Fand∳m																															
AD SPECIFICATIONS		SIZE & POSITION				DISPLAY								VIDEO					RICH MEDIA				AD SERVING			LEAD TIME			ADDITIONAL INFO		
		Initial Dimensions	Max. Expanded Expan		Max. Initial Los	ad Max PoliteLos		Max. tops Animation	Frame Rate (FPS)	File Size Limit	Frame Rate (FPS)	Sitrate	Aspect ratio	Length Co	odec Sound On/Off	Skippable? BorderRec	pired? Streaming vs. P	rogressive Rich F	Media Accepted (V/N)		HTMLS Requirements	Cross-platform Compatability			Preferred Format	Accepted 3rd Party Wendors		tes Description		Detailed Specs Slide(s)	Template(s) Demo Link
			Dimensions	FAN TAKEOVERS				Length		FANTAK	OVERS					FAN TAKE	OVERS						AN TAKEOVERS						AN TAKEOVERS		
FAN TAKEOVERS / UAP	Static Fan Takeover Impact Unit	1600x400 (Dasktop/Tablet) 640x360 (Maskle) Hinimizer canoli: 1600x400 > 1600x150 640x360 > 640x713	N/A. N.	Top Impact Linit. A Bottom Impact Unit.	IF 200KB	949	949 N/O	. N/0.	N/A	N(OL	N/OL	N/OL	N/OL	N/A 2	N/A N/OL	N/A N/O	84,04			No/A	Note	Desktop, Tablet, Mobile	Site Served Max 3 creative rotations	PSD, 01F/3PSG	PSD 6	Site Served Only: Static Creative + tel Tracking Piest and Click Tracking Accepted	10 Shatiness Clays S Shatiness I		If Fandom creates Asset pack including byened of 950s (seets, sops, rating/disclaimer, CTA foots). key art, brand guidelines, example ads, etc.		SSO. Gamino Samples Gample
	Video Fan Takeover Impact Linit	1600x400 (Desktop/tablet) 16-9 Video (Mebbe) Meimiase on scrall 1600x400 > 1600x150 16-9 Video > 640x213	N/A N	Top Impact Unit: A Bottom Impact Unit:	IF 200KB	949	249 N/A	s. N/A	Note	SSSHB (HDV or HP4)	23.98 or 29.97	it least 20Mbps	16.0	15 sec (preferred) Max 30 sec	264 Userin/Sated	No No	N/OL		N	N/A	Note	Desistop, Tablet, Mobile	Site Served Max I creative rotations	P60, 01F/3P60	PSD 6	Site Served Only: Static Creative + tirl Tracking Pixel and Click Tracking Accepted	10 Studiness S Studiness I	A high-impact, cross-platform and responsive at format that is part of the Fan Takeover cultic of a format (see betains figure of these, which yet a see that is a see that is a see yet a see that is a see that is a see that present in the see that is a see that is a major to the see that is a see that is a major to the see that is a see that is a May appear with companion amore of pennding on configuration.	d  if advertiser creates: See PSID Templates column - video assets adhering to video ad specs.  if Fandom creates Asset pack including layered PSID (pesets, tops, natring/bioclaimer, CTA, fonts), lay art, brand guidelines, example ads, etc.	Earn Tokescure species, strides	SSO. Streeting. Secretary Sumple
	_			VIDEO						VID	EO					VIDE	:0						VIDEO	VXST 2.0+, MOV.		DCM (DFA), AdForm, Sizmek,		Video ad that plays before video content, includ-	VIDEO		
VIDEO	Featured Video (Pre-roll)	16/9 Aspect Ratio	N/A N	A ATF	N/A	N/OL	N/A N/O	N/A	N/A	SISME HOV or MP4	23.99 or 29.97	it least 20Mbps.	16.9	15 sec (preferred) Max 30 sec	364 User initiated	No No	Progress	ive	N/A	N/A	N/A	Desktop, Tablet, Hobile	Site Served or 3rd Party	VRST 2.0+, MOV, MPA, MESM, 3GPP, AV, MPEGPS, WAY, VPAID	VAST	DDM (DFA), Adform, Sizmek, Floshtaking, LKDD, Springserve, Innovid Modo NSS/DV wropping occepted) DDM (DFA), Adform, Sizmek, Floshtaking, LKDD, Springserve, Innovid (Modo NSS/DV wropping	N/A 2 Business I	ys a minimized "tagaiong" player that follows the user on scroll (can be dismissed).	N/OL	N/A	N/A Branch
