

WILEY

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Wiley Online Library

Advertising specifications

October 2023



Wiley Online Library Advertisement Specifications

Wiley Online Library (WOL) is one of the world's most heavily-trafficked online resources for scientific, medical and scholarly content. Each of Wiley's 400+ healthcare and life science print journals has a section on WOL. Each section hosts current and archived journal articles as well as online-only articles. Some Wiley journals do not publish in print so that their section on WOL is the only place their target audiences can consume their content.

<https://onlinelibrary.wiley.com/>

Digital Ad Serving Platform

Wiley Google Ad Manager (GAM) to traffic digital ads.

Creative Dimensions

A) Leaderboard: 728x90

B) MPU: 300x250

*1x1 pixel border for creative with white or light background.

File Types Accepted

Third-party tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from Google Ads

Certified Vendors found here:

<https://goo.gl/1bjSmc>

Max File Size

100 KB (Max Initial File Size); 200KB (Subsequent Max User Initiated File Size); 2.2MB (Subsequent Max Additional User-Initiated File Size, ex: Streaming Video)

Submission Lead Time

Ad creatives must be submitted based on the schedules outlined below to enable thorough production and testing. Third-party ads must be live at time of submission.

Standard & Native Ads:

5 business days prior to launch

Standard & Rich Media Ads

(Third-Party Served):

5 business days prior to launch

Rich Media Ads:

0 business days prior to launch

Frequently Asked Questions

Can creatives be animated?

Yes, please note that some titles have restrictions on the offering and the creative is subject to partner and publisher approval.

Do you accept rich media creatives?

Yes. Guidelines are as follows:

Max frame rate is 24 FPS, max looping is 3

Audio must be user initiated

Max animation length 15 seconds

Controls: "Close X," Play, Pause, Rewind, Volume. Font is 16 pt

*Additional guidelines: <https://goo.gl/19kaMr>

Do you accept third-party tags?

Yes, third-party ad tags are accepted and encouraged for Rich Media creatives. <https://goo.gl/1bjSmc> HTML5 requirements:

<https://goo.gl/ZMprRt>

Do you accept flash creatives?

No. This format is no longer supported

Do you accept rich media creatives with multiple clickTags?

Yes. Rich Media creatives leveraging more than one clickTag can be accommodated with HTML5 or through 3rd party tags

Do you permit expandable creatives?

No. We are making changes to the ad option. It will be re-introduced at a later date.

Leaderboard: 728x90

Base Ad Unit Specifications

Dimensions: 728x90 (as applicable mobile: 320x50 / 300x50)

Max file size: 150 KB

*1x1 pixel border for creative with white or light background

Expansion Specifications *3rd party/HTML5 usage

Expansion Direction: Downwards

Max Initial File Dimensions: 728x90

Max Initial File Load: 150 KB

Subsequent Max Polite File Dimensions: 728x90

Subsequent Max Polite File Load: 300 KB

Subsequent Max User Initiated File Dimensions: 728x310

Subsequent Max User Initiated File Load: 2.2 MB

(Unlimited for Streaming Video)

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>

The Interactive Advertising Bureau (IAB) is an advertising business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry. The IAB provides the following HTML5 Guidelines for Ad Designers & Creative Technologists: <http://www.iab.net/html5>. For definitions of terms see: https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf.

Click-Through URLs

Required for all creative files provided. (GIF, JPG, PNG)

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames per Second

24 FPS Max

File Types Accepted

Click Tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from Google Ads certified vendors found here: <https://goo.gl/1bJSmc>

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Contact: OnlineAdTraffic@wiley.com

MPU: 300x250

Base Ad Unit Specifications

Dimensions: 300x250

Max file size: 150 KB

*1x1 pixel border for creative with white or light background

Expansion Specifications **3rd party/HTML5 usage*

Max Initial File Dimensions: 300x250

Max Initial File Load: 150 KB

Subsequent Max Polite File Dimensions: 300x250

Subsequent Max Polite File Load: 300 KB

Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

File Types Accepted

Click Tags (preferred)

