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Wiley Online Library

Advertising specifications

April 2024

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 Some Wiley journals do not publish in print so that their section on WOL is the only place their target audiences can consume their content.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.
All ad sizes are presented width x height, in pixels.

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:
10 business days prior to launch

Frequently Asked Questions

Can creatives be animated?
Yes, please note that some title 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.

Contact: OnlineAdTraffic@wiley.com

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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)

File Types Accepted
GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ
Third-party tags from Google Ads certified vendors found here: https://goo.gl/1bJSmc

Click-Through URL
Required for all creative file types

Animation/Looping
3 loops or 15 seconds (whichever happens first)

Frames per Second
24 FPS Max

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: https://www.iab.com/guidelines/html5/
- IAB definitions of terms: https://www.iab.com/wp-content/uploads/2019/04/IABNewAdPortfolio_LW_FixedSizeSpec.pdf.

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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
GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ
Third-party tags from Google Ads certified vendors found here: https://goo.gl/1bJSmc

Click-Through URL
Required for all creative file types

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)

File Types Accepted

GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ
Third-party tags from Google Ads certified vendors found here: https://goo.gl/1bJSmc

Click-Through URL

Required for all creative file types

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300x50

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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)

File Types Accepted

GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ
Third-party tags from Google Ads certified vendors found here:
https://goo.gl/1bJSmc

Click-Through URL

Required for all creative file types

HTML5 Guidelines

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320x50

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eTOC MPU: 300x250

Base ad unit specifications
Dimensions: 300x250
Max file size: 50 KB
* 1x1 pixel border for creative with white or light background

File types accepted
GIF, JPG & PNG
No 3rd Party or HTML5 tags accepted

Click-through URLs
Required for all creative file types

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

300x250

Contact: OnlineAdTraffic@wiley.com

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Wiley Online Library Advertisement Specifications - ePDF

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	320x480*

*Optimum display and user experience.

Total extracted file size for Google Ad Manager not to exceed 1mb for HTML5 zip upload.
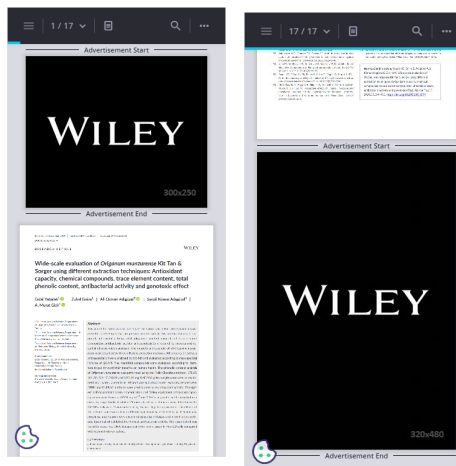
Only 1 creative size per device (desktop/mobile) is required.

16:9 Large - 1067x600
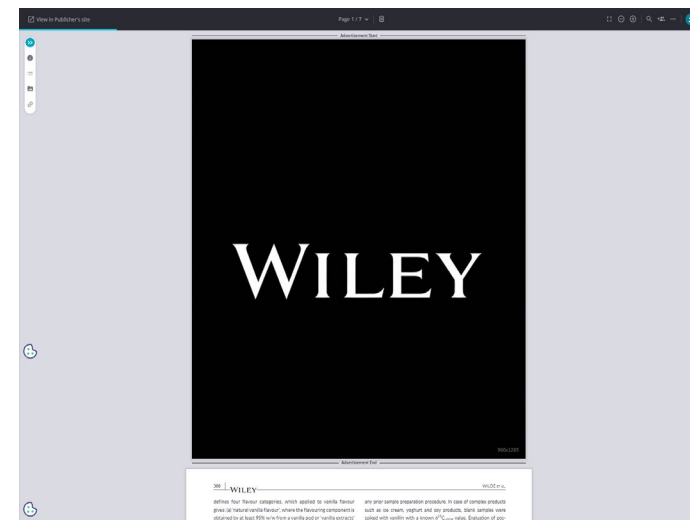
Mobile Units

Full Page – 960x1265

16:9 X-Large – 1280x720

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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

File Types Accepted
GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ

Click-Through URL
Required for all creative file types

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

Full Page – 960x1265

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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

File Types Accepted
GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ

Click-Through URL
Required for all creative file types

HTML5 Guidelines
*   HTML5 requirements: https://goo.gl/rYMVcf
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Billboard – 970x250

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)

File Types Accepted

GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ

Click-Through URL

Required for all creative file types

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

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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)
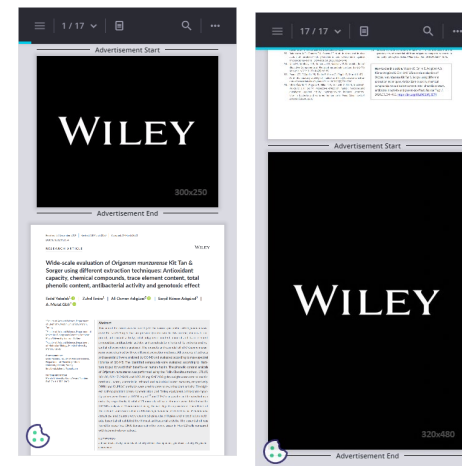
File Types Accepted
GIF, JPG & PNG
HTML5 https://goo.gl/QY0EMJ

Click-Through URL
Required for all creative file types

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Mobile Units

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For more information,
contact **OnlineAdTraffic@wiley.com**