	Outstream	16/9 Aspect Ratio	N/A N	NA RTF	N/A	N/A	N/A N/O	N/A	N/A	SISME HOV or MP4	23.98 or 29.97	it least 90Mbps	16.9	15 sec (preferred) Max 30 sec	364 User initiated	No No	Progress	ive	N/OL	N/A	N/A	Desktop, Tablet, Mobile	Site Served or 3rd Party	WAST 2.0+, MOV, MP4, WESH, 3GPP, AV, MPEGPS, WHY, VPAID		Flashtaking, LKDO, Springserve, Innovid (Moot VLS/DV seropping occepted) Earnel, Innovid, DCM, Nielsen (MOJE/AS/DV seropping NOT occepted faciless	N/A 2 Business I	follows the user on scroll (can be dismissed).		N/A	N/A TV Show. Example
	Screen Junkies Pre-roll (YouTube)	16/9 Aspect Ratio	N/A N	A ATF	N/A	N/A	N/A N/O	N/A	N/A	SIGNE HOV or MP4	23.99 or 29.97	it least 20Mbps	16.0	15 sec (preferred) Max 30 sec	364 Userinitiated	No No	Progress	ive	N/OL	N/A	N/A	Desktop, Tablet, Mobile	Site Served or 3rd Party	MP4, MDV, VAST 2.0+	VAST (	accepted, tagless integration/outs-pixels only)	N/A 2 Studiness I	Video ad that plays before video content on Screen Junkles YouTube channel.	N/OL	N/A	N/A N/A
				MOBILE ONLY						MOBILE	ONLY					MOBILE	ONLY						MOBILE ONLY			DOH (DFA), Flashtaking,			MOBILE ONLY		
	Mobile Billboard 320x100	320x100	N/A N	N Both	SOKR	100KB	10002 3	15 sac	Mn.24	N/OL	N/OL	N/OL	N/A	N/A P	N/A N/A	N/A N/O	N/A		Y	No interetitial, auto-expansion, lightbox, push-down	Google Ad Manager, wTM: 5 Dequirements	Mobile Only	Site Served or 3rd Party		3nd Party Tage.	Siomek, Atlas, Celtra, Eyeldonder, Interpolis, Hediaplex, Pointroll, Tru6ffect DCH (DFA), Flashtalking.	5 Business Days 2 Business I	ys Standard Wilk in-line placement	PSDs (seesets, loge, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc. If Fandom creates Asset pack including layered		N/W Echanisms of Econolis
	Mobile Leaderboard 320x50	320x50	N/A N	W. Both	SOKR	100KB	10069 3	15 sec	Mn.24	N/OL	N/OL	N/OL	N/OL	N/A P	N/A N/OL	N/A N/A	N/A		Y	No interetitial, auto-expansion, lightbox, push-down	Goode Ad Manager HTMLS Requirements	Mobile Only	Site Served or 3rd Party	3rd Party Tags, GIF/3PEG	3nd Party Tags	DCM (DFA), Flashtalking, Slomek, Atlas, Celtra, Eyelelonder, Interpolls, Hediaplex, Pointrall, Tru6ffect	S Business Days 2 Business I	ys Standard Mik in-line placement	PSDs (assets, logos, rating/disclaimer, CTA, fonts). key art, brand guidelines, example ads, etc.	N/A	N/A Gamino Example
	Mobile Adhesion	320x50 or 320x100	N/A N	N.O Adhesion ur anchored to bettom viewport	ef SOKR	100KB	10002 3	15 sec	Mn. 24	N/OL	N/OL	N/OL	N/IL	N/A P	e/A No.	N/A N/O	N/A		¥	No intentitial, expansion (any). Egittox, push-down	Google Ad Manager, HTMLS Requirements	Mobile Only	Site Served or 3rd Party	3rd Party Tags, GF/3PEG	3nd Party Tags		S Business Days 2 Business I	"Sticky" ad unit anchored to the bottom of the browner until closed by user.  This ad product is powered by Celtra. The ad in		N/A	N/A Ty Show. Example
