



Ad Unit Name	Initial Dimensions (WxH in pixels)	Max. Initial Load	Max. Polite Load	Animation / Video Guidelines	Accepted Formats	Accepted 3rd Party Vendors	Rich Media Accepted (Y/N)	Cross-platform Compatability	Z-Index Range	Notes / Description	Lead Time
<b>ROTATIONAL DISPLAY (Desktop/Tablet)</b>						<b>ROTATIONAL DISPLAY (Desktop/Tablet)</b>					
Fan Takeover	1600x400, 1600x160, 640x360, 640x213 (CTP and Standard only) and 300x250 or 300x600	200 KB (Desktop) 70KB (Mobile)	N/A	Dimensions: 16:9 (1920x1080 - responsive) Max Duration: 45 seconds Max File Size: 512M Preferred Format: .MOV or .MPEG4	JPEG, PSD	Site-served	N	Desktop Tablet Mobile	NA	- Impact Ad: Responsive ad: background bleeds across the page width - Seamlessly runs across Fandom.com & fan communities - Appears at top of page, in-content, and BTF	5 business days
Billboard	970x250	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- Standard IAB in-line placement - If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If FANDOM creates: 3 business days (3 for approvals/revisions, 2 for production/QA)
Jumbo Billboard	970x365	200 KB	300 KB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If FANDOM creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Avalanche Billboard (Custom)	970x250 (Cross-platform)	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	Must be built by FANDOM (1x1 tracking pixel and click-tracking accepted)	Must be built by FANDOM	Y	Desktop Tablet Mobile Web	0 - 4,999	Custom, high-impact, and responsive cross-platform unit that surfaces advertiser video and native content in interactive and modular tiles that users can explore and cycle through.	10 business days after receipt of assets for production, QA, and approvals
Leaderboard	728x90	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	3 business days
Medium Rectangle	300x250	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	3 business days
Half-Page	300x600	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	3 business days
Tower Unit	300x1050	200 KB	350 KB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Only	5000 - 1,999,999	- Standard IAB in-line placement - If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If FANDOM creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Skin (only sold as part of roadblock)	1700x800	200 KB	N/A	N/A	GIF/JPEG, PSD (1x1 tracking pixel and click-tracking accepted)	Site-served	N	Desktop Only	N/A	- If FANDOM creates: required assets include layered PSD files of key art, images, logos, fonts, style guides	If Advertiser creates: 2 business days If FANDOM creates: 3 business days (3 for approvals/revisions, 2 for production/QA)
Video Wall	Custom Video Wall Header + Skin + 300x250	N/A	N/A	See Notes / Description	Must be built by FANDOM (1x1 tracking pixel and click-tracking accepted)	Must be built by FANDOM	N	Desktop Only	N/A	- Consists of two units: a video wall and 300x250. Once the video has run for the initial 7 sec, the leaderboard area at the top will collapse (can be expanded again to show a 30 sec video wall). - Required PSD Assets: Hi-res layered images, logos, fonts, rating or ESRB descriptors, 2 MOV video files (7 sec and 30 sec)	10 business days (6 for approvals/revisions, 4 for production/QA)
Floor Adhesion Unit	728x90	200 KB	300 KB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- "Sticky" ad unit anchored to the bottom of the browser until closed	2 business days
Sticky Ad	300x250 or 300x600	200 KB	1 MB	Min. 24 FPS for video 15 sec max. length (unlimited user-initiated); Max. 3 loops 1.1 MB additional file size allowed for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- "Sticky" ad unit that appears on eligible pages in the right rail of the content and stays on the page as a user scrolls	2 business days
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<b>MOBILE DISPLAY</b>				<b>MOBILE DISPLAY</b>				<b>MOBILE DISPLAY</b>			
Mobile Rectangle (In-Content)	300x250	200 KB	300 KB	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video 2.2 MB additional file size for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Mobile Web Only	0 - 4,999	- Standard IAB in-line placement (mobile)	2 business days
Mobile Banner	320x50 or 320x100 or 300x250	50 KB	200 KB	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video 2.2 MB additional file size for host-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Medi-aplex, Pointroll, Sizmek, TruEffect	Y	Mobile Web Only	0 - 4,999 If expandable: 5,000 - 1,999,999	- Static, portrait-oriented ad for iphone and android - No text may be smaller than 11px.	2 business days
Interscroller	320x480	200KB	N/A	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video 60 MB max video file size	3rd Party Tags (Celtra only) otherwise must be built by FANDOM	Celtra	N (unless created in Celtra)	Mobile Web Only	0 - 4,999	This ad product is powered by Celtra. The ad appears after the user scrolls down the mobile page and can easily be scrolled past.	If Advertiser creates: 2 business days If FANDOM creates: 4 business days (3 for approvals/revisions, 2 for production/QA)
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<b>FANDOM APP</b>				<b>FANDOM APP</b>				<b>FANDOM APP</b>			
In-App Native Ad (Mobile only)	1600x2600	200KB	N/A	N/A - Only static images accepted	JPEG/PSD	Site-served	N	Mobile App Only	N/A	Headline Copy: 90 characters Advertiser (bottom left): 25 characters CTA (bottom right): 15 characters	2 business days
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<b>VIDEO</b>				<b>VIDEO</b>				<b>VIDEO</b>			
Pre-Roll Video (In-stream)	1920x1080 (fit to video player)	N/A	N/A	30 sec max length (15 sec preferred) 512MB max video file size	VAST 2.0, MOV, MP4, WEBM, 3GPP, AV, MPEGPS, WMV, FLV	DCM (DFA), Sizmek, Innovid	N/A	Desktop, Tablet, Mobile Web	0 - 4,999	15 or 30 sec video ad that plays before video content	3 Business Days to QA / Traffic

### GENERAL AD REQUIREMENTS (Applies to all ads)

Audio	Must be user-initiated (on click: mute/un-mute). Default state is muted.
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 clearly defined borders and not be confused with normal page content).
Max. CPU Usage	Ads not to exceed 30% CPU usage during host-initiated execution.