GIF, JPG & PNG

HTML5 <https://goo.gl/QY0EMJ>

Third-party tags from DFP certified vendors found here: <https://goo.gl/1bJSmc>

Click-Through URLs

Required for all creative files provided. (GIF, JPG, PNG)

Animation/Looping

3 loops or 15 seconds (whichever happens first)

Frames per Second

24 FPS Max

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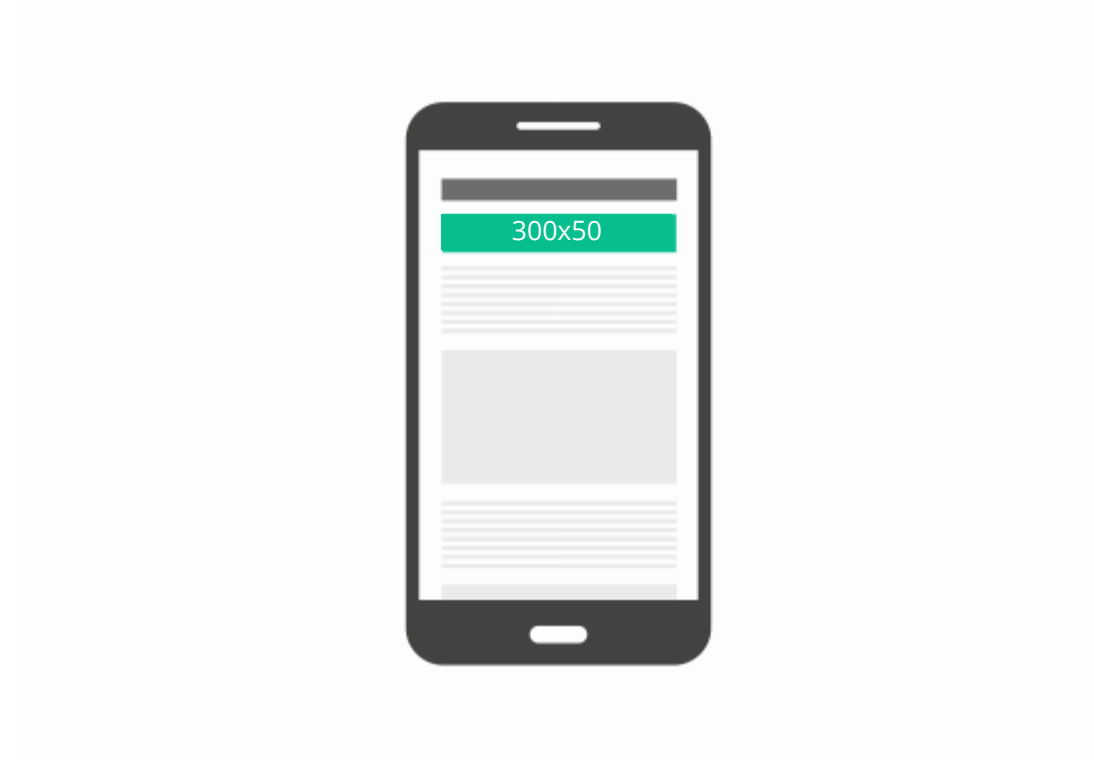
Mobile Banner: 300x50 (WOL and Partners)

Base Ad Unit Specifications

- Dimensions 300x50
- Max File Size: 50 KB
- 1x1 pixel border for creative with white or light background
- Max Initial File Dimensions: 300x50
- Max Initial File Load: 50 KB
- Subsequent Max Polite File Dimensions: 300x50
- Subsequent Max Polite File Load: 100 KB
- Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

HTML5 Guidelines

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Mobile Leaderboard: 320x50 (WOL and Partners)

Base Ad Unit Specifications

- Dimensions 320x50
- Max File Size: 50 KB
- 1x1 pixel border for creative with white or light background
- Max Initial File Dimensions: 320x50
- Max Initial File Load: 50 KB
- Subsequent Max Polite File Dimensions: 320x50
- Subsequent Max Polite File Load: 100 KB
- Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