MOBILE ONLY	Standard Intersproller	320x400 (640x960 accepted for 2x density)	N/A N	NA RTF	200KB	N/A	200KR N,U	N/A	N/A	Asset S00MB 1 Payload - 7MB	23.98 or 29.97	0.1 It least 20Mbps 2	15 (Vertical video 1090x192 recommended) or 2.3 (vertical video 320x490)	0 6 sec (min.), 9 sec (recommended), sec (max.)	264 No Audio	N/A No	Progress	ine.	Y	No interstitial, expansion (any). lightbox, push-down	N/A	Mobile Only	Site Served (Click & Impression trackers accepted) or Celtra	s 3nd Party Tags (Celtra only)	Cettra	Celtra, DCH (DFA)	5 Business Days 2 Business I	revealed 'behind' the content as the user scroll scrolling faither will reveal the full-sized forms until the content covers the ad again. See also Detailed Specs Sides and Demo Link columns.	If Fandom creates: Asset pack including layered PSDs (assets, tops, sating/disclaims; CTA, foots), key art, brand-guidelines, example ads, video file (8 applicable), etc.	Intersceptor space.	N/A Gaming. Example
	Impact Interscroller	320x416 (634x951 accepted for 2x density)	N/A N	NA STF	200KB	N/A	200KB N,0	N/A	N/A	N/A	N/OL	N/OL	N/S	N/A >	UA NO.	N/A N/A	N/A		N/OL	N/A	N/A	Mobile Only	Site Served (Click & Impression trackers accepted) or Celtra	NO.	Celtra	Celtra	10 Business Days N/X	columns.	If Fandom creates: Asset pack including layered p. PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	interscopies apace.	SEC. Saming Secretar Scarces
	Interactive Interscruiter	320x400 (640x960 accepted for 2x density)	N/A N	NA STF	200KB	N/A	200KB N/V	N/A	N/A	Asset S00MB 1 Payload - 7MB	23.99 or 29.97	9.1 It least 20Mbps.	16 (Vertical video 1090x192 recommended) or 2.3 (vertical video 320x490)	0 6 sec (min.), 9 sec (recommended), sec (max.)	364 No Audio	N/A No	Progress	ive	¥	No intenstitial, expansion (any). Eghtbox, push-down	N/A	Mobile Only	Site Served (Dick & Impression trackers accepted) or Celtra	s 3rd Party Tags (Celtra only)	Celtra	Celtra	Upto-4 weeks Silkuchessi	revealed "behind" the content as the user scroll	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, video file (8 applicable), etc.	interscration space.	M/A Mode
			IAB CU							IAB CU	STOM					IAB CU:	STOM						IAB CUSTOM					Decimo apoci anone ano como care constitu	IAB CUSTOM		
	Livestream Billboard 970x250	<b>970x250</b> (528x250 + 444x250 video player)	N/A N	N ATF	250KB	SOOKS	SCOKE NO	N/A	N/A	N/OL	N/OL	N/OL	N/SL	N/A ×	i/A NO.	N/A N/OL	Streami	ng .	N	N/A	N/A	Decktop, Tablet	Site Served	N/OL		Site Served Only: Static Creative + URL Optional: 1x1 Tracking Pixel and Click Tracking Accepted	S Business Days 2 Business I		IfFandom creates Asset pack including layered     PSDs (sesets, logor, rating/disclaimer, CTA, fonts),     key art, brand guidelines, example ads, etc.	Livertream Overview, Stote	PSD. Garning. Template Comple
IAR CUSTOM	Sticky Billboard 970x250	970x250	N/A N	A ATF	250KB	SOOKS	SDOKR 3	15 sac	Mn.24	N/OL	N/OL	N/OL	N/S	N/A P	N/A N/A	N/A N/A	N/A		¥	No interstitial, expansion (any). Eghtbox, push-down	Google Ad Manager, HTMLS Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GF/2PEG	3nd Party Tage.	Hediaplex, Pointroll, Tru6Pfect	S Business Days 2 Business I		If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaims: CTA, forts), key art, brand guidelines, example ads, etc.		N/A Console Example
