

Your guide to ERMA ads for **AUDIOLOGYonline**

ERMA (Expandable Rich Media Advertising) ads are large, responsive ads that are interactive on any device. ERMA ads are featured on the AudiologyOnline homepage. When users click on ERMA ads, they're taken to your designated URL.

ERMA ad basics

- Two panes (closed ad & open ad)
- Basic/minor rollover functionality (no complex navigation)
- File Size: 500kb or less
- Layered Photoshop (.psd) files preferred; JPEG (.jpg) files also accepted
- Links to a website OR includes an embedded video (must be available on YouTube or Vimeo)

ERMA ad checklist

- Use a clear, simple design. This will work best for compatibility and functionality as your ad will be viewed on various devices.
- Provide the desired URL to link to from the ad.
- Include only one CTA button.
- Provide a version of the expanded files with the CTA button removed; keep all other design elements the same.
- Provide any specific fonts you want to use for the CTA button.

Accessibility for your ERMA ad

- Provide an alt tag. This is a brief description stating the purpose and context of the ad. When in doubt, consider what would be useful to someone who can't see the ad.
- Consider the contrast ratio of your CTA button. You can plug the two color values into this [contrast checker](#) to see whether the contrast ratio passes Web Content Accessibility Guidelines (WCAG) standards. Low contrast ratios affect certain visual disorders.

CONTACT US TO LEARN MORE!

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AUDIOLOGYonline
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ERMA Specs

example

Mobile Phone

- 640w x 200h base
- 640w x 400h expanded (with CTA button)
- 640w x 400h expanded (without CTA button)
- 1472w x 200h base
- 1472w x 400h expanded (with CTA button)
- 1472w x 400h expanded (without CTA button)



Mobile base, expanded, and expanded without CTA button

Mobile Tablet

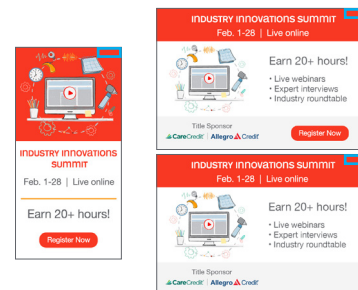
- 1532w x 400h base
- 1532w x 800h expanded (with CTA button)
- 1532w x 800h expanded (without CTA button)
- 2048w x 400h base
- 2048w x 800h expanded (with CTA button)
- 2048w x 800h expanded (without CTA button)



Tablet base, expanded, and expanded without CTA button

Desktop/Laptop

- 300w x 600h base
- 900w x 600h expanded (with CTA button)
- 900w x 600h expanded (without CTA button)



Desktop base, expanded, and expanded without CTA button



ERMA ads are due approximately six weeks prior to release to allow the needed time for production and coding.



< Safety Area:
Open/close
button
(84 px x 34 px)