HTML5 Guidelines

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eTOC MPU: 300x250

Base ad unit specifications

Dimensions: 300x250

Max file size: 200 KB

File types accepted

GIF, JPG & PNG

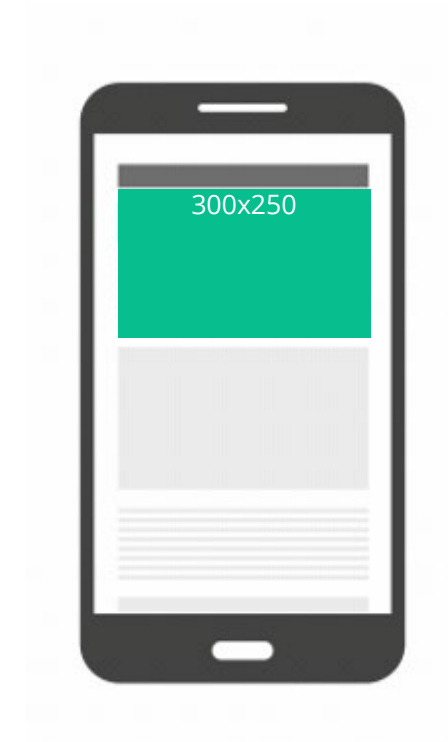
**No 3rd Party or HTML5 tags accepted*

Click-through URLs

Required for all creative files provided. (GIF, JPG, PNG)

Animation/looping

No animation permitted in WOL eTOCs. Creative display must be static



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Wiley ePDF article advertisement

Wiley ePDF advertisements specifications:

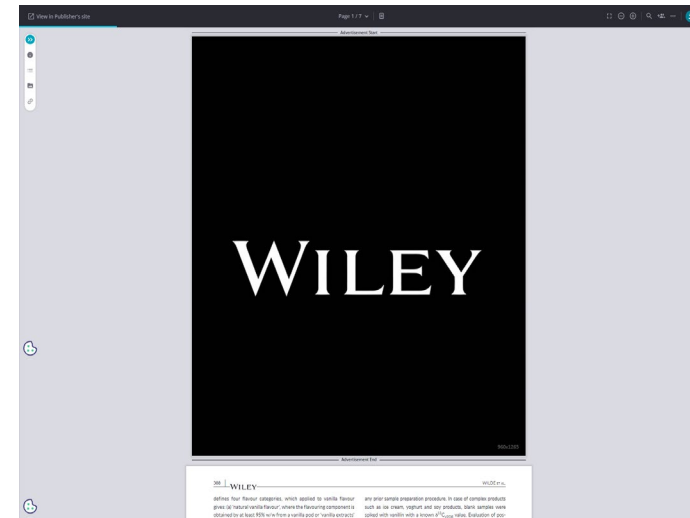
	Ad Unit	Sizes
Desktop	Full Page	960x1265
	Billboard	970x250
	16x9 - X-large	1280x720
	16x9 - Large	1067x600*
	16x9 - Standard	960x540
Mobile	MPU	300x250
	Full screen - Mobile	320x480*

*Optimum display and user experience.

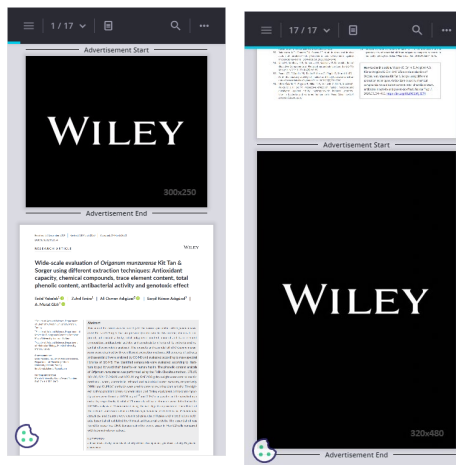
Total extracted file size for Google Ad Manager not to exceed 1mb for HTML5 zip upload.



