Fandom

AD SPECIFICATIONS

		SIZE & POSITION				DISPLAY						VIDEO										RICH MEDIA			AD SERVING					LEAD TIME		ADDITIONAL INFO			
Ad Product Family	Ad Unit Name	Initial Dimensions	Max. Expanded Dimensions	Expansion Direction	ATF/BTF	Max. Initial Load	Max. Polite Load	File Size Limit	Max. Loops	Max. Animation Length	Frame Rate (FPS)	File Size Limit	Frame Rate (FPS)	Bitrate	Aspect ratio	Length	Codec	Sound On/Off	Skippable?	Border Required?	Streaming vs. Progressive	Rich Media Accepted (Y/N)	Rich Media Restrictions	HTML5 Requirements	Cross-platform Compatability	Site Served or 3rd Party	Accepted Formats	Preferred Format	Accepted 3rd Party Vendors	Fandom Creates	Advertiser Creates	Description	Required Assets / Notes	Detailed Specs Slide(s)	Template(s)	Demo Link
FAN TAKEOVERS / UAP	FAN TAKEOVERS											FAN TAKEOVERS										FAN TAKEOVERS			FAN TAKEOVERS							FAN TAKEOVERS				
	Static Fan Takeover Impact Unit	**1600x400 (Desktop/Tablet) 640x360 (Mobile)** Minimizes on scroll: 1600x400 > 1600x140 640x360 > 640x213	N/A	N/A	Top Impact Unit: ATF Bottom Impact Unit: BTF	200KB	1MB	1MB	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N	N/A	N/A	Desktop, Tablet, Mobile	Site Served Max 3 creative rotations	PSD, GIF/JPEG	PSD	Site Served Only: Static Creative + 1x1 Tracking Pixel and Click Tracking Accepted	10 Business Days	5 Business Days	A high-impact, cross-platform and responsive ad format that is part of the Fan Takeover suite of ad formats (see Detailed Specs Slides). The top impact unit remains until viewable and minimizes on user scroll. The bottom impact unit (when applicable) appears in-content near the bottom of the page. May appear with companion banners depending on configuration.	If advertiser creates: See Template(s) column. If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	Fan Takeover specs slides	PSD Templates	Gaming, Example
	Video Fan Takeover Impact Unit	**1600x400 (Desktop/Tablet) 16:9 Video (Mobile)** Minimizes on scroll: 1600x400 > 1600x140 16:9 Video > 640x213	N/A	N/A	Top Impact Unit: ATF Bottom Impact Unit: BTF	200KB	1MB	1MB	N/A	N/A	N/A	512MB (MOV or MP4)	23.98 or 29.97	At least 20Mbps	16:9	15 sec (preferred) Max 30 sec	H.264	User Initiated	No	No	N/A	N	N/A	N/A	Desktop, Tablet, Mobile	Site Served Max 3 creative rotations	PSD, GIF/JPEG	PSD	Site Served Only: Static Creative + 1x1 Tracking Pixel and Click Tracking Accepted	10 Business Days	5 Business Days	A high-impact, cross-platform and responsive ad format that is part of the Fan Takeover suite of ad formats (see Detailed Specs Slides). The top impact unit remains until viewable and minimizes on user scroll. The bottom impact unit (when applicable) appears in-content near the bottom of the page. May appear with companion banners depending on configuration.	If advertiser creates: See PSD Templates column + video assets adhering to video ad specs. If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	Fan Takeover specs slides	PSD Templates	Streaming, Example
VIDEO	VIDEO											VIDEO										VIDEO			VIDEO							VIDEO				
	Featured Video (Pre-roll)	16:9 Aspect Ratio	N/A	N/A	ATF	N/A	N/A	N/A	N/A	N/A	N/A	512MB MOV or MP4	23.98 or 29.97	At least 20Mbps	16:9	15 sec (preferred) Max 30 sec	H.264	User Initiated	No	No	Progressive	N/A	N/A	N/A	Desktop, Tablet, Mobile	Site Served or 3rd Party	VAST 2.0+, MOV, MP4, WEBM, 3GPP, AV MPEG/PS, MPV, VP8/9	VAST	DCM (DFA), AdForm, Sizmek, Smartadserver, LKQD, Springserve, Innovid (Mov/VAS/DV wrapping accepted)	N/A	2 Business Days	Video ad that plays before video content: includes a minimized "tagalong" player that follows the user on scroll (can be dismissed).	N/A	N/A	N/A	Movie, Example
	Outstream	16:9 Aspect Ratio	N/A	N/A	BTF	N/A	N/A	N/A	N/A	N/A	N/A	512MB MOV or MP4	23.98 or 29.97	At least 20Mbps	16:9	15 sec (preferred) Max 30 sec	H.264	User Initiated	No	No	Progressive	N/A	N/A	N/A	Desktop, Tablet, Mobile	Site Served or 3rd Party	VAST 2.0+, MOV, MP4, WEBM, 3GPP, AV MPEG/PS, MPV, VP8/9	VAST	DCM (DFA), AdForm, Sizmek, Flashtalking, LKQD, Springserve, Innovid (Mov/VAS/DV wrapping accepted)	N/A	2 Business Days	In-content video ad that expands in-line on article pages and closes upon completion: includes a minimized "tagalong" player that follows the user on scroll (can be dismissed).	N/A	N/A	N/A	TV Shows, Example
	Screen Junkies Pre-roll (YouTube)	16:9 Aspect Ratio	N/A	N/A	ATF	N/A	N/A	N/A	N/A	N/A	N/A	512MB MOV or MP4	23.98 or 29.97	At least 20Mbps	16:9	15 sec (preferred) Max 30 sec	H.264	User Initiated	No	No	Progressive	N/A	N/A	N/A	Desktop, Tablet, Mobile	Site Served or 3rd Party	MP4, MOV, VAST 2.0+	VAST	Sizmek, Innovid, DCM, Nielsen (MOAT/AB/DV wrapping NOT accepted: tagless integration/auto-pixels only)	N/A	2 Business Days	Video ad that plays before video content on Screen Junkies YouTube channel.	N/A	N/A	N/A	N/A
MOBILE ONLY	MOBILE ONLY											MOBILE ONLY										MOBILE ONLY			MOBILE ONLY							MOBILE ONLY				
	Mobile Billboard 320x100	320x100	N/A	N/A	Both	50KB	100KB	100KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; auto-expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Mobile Only	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Entertainment Example
	Mobile Leaderboard 320x50	320x50	N/A	N/A	Both	50KB	100KB	100KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; auto-expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Mobile Only	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Gaming, Example
	Mobile Adhesion	320x50 or 320x100	N/A	N/A	N/A - Adhesion unit anchored to bottom of viewport	50KB	100KB	100KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion (any), lightbox, push-down	Google Ad Manager HTML5 Requirements	Mobile Only	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	"Sticky" ad unit anchored to the bottom of the browser until closed by user.	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	TV Shows, Example
