

Ad Unit Name	Initial Dimensions (WxH in pixels)	Max. Expanded 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>						
Billboard	970x250	Initiates in expanded dimensions	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Avalanche Billboard (Custom)	970x250 (Responsive, Cross-platform)	Initiates in expanded dimensions	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 Unlimited file size for user-initiated video	Must be built by Wikia (1x1 tracking pixel and click-tracking accepted)	Must be built by Wikia	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
Super Leaderboard	970x90	970x315	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	2 business days
Pushdown	970x90 or 970x66	970x415	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999	- Pushdown ad units "push" page content down rather than expanding over page content - If Wikia creates: auto-expands on the first view for each user (x1/day frequency cap); automatically collapses after 8 sec - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Leaderboard	728x90	728x315	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	2 business days
Medium Rectangle	300x250	600x250	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	2 business days
Half-Page	300x600	600x600	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Tablet	0 - 4,999 If expandable: 5,000 - 1,999,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	2 business days
Portrait	300x1050	Expansion not allowed for this unit	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, Pointroll, Sizmek, TruEffect	Y	Desktop Only	5000 - 1,999,999	- Standard IAB in-line placement - If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Skin (only sold as part of roadblock)	1700x800	Expansion not allowed for this unit	150 KB	N/A	N/A	GIF/JPEG, PSD (1x1 tracking pixel and click-tracking accepted)	Site-served	N	Desktop Only	N/A	- If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, style guides	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Video Wall Roadblock	Custom Video Wall Header + Skin + 300x250	N/A	N/A	N/A	See Notes / Description	Must be built by Wikia (1x1 tracking pixel and click-tracking accepted)	Must be built by Wikia	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 leader-board 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	Expansion not allowed for this unit	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, 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	Expansion not allowed for this unit	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 Unlimited file size for user-initiated video	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, 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
Fan Takeover / UAP	Custom Impact Ad + 300x250 or 300x600	Expansion not allowed for this unit	200 KB	1 MB	N/A	GIF/JPEG, PSD (1x1 tracking pixel and click-tracking accepted)	Site-served	N	Desktop Tablet Mobile	0 - 4,999	- 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
Tablet Full Page Interstitial	1024x705	Expansion not allowed for this unit	100KB	N/A	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video (unlimited user-initiated) 60 MB max video file size	3rd Party Tags (Celtra only) otherwise must be built by Wikia	Celtra	N/A	Tablet Web Only	0 - 4,999	- 3rd Party tags should be for 1024x768 and/or 768x1024 banners; do not use interstitial tags (Wikia will use in-house interstitial container) - Static, portrait-oriented interstitial ad for tablet devices	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)

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<b>MOBILE DISPLAY</b>						<b>MOBILE DISPLAY</b>						
Mobile Interstitial	320x480	N/A	200 KB	300 KB	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated)	3rd Party Tags, GIF/JPEG	Celtra, Sizmek	Y	Mobile Web Only	0 - 4,999	- 3rd Party tags should be for 320x480 banners; do not use interstitial tags (Wikia will use in-house interstitial container) - Static, portrait-oriented interstitial ad for smartphone devices - No text may be smaller than 11px.	If Advertiser creates: 2 business days If Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)
Mobile Rectangle (In-Content)	300x250	Expansion not allowed for this unit	200 KB	300 KB	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated)	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, 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	320x416	50 KB	200 KB	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video (unlimited user-initiated) 2.2 MB additional file size for host-initiated video (unlimited user-initiated)	3rd Party Tags, GIF/JPEG	DCM (DFA), Atlas, Celtra, EyeWonder, Flashtalking, Flite, Interpolls, Mediaplex, 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	320 x 480	Expansion not allowed for this unit	200KB	N/A	Minimum 24 fps for video 15 sec max length for animation 30 sec max length for video (unlimited user-initiated) 60 MB max video file size	3rd Party Tags (Celtra only) otherwise must be built by Wikia	Celtra	N	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 Wikia creates: 5 business days (3 for approvals/revisions, 2 for production/QA)

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<b>MOBILE APP</b>						<b>MOBILE APP</b>						
Community App Prestitial (Smartphone, In-app)	320x480 480x320	Expansion not allowed for this unit	100KB	N/A	N/A - Only static banners accepted	GIF/JPEG/PSD (1x1 Tracking Pixel and Click Tracking accepted)	Site-served	N	Mobile App Only	N/A	- Portrait: 320x440 (Make sure to keep the top right 50x50 corner clear of copy/images/messaging) - Landscape: 480x280 (Make sure to keep the top right 50x50 corner clear of copy/images/messaging)	2 business days
MyWikia App Prestitial (Tablet Only)	1024x768 768x1024	Expansion not allowed for this unit	100KB	N/A	N/A - Only static banners accepted	GIF/JPEG/PSD (1x1 Tracking Pixel and Click Tracking accepted)	Site-served	N	Tablet App Only	N/A	Static full-page prestitial that appears within Wikia's MyWikia tablet app	2 business days

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<b>VIDEO</b>						<b>VIDEO</b>						
Video Scrollstitial	800x450	Expansion not allowed for this unit	N/A	N/A	15 sec max. length Converted MP4 should not exceed 5MB file size 200 MB max video file size	Must be built by Wikia MOV, MP4 video source files (1x1 tracking pixel and click-tracking accepted)	Must be built by Wikia	N/A	Desktop Only	2,000,000 - 2,999,999	Cannot be served using VAST or VPaid tags	3 Business Days for production / QA / Traffic
Pre-Roll Video (In-stream)	640x480	Expansion not allowed for this unit	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	0 - 4,999	15 or 30 sec video ad that plays before video content	3 Business Days to QA / Traffic
Inline Video (Out-stream)	700x400	Expansion not allowed for this unit	N/A	N/A	15 sec max length 512MB max video file size	VAST 2.0, MOV, MP4, WEBM, 3GPP, AV, MPEGPS, WMV, FLV	DCM (DFA), Sizmek, Innovid	N/A	Desktop Only	0 - 4,999	15 or 30 sec video that auto-plays after expanding within the page content after a user scrolls down	3 Business Days to QA / Traffic

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<b>NATIVE ADS</b>						<b>NATIVE ADS</b>						
Hero	1600x900	Responsive	250KB	250KB	N/A	JPEG/PSD	N/A	N	Desktop Tablet Mobile	N/A	- If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides. Logos must be supplied in both white and black 1-color variations and must be saved as AI, EPS, PSD or PNG files with transparent backgrounds Click here for .psd template.	2 business days
Topic Card	1067x600	Responsive	200KB	200KB	N/A	JPEG/PSD	N/A	N	Desktop Tablet Mobile	N/A	- If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides. Logos must be supplied in both white and black 1-color variations and must be saved as AI, EPS, PSD or PNG files with transparent backgrounds Click here for .psd template.	2 business days
Fan Feed	1280x720	Responsive	250KB	250KB	N/A	JPEG/PSD	N/A	N	Desktop Tablet Mobile	N/A	- If Wikia creates: required assets include layered PSD files of key art, images, logos, fonts, video, style guides. Logos must be supplied in both white and black 1-color variations and must be saved as AI, EPS, PSD or PNG files with transparent backgrounds Click here for .psd template.	2 business days

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.

