**Yahoo! Ad 08**\_d1

Huron Regional Medical Center

**About Yahoo! “Native” Ads**

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| --- | --- |
| **MAIN IMAGE** (Required) | * 1200x627 image
* Wide aspect ratio main image.
* Asset Name: secHqImage
 |
| **ICON IMAGE** (Required) | * 82x82 max, may be slightly smaller
* For app advertisers, this is the app icon
* Asset Name: secImage
 |
| **AD TITLE** (Required) | * 50 maximum character length string of ad headline
* Provide enough space to display the entire length of the Ad Title
* Asset Name: headline
 |
| **AD COPY** (Required) | * 150 maximum character length string of ad text
* Provide enough space to display the entire length of the Ad Text
* Asset Name: summary
 |
| **ADVERTISER NAME**(Required) | * 30 characters maximum
* Provide enough space to display the entire length of the Advertiser Name
* Asset Name:**source**
 |
| **CTA TEXT**(Required) Only provided for the Install Ads (?) | * Text for a button
* 12 characters maximum
* Use "Install" with app advertisers and "Learn more" with non-app advertisers
* Provide enough space to display the entire length of the CTA Text
* Asset Name: callToAction Note: this asset is provided only for the Install ads.
 |
| **SPONSORED MARKER**(Required) | * Text for a button
* 12 characters maximum
* Use "Install" with app advertisers and "Learn more" with non-app advertisers
* Provide enough space to display the entire length of the CTA Text
* Asset Name: callToActionNote: this asset is provided only for the Install ads.
 |
| **APP RATING**(Not Applicable) |  |
| **APP CATEGORY**(Not Applicable) |  |

**Source:** <https://developer.yahoo.com/flurry/docs/publisher/gettingstarted/nativeadguidelines/>

Obstetrics 18-40 1

**Having a Baby? Need Obstetrics Care? We’re Here** (48 of 50)

Our all-female team of caring, board-certified doctors provides specialized obstetrics care for normal and high-risk pregnancies. Call us today. (144 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

Obstetrics 18-40 2

**Pregnant? Trust the All-Women Obstetrics Team** (45 of 50)

From day one of your pregnancy to your baby’s birthday, our highly-trained obstetric specialists will give you the care you deserve. Call us today. (149 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

WWC/Teens-Adults

**Complete Well-Woman Care** **for Teens and Adults** (45 of 50)

Trust the board-certified physicians who care for women, for life. For well-woman exams, birth control, health screenings and more, call us today. (147 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

WWC/Women 40+

**Feel Fabulous at 40 with Complete Well-Woman Care** (49 of 50)

Our all-female team “gets you” and your changing needs. Trust us for exams, birth control, minimally-invasive procedures and more. Call us today! (148 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

WWC General

**Well-Woman Care** **for** **Your Health, All Your Life** (46 of 50)

Complete women’s healthcare: Exams and screenings, birth control and family planning, menopause and osteoporosis. Request an appointment today. (143 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

OBGYN General

**Board-Certified OBGYN Care You Can Count On** (43 of 50)

Advanced care for women, by women. Our all-female team tunes into your changing needs for personalized, compassionate care during every life stage. (148 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

Gyno Surgery 1

**Gynecological Surgery Can Be Easier on You** (50 of 50)

With minimally invasive techniques, our board-certified surgeons can reduce your pain or correct your condition. Call for an appointment today! (144 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)

Gyno Surgery 2

**Trusted Expertise for Gynecological Surgeries** (49 of 50)

Through minimally-invasive techniques and major interventions, our skilled surgeons can treat virtually any women’s health issue. Call us today. (145 of 150)

Women’s Wellness Center (24 of 30)

Learn More (10 of 12)