	Standard Interscroller	**320x480** (640x960 accepted for 2x density)	N/A	N/A	BTF	200KB	N/A	200KB	N/A	N/A	N/A	Asset 500MB 2 Payload <7MB	23.98 or 29.97	At least 20Mbps	9:16 (Vertical video 1080x1920 recommended) or 2:3 (vertical video 320x480)	6 sec (min.), 9 sec (recommended), sec (max.)	H.264	No Audio	N/A	No	Progressive	Y	No interstitial; expansion (any), lightbox, push-down	N/A	Mobile Only	Site Served (Click & impression trackers accepted) or Celtra	3rd Party Tags (Celtra only)	Celtra	Celtra, DCM (DFA)	5 Business Days	2 Business Days	This ad product is powered by Celtra. The ad is revealed "behind" the content as the user scrolls scrolling further will reveal the full-sized format until the content covers the ad again. See also Detailed Specs Slides and Demo Link columns.	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, video files (if applicable), etc.	Interscroller specs slides	N/A	Gaming, Example
	Impact Interscroller	**320x416** (640x832 accepted for 2x density)	N/A	N/A	BTF	200KB	N/A	200KB	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Mobile Only	Site Served (Click & impression trackers accepted) or Celtra	N/A	Celtra	Celtra	10 Business Days	N/A	This ad product is powered by Celtra. The ad is revealed "behind" the content as the user scrolls scrolling further will reveal the full-sized format until the content covers the ad again. See also Detailed Specs Slides and Demo Link columns.	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, video files (if applicable), etc.	Interscroller specs slides	PSD Templates	Gaming, Example
	Interactive Interscroller	**320x480** (640x960 accepted for 2x density)	N/A	N/A	BTF	200KB	N/A	200KB	N/A	N/A	N/A	Asset 500MB 2 Payload <7MB	23.98 or 29.97	At least 20Mbps	9:16 (Vertical video 1080x1920 recommended) or 2:3 (vertical video 320x480)	6 sec (min.), 9 sec (recommended), sec (max.)	H.264	No Audio	N/A	No	Progressive	Y	No interstitial; expansion (any), lightbox, push-down	N/A	Mobile Only	Site Served (Click & impression trackers accepted) or Celtra	3rd Party Tags (Celtra only)	Celtra	Celtra	Up to 4 weeks	5 Business Days	This ad product is powered by Celtra. The ad is revealed "behind" the content as the user scrolls scrolling further will reveal the full-sized format until the content covers the ad again. See also Detailed Specs Slides and Demo Link columns.	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, video files (if applicable), etc.	Interscroller specs slides	N/A	Movie, Example
IAB CUSTOM	IAB CUSTOM											IAB CUSTOM										IAB CUSTOM			IAB CUSTOM							IAB CUSTOM				
	Livestream Billboard 970x250	**970x250** (526x250 + 444x250 video player)	N/A	N/A	ATF	250KB	500KB	500KB	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Streaming	N	N/A	N/A	Desktop, Tablet	Site Served	N/A		Site Served Only: Static Creative + URL Optional Tracking Pixel and Click Tracking Accepted	5 Business Days	2 Business Days	Desktop/tablet billboard unit with an embedded livestream video	526x250 PSD + Livestream URL	Livestream Overview Slide	PSD Templates	Gaming, Example
	Sticky Billboard 970x250	970x250	N/A	N/A	ATF	250KB	500KB	500KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion (any), lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	"Sticky" ad unit above the navigation bar which persists on scroll until viewable and/or closed	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Example, Example
	Sticky Leaderboard 728x90	728x90	N/A	N/A	ATF	150KB	300KB	300KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion (any), lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	"Sticky" ad unit above the navigation bar which persists on scroll until viewable and/or closed	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Example, Example
	Sticky Med Rec 300x250	300x250	N/A	N/A	BTF	150KB	300KB	300KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion (any), lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	"Sticky" ad unit in the right rail which follows the user on scroll	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Movie, Example
	Sticky Half Page 300x600	300x600	N/A	N/A	BTF	250KB	500KB	500KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion (any), lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	"Sticky" ad unit in the right rail which follows the user on scroll	If Fandom creates: Asset pack including layered PSDs (assets, logos, rating/disclaimer, CTA, fonts), key art, brand guidelines, example ads, etc.	N/A	N/A	Movie, Example
IAB STANDARD	IAB STANDARD											IAB STANDARD										IAB STANDARD			IAB STANDARD							IAB STANDARD				
	Billboard 970x250	970x250	970x415	N/A	Both	250KB	500KB	500KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	Google Studio Rich Media developer best practices	N/A	N/A	Movie, Example
	Leaderboard 728x90	728x90	728x315	Down	Both	150KB	300KB	300KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	Google Studio Rich Media developer best practices	N/A	N/A	Text, Example
	Med Rec 300x250	300x250	600x250	Left	Both	150KB	300KB	300KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet, Mobile	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	Google Studio Rich Media developer best practices	N/A	N/A	Movie, Example
	Half Page 300x600	300x600	600x600	Left	Both	250KB	500KB	500KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	Google Studio Rich Media developer best practices	N/A	N/A	Movie, Example
	Skyscraper 160x600	160x600	320x600	Left	BTF	150KB	300KB	300KB	3	15 sec	Min. 24	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Y	No interstitial; expansion, lightbox, push-down	Google Ad Manager HTML5 Requirements	Desktop, Tablet	Site Served or 3rd Party	3rd Party Tags, GIF/JPEG	3rd Party Tags	DCM (DFA), Flashtalking, Sizmek, Atlas, Celtra, Eyeblender, Interpolls, Mediaplex, Pointroll, TrueEffect	5 Business Days	2 Business Days	Standard IAB in-line placement	Google Studio Rich Media developer best practices	N/A	N/A	Movie, Example

