, such additional expense will be billed to the advertiser. This charge will be quoted in advance and is not commissionable.

## Maximum Paper Weight

Maximum paper weight limitations are imposed for the convenience of readers and to prevent problems that may occur in binding or mailing operations. Maximum paper weights are based on type of paper and number of pages. Weights to the right are 25” x 38” basis.

Insert Pages	Coated Text Max Weight	Uncoated Text Max Weight
1, 2 or 4 pages	80 lb.	80 lb.
5-8 pages	70 lb.	70 lb.
9-16 pages	70 lb.	60 lb.
17 pages or more	60 lb.	60 lb.

# TERMS & CONDITIONS

# Terms & Conditions

**Print** | All print material must be uploaded to ads.crain.com at least 10 days prior to campaign start. If advertising material is not received by materials deadline (10 business days) of contracted scheduled start date then advertiser will be charged for advertising space. Proofs are required for all supplied ads. The printer and/ or publisher cannot be held responsible for complaints when files are submitted without a proof. No positioning requests will be guaranteed without paid or merchandised premium.

**Digital** | If advertising material is not received by materials deadline of contracted scheduled start date then advertiser will be charged for advertising space beginning with original scheduled start date regardless if advertisement is live. Extensions for missed run dates will not be provided unless Modern Healthcare receives notification 5 days prior to materials deadline. Rescheduling will be based on availability. All material must be submitted to AdOps-mh@crain.com at least 5 days prior to campaign start. Advertiser may change any of its ads and URL at any time, providing 5 business days are given as notice for the change. Sponsored content postings are due to publisher at least 10 business days before publish date. Online ads that are part of a sponsorship package such as an event, award program or special sponsorships are non-cancelable and must abide by scheduled dates. Real time tracking of your online advertising is provided with password access through Crain Communications. No retargeting or data collection cookies or pixels are to be used. Violation of this policy will result in a fine. Please set up all 3rd party reporting access under the following email address AdOpsReporting@crain.com

**Webinars** | Webinars cannot be cancelled or moved 10 weeks prior to event date: Advertisers will be short-rated if the webinar is canceled or postponed and deliverables have already been provided by Modern Healthcare. The short rate will equate to the value of the deliverables provided by cancellation/date change. Modern Healthcare will request users registration and/or downloading advertiser's materials to provide consent to allow advertisers to send them information and materials relevant to the event or advertiser's products. However, Modern Healthcare will only provide user personal contact information (such as email address, name, title, etc.) if Modern Healthcare is able to do so under applicable country laws and regulations (including CAN-SPAM, CASL and GDPR). Advertiser agrees that it will comply with all applicable laws and regulations on any use of the contact information including offering an opt-out option on all e-mail messages send to a contact. Further, any email communications sent to contacts must be relevant to the content which the consent was given. If a contact has not engaged with advertiser within a reasonable period of time from the date that a contact's personal data was provided, the advertiser will cease all e-mail communications to that contact and delete that contact's personal data. No personal data provided by either party under this Agreement may be shared or transferred to any third parties. Invoices are dated the last day within the month of webinar date and are payable upon receipt in U.S. funds drawn on a U.S. Bank.

**Modern Healthcare Content Studio Custom Programs** | Licensed Use and Data Ownership: All reports, data provided and works performed or created under this Agreement (the "Deliverables") are part of the Services and advertiser shall retain the copyright, trademark, patent, and all other intellectual property rights. When using the Deliverables for any purpose, advertiser can identify Modern Healthcare Content Studio as the source and include any disclaimers and copyright notices reasonably requested by Modern Healthcare. Advertiser shall not modify the Deliverables, or any portion thereof, in any way to change the material findings or substance of the Deliverables. Modern Healthcare shall retain sole ownership of its business methods, designs, templates, websites, newsletters, and modifications, enhancements or improvements not specifically created advertiser under this Agreement or as a result of Modern Healthcare general services under this Agreement. Fees: 50% due within 30 days of signing; balance due upon completion. Cancellation: Custom programs cannot be terminated once the content kick-off call takes place. Move Policy: If advertiser, requests a delayed release date within 30 days of the original targeted release date, advertiser will not incur a fee. If advertiser requests a delayed release date more 30 days from the original targeted release date, advertiser will incur a move fee equivalent to 20% of the fixed fee referenced above. Modern Healthcare reserves the right to assign a new date based on other obligations and existing advertiser commitments. If no date is available within 90 days of the original scheduled release date after reasonable efforts by Modern Healthcare and advertiser to reschedule at a mutually acceptable time, Modern Healthcare reserves the right to provide non-Content Studio advertising with equivalent value.

# About Crain Communications

Crain Communications is one of the largest privately held media companies in the U.S. with 20 leading business, trade and consumer publications in North America, Europe and Asia. The organization's 650+ employees in 10 locations produce trusted and relevant news, lead generation, research and data products, custom publishing, and events that contribute to the success of its millions of readers and its clients.

**For more information, visit [crain.com](https://www.crain.com)**

## The Crain Code

### Our Vision

We aspire to earn the trust and loyalty of our audiences by employing top talent to deliver exceptional journalism, information and solutions.

### Our Purpose

We act as one team to serve our audiences. As experts in our field, we empower success through the indispensable content we create, solutions we develop and communities we cultivate.

### Our Values

**Collaboration:** Openness to diversity of thought, ideas, background and experiences will drive shared success for all.

**Respect:** Create a safe, diverse and fun environment for all colleagues. Be both hungry and humble.

**Accountability:** Be a leader. Hold one another to high standards to continually improve performance, both company and individual.

**Integrity:** Do the right thing — be fair and unbiased.

**Innovation:** Be curious. Find ways to achieve our goals — and meet our audience needs — more effectively and efficiently.

# SALES INFORMATION

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