	Sticky Leaderboard 728e/90	798x90	N/A N	A ATF	15018	30009	30009 3	15 cac	Mn.24	N/OL	N/OL	N/OL	N/OL	N/A ×	U/A N/OL	N/A N/OL	N/A		¥	No intentitial, expansion (any). Eghtbox, push-down	Google Ad Manager HTMLS Requirements	Decktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GF/2PEG			S Business Days 2 Business I	"Sticky" ad unit above the navigation bar which persists on scroll unit viewable and/or closed	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/electaines: CTA, foots). key art, brand guidelines, example ads, etc. If Fandom creates: Asset pack including layered	N/A	N/A Console
	Sticky Med Rec 300x250 Sticky Half Page 300x600	300x50 300x600	N/A N	a arr	15010	30009	30009 3	15 tec	Mn.24	N/OL	N/OL	N/OL	N/OL	N/A P	NO.	N/A N/A	N/A		Y	No interettial, expansion (any). lightbox, push-down  No interettial, expansion (any). lightbox, push-down	UTM 5 Dequirements	Decktop, Tablet  Decktop, Tablet	Site Served or 3rd Party Site Served or 3rd Party	3rd Party Tage, GIF/2PEG 3rd Party Tage, GIF/2PEG	and Party Tage.	DCM (DFA), Flashtaking, Slomek, Atlas, Celtra, Eyeklonder, Interpolis, Haddaplas, Pointroli, RudPfact DCM (DFA), Flashtaking, Slomek, Atlas, Celtra, Eyeklonder, Interpolis,	S Business Days 2 Business   S Business Days 2 Business	"Sidely" ad unit in the right rail which follows th	If Fandom creates: Asset pack including syered PSDs (seets), logor, rating/felicitaines CTA, fonts), key art fund guidelines, example adu, etc. If Fandom creates: Asset pack including syered PSDs (seets), logor, rating/felicitaines CTA, fonts), key art fund guidelines, example adu, example con-	N/A	N/A Scample  N/A Movie Scample
		JODASCO N/A N/A STF				-				440.074	10100					440074	10.4.00			lightbox, push-down	HTMLS Requirements		140 OTANO 100	0F/2PE0	H	Eyelvonder, Interpolis, Hediaplex, Pointroll, TruEffect		user on scroll	key art, brand guidelines, example ads, etc.		Ecomple
	9/board 970x250	970,450	930v415 N	TAB STANDARD						IABSIA	VUNKU			N/A .		IABSIAI	N/A			No interetitial, auto-expansion, lightbox, push-down	Google Ad Manager		Site Served or 3rd Party	3rd Party Tags, GF/2PEG		DCM (DFA), Flashtaking, Slomek, Atlas, Celtra, Suedinoter, Internolis	5 Business Davis 2 Business I		IAB STANDARD		N/A Book
	Leaderboard 728v90	729/90	728x315 Do	en Both	15069	30000	300KB 3	15 sec	Mo. 24	NO.	N/OL	N/OL	N/A.	N/A P	ea No.	N/A N/A	N/A		* v	Sightbox, push-down No interetitial, auto-expansion,	Goode Ad Manager	Decktop, Tablet  Decktop, Tablet	Site Served or 3rd Party			Eyeleonder, Interpolis, Hediapiex, Pointroll, TruEffect DCM (DFA), Flashtaking, Slomek, Atlas, Ceitza, Eyeleonder, Interpolis,	5 Business Days 2 Business	ys Standard Mik in-line placement	Goods Studio Rich Media developer best practices	N/A	M/A Scample
IAB STANDARD	Med Rec 300xd50	300x250	600x250 La	ft Buth	15049	30009	300KB 3	15 sec	Mn.24	N/OL	N/OL	N/OL	N/A	N/A P	e/A N/OL	N/A N/O.	N/A		Y	No interetitial, auto-expansion, lightbox, push-down	Google Ad Manager, HTMLS Requirements	Desktop, Tablet, Hobile	Site Served or 3rd Party	3rd Party Tags, GF/3960		Hediaplex, Pointroll, TruEffect DCM (DFA), Flashtalking,	S Business Days 2 Business I	eys Standard Mik in-line placement	Googla Studio Sich Media developer best practices	N/A	N/A Maria