GENERAL AD REQUIREMENTS

GENERAL AD REQUIREMENTS (Applies to all ads)	Audio	Must be user-initiated (on click: mute/un-mute), default state is mutes
	Video	All video files should be submitted in QuickTime MOV or MP4 formats for easy processing. Generally max. allowable video play time is 30 sec.
	Hotspot	Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
	Defining ad space	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have some kind of visual demarcation to separate it from the surrounding content).
	Max. CPU Usage	Ads not to exceed 30% CPU usage during user-initiated expansion.

VIDEO

VIDEO	VIDEO	
	File format	.mov or mp4
	Dimensions	1280x720, 1920x1080, or 1440x1080
	Aspect ratio	16:9
	Codec	H.264
	Frame rate	23.98 or 29.97
	Bitrate	At least 20Mbps
	Length	5 sec (preferred), max 30 sec
	File size	Up to 512MB
	Black bars	No black bars
	Letterboxing	No letterboxing
	Video player sizes	Desktop/tablet: 704x396 Mobile: Depends on viewport size, for example 411x231 (retains 1.78 aspect ratio)

AUDIO

AUDIO	AUDIO	
	Codec	PCM (preferred) or AAC
	Bitrate	At least 192 kbps
	Bit	16 or 24 bit only
	Sample rate	48kHz
	Audio settings	Required