16:9 Large - 1067x600



Full Page - 960x1265



Mobile Units



16:9 X-Large - 1280x720

Contact: OnlineAdTraffic@wiley.com

ePDF: Full Page

Base Ad Unit Specifications

Dimensions:

Top Position: Full Page (960x1265)

Max File Size: 300 KB

Max Initial File Load: 300 KB

Subsequent Max Polite File Load: 600 KB

Subsequent Max User Initiated File Load: 2.2 MB

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>

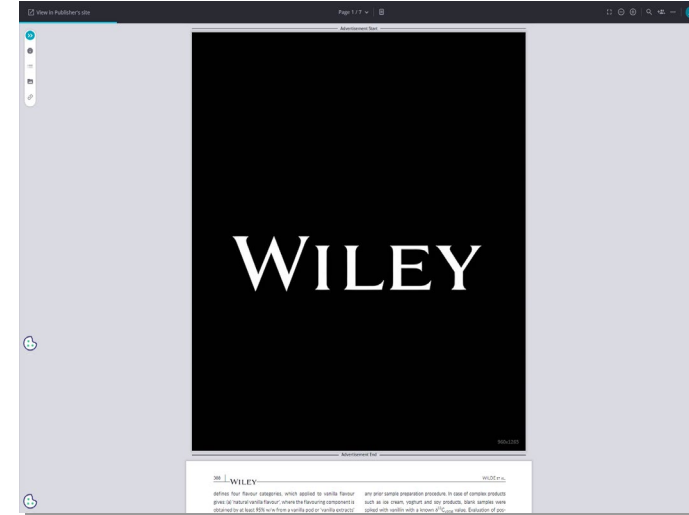
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Total extracted file size for Google Ad Manager not to exceed 1mb for HTML5 zip upload.



Full Page – 960x1265

ePDF: Billboard

Base Ad Unit Specifications

Dimensions:

Bottom Position: **Billboard** (970x250)

Max File Size: 250 KB

Max Initial File Load: 250 KB

Subsequent Max Polite File Load: 500 KB

Subsequent Max User Initiated File Load: 2.2 MB

HTML5 Guidelines

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ePDF: 16x9

Base Ad Unit Specifications

Dimensions:

Top Position: 16x9 Large (1067x600) *

Bottom Position: 16x9 X-Large (1280x720)

16x9 Standard (960x540)

Max File Size: 300 KB

Max Initial File Load: 300 KB

Subsequent Max Polite File Load: 600 KB

Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

HTML5 Guidelines

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Total extracted file size for Google Ad Manager not to exceed 1mb for HTML5 zip upload.



16:9 Large - 1067x600



16:9 X-Large - 1280x720

ePDF Mobile

Base Ad Unit Specifications

Dimensions:

Top Position: MPU (300x250)

Bottom Position: 320x480

Full Screen: 320x480 *

Max File Size: 50 KB

Max Initial File Load: 50 KB

Subsequent Max Polite File Load: 100 KB

Subsequent Max User Initiated File Load: 2.2 MB (Unlimited for Streaming Video)

HTML5 Guidelines

HTML5 requirements: <https://goo.gl/rYMVcf>

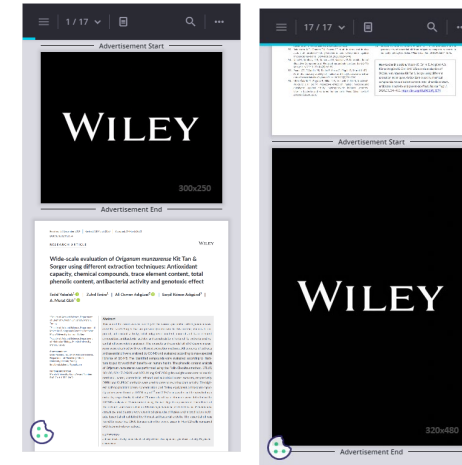
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Mobile Units

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