	Half Page 300x600	300x600	600x600 Le	et Both	25049	SOOKS	500KB 3	15 cec	Mo. 24	N/OL	N/OL	N/OL	N/SL	N/A 2	UA NO.	N/A N/A	N/A		¥	No interetitial, auto-expansion, lightbox, push-down	Goodle Ad Manager HTMLS Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/2PEG		DOM (DEA), Flashtalking, Slomek, Atlas, Celtra, Syelelonder, Interpolis, Hedisales, Pointsoll, Tru6Ffect	S Business Days 2 Business I	eys Standard Mik in-line placement	Google Studio Sich Media developer best practices	N/A	N/A Movie
	Skyscraper MOx600	160x600	320x600 La	et are	15010	30009	300KB 3	15 sec	Mn. 24	N/OL	N/OL	N/OL	N/SL	N/A I	ijis Nos	N/A N/O	N/A		Y	No interetitial, auto-expansion, lightbox, push-down	Google Ad Manager, HTMLS Requirements	Decktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GF/3PEG	3nd Party Tags.	DCM (DFA), Flashtalking, Slomek, Atlas, Celtra, Eyelelonder, Interpolls, Hediaplex, Pointroll, Truéffect	S Business Days 2 Business I	sys Standard MR in-line placement	Spoole Studio Sich Media developer best practices	N/A	N/A Scannole
	Audio	Must be user-initiated (p	RAL AD REQUIREMEN Default state is muted.	15																											
GENERAL AD REQUIREMENTS	Video	All video files should be submitted in Quicktime HDV or HP4 formats for easy processing. Generally max, allowable video play films in 30 sec.  Not to exceed 1% size of all infollationshow nor more too on better 4% or in least 4 non- Month and 10 not to exceed 1% size of all infollationshow course most non-better 4% or indust 4 non- Month and 10 not to exceed 1% size of all infollationshow course more than 10 not to exceed 1% size of all infollationshows the size of the			NOT																										
(Applies to all ads	Defining ad space	All video files should be substitute in Quick time MOV or MF4 formats for easy processing. Generally reaso substitute in Quick time in Quick or in Qu			ust																										
	Max. CPU Urage	Ads not to exceed 35% CPU usage during host-initiated execution.  VIDEO																													
	File format	Jinov ar mp4. 1280×720, 9920×1080, or 1440×1080																													
	Aspect ratio	16/9 H364																													
VIDEO	Frame rate Strate	23.98 or 29.97 At least 20Mbos																													
	Length File size	in description of a company of accordance of a company of accordance of the accordance of a company of a comp																													
	Stack bars Letterboxing	No black bars  No black bars  Desktop/tablet: 704a394 Mobile Depends on Versyort size, for example 4ths231 (letains 1.79)																													
	Video player sizes	aspect ratio)		179																											
	Codec		PCM (preferred) or AAC At least 192 Kbps 16 or 24 bit only	AUDIO																											
AUDIO	Get Sample rate		16 or 24 bit only 46kHz																												
	Audio settings		46kHz Required																												