



**Waiting Room USA Magazine – Online Edition**  
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**Sirzib Publishing Inc.**

Publisher of Waiting Room USA Inc.



Waiting Room USA Magazine offers various online advertising solutions, including banner ads, buttons, towers, pop-unders, page sponsorships and specialty listings for health care, sports and entertainment, and other sections.

In addition to our standard banner advertising programs, Waiting Room USA Magazine also offers geo-targeting, which allows advertisers to better reach their target market. Geo-targeting enables the advertiser to specify the geographical reach of their campaign, from as general as continent or country to as specific as city, state, or zip code. Geo-targeting saves advertisers' money, increases the value of media campaigns, and boosts response rates dramatically.

**To learn more about the wide variety of advertising opportunities available with Waiting Room USA, please contact one of our sales representatives.**

[www.waitingroomusa.com](http://www.waitingroomusa.com) ad units available

- Half Page Ad (300x600)
- Leaderboard (728x90)
- Medium Rectangle (300x250)
- Wide Skyscraper (160x600)
- Full Banner (468x60)
- Pop-Under (720x300)
- Small Rectangle (180x90)
- Button (120x60)
- Wide Button (160x50)
- Square Button (125x125)
- Video Banner (320x240)
- Text link (run-of-site)
- Text link (home page only)
- Section Sponsorship

## Full Banner

**Location:**

middle of the home page and section index pages, bottom of article pages, top all the rest site pages

**Size:**

468x60 pixels

**Technical requirements:**

GIF / JPG

-- Maximum file size 14k

-- Maximum loop limit 5

**FLASH**

-- Maximum file size 20K

-- Flash should be exported as version 8.0 or lower

-- The clickthrough URL must be a clickTag:

-- If the ad contains audio, it must be user activated



Houston, Texas home of the Texas Medical Center, one of the largest if not the largest Care Giving and Health Research Centers anywhere in the world also the Headquarters off the first new innovative concept in the History of Magazines, Waiting Room USA.



# Leaderboard

**Location:**

top of all main site pages (home, section index and all article pages)

**Size:**

728x90 pixels

**Technical requirements:**

GIF / JPG

-- Maximum file size 25k

-- Maximum loop limit 5

**FLASH**

-- Maximum file size 30K

-- Flash should be exported as version 8.0 or lower

-- The clickthrough URL must be a clickTag:

-- If the ad contains audio, it must be user activated

# Wide Skyscraper

**Location:**

right side of all pages

**Size:**

160x600 pixels

**Technical requirements:**

GIF / JPG

-- Maximum file size 36k

-- Maximum loop limit 5

**FLASH**

-- Maximum file size 45K

-- Flash should be exported as version 8.0 or lower

-- The clickthrough URL must be a clickTag:



Most if not all Doctors offices, Hospitals, Medical and Health facilities have waiting rooms or areas where patients or customers sit while waiting to see physicians, counselors, trainers or instructors. In these areas or waiting rooms, there are normally magazines provided by the Doctors or businesses to read while waiting.



# Half Page Ad

**Location:**

all inside pages

**Size:**

300x600 pixels

**Technical requirements:**

GIF / JPG

-- Maximum file size 60k

-- Maximum loop limit 5

**FLASH**

-- Maximum file size 70K

-- Flash should be exported as version 8.0 or lower

-- The clickthrough URL must be a clickTag:

-- If the ad contains audio, it must be user activated

# Medium Rectangle

**Location:**

all pages

**Size:**

300x250 pixels

**Technical requirements:**

GIF / JPG

-- Maximum file size 32k

-- Maximum loop limit 5

**FLASH**

-- Maximum file size 35

-- Flash should be exported as version 8.0 or lower

-- The clickthrough URL must be a clickTag:



# Video Banner

**Location:** video popup

**Size:** 320x240 pixels

**Technical requirements:**

- Format: Windows Media Video
- Total streaming bandwidth (video + audio): 340kbps.

**Video Encoding Settings:**

- Codec: Windows Media 9
- Bandwidth: 310kbps CBR
- FPS: 20
- Frame Width: 320
- Frame Height: 240
- Image quality: 80
- Key frame: 6s
- Buffer **Size:** 5s

**Audio Encoding Settings:**

- Codec: Windows Media 9
- Bitrate: 20kbps CBR
- Sample rate: 32KHz/16 bits. Mono.

# Small rectangle

**Location:**

left or right side of masthead logo, home page only

**Size:**

180x90 pixels

**Technical requirements:**

gif, jpeg, Maximum file size 8k, static only



Based on the most recent reader survey readers are typically 47-year-old married individuals with an average household income of \$75,000.



## Button

**Location:**

side of page, all inside pages

**Size:**

120x60 pixels

**Technical requirements:**

gif, jpeg, Maximum file size 4k, static only

## Wide button

**Location:**

right side of page, home page only

**Size:**

160x50 pixels

**Technical requirements:**

gif, jpeg, Maximum file size 5k, static only (no animation)

**PLEASE NOTE: Must conform with the existing waitingroomusa.com template**

-- waitingroomusa.com style: border + arrow

-- logo+text

-- font: myriad (or similar) 10px bold italic, all caps

-- font color: #666666 / 40 40 40

## Text Link

**Location:**

right side of page, all site pages

**Requirements:**

text - maximum 9 words

(three lines), heading - maximum 3 words

## Square button

**Location:**

all site pages

**Size:**

125x125 pixels

**Technical requirements:**

GIF / JPG

Maximum file size 8k

**FLASH**

- Maximum file size 10
- Flash should be exported as version 8.0 or lower
- The clickthrough URL must be a clickTag:
- If the ad contains audio, it must be user activated

## Pop-Under

**Location:**

launch from front page

**Size:**

720x300 pixels

**Technical requirements:**

gif, jpeg

Maximum file size 50k

**FLASH**

- Maximum file size 50K
- Flash should be exported as version 8.0 or lower
- The clickthrough URL must be a clickTag:

## Section sponsorship

**Location:**

Section inside pages

**Technical requirements:**

text - maximum 3 words

*To learn available with  
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of advertising opportunities  
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representative.*