

Creating a skin for Fandango

TYPES OF SKINS

Depending on the page to be skinned, Fandango.com supports three different types of skins:

Wrap Around Skin – This skin frames the normal site on the top, left, and right. The site’s main nav appears below the center part of the skin.

“H Skin” with Large Leaderboard – This skin frames the normal site on the left and right sides and cuts through the middle of the site with a 960x90 unit below the main nav.

“H Skin” with Big Screen Unit – This skin frames the normal site on the left and right sides and cuts through the middle of the site with a 960x50 unit below the main nav. On page load, the 960x50 unit automatically expands to 960x250 and then contracts.

Available skin formats by page:

Page	Wrap Around Skin	“H” Skin w/ Large Leaderboard	“H” Skin w/ Big Screen Unit
Homepage	See Spec A	Not Available	Not Available
Browse Movie Page(s)	Not Available	See Spec B	See Spec C
DVD Page(s)	Not Available	See Spec B	See Spec C
Theater Selection Page	See Spec A	Not Available	Not Available
Movie Page(s)	See Spec A	Not Available	Not Available
All Other	See Spec A	Not Available	Not Available

FILE REQUIREMENTS

The skin graphics should be provided to Fandango in *three formats*:

1. Photoshop layered document (in case further modifications are needed),
2. Jpeg comp for review that shows the skin wrapped around the appropriate page of the site (see below.)
3. Final asset jpeg of the skin as it will be served on the site (see following pages.)

The final asset jpeg should be no larger than 80K. To help keep the file size small, make the image area behind the site the same color as the background color (see following pages.)

DOs & DON'Ts

The skin is meant to be a mood-setting visual and not a full blown text-heavy advertisement. As such, we recommend one or two (perhaps one on each side) full bleed key art images, and a minimum of text and other graphics. Some more specific recommendations:

Do:

- Have only one or two large images (maybe one image on each side)
- Consider Including box art if the skin is for a movie DVD or Blu-ray release.
- Include these text items for movie skins: Movie title, release date or now playing.
- Be sure to include all proper messaging in separate, complete files that will be required over the course of the movie skin run, i.e., - “Opens Friday” – “Opens Tomorrow” - “Now Playing.” Each instance should have its own, complete skin file.
- Include a call to action in the center graphic or top graphic of the skin and provide us with a url that this call to action should link to. (If the leaderboard area is not part of the IO this does not apply.)
- Include simple legal text if desired (©2010 Buena Vista Pictures.)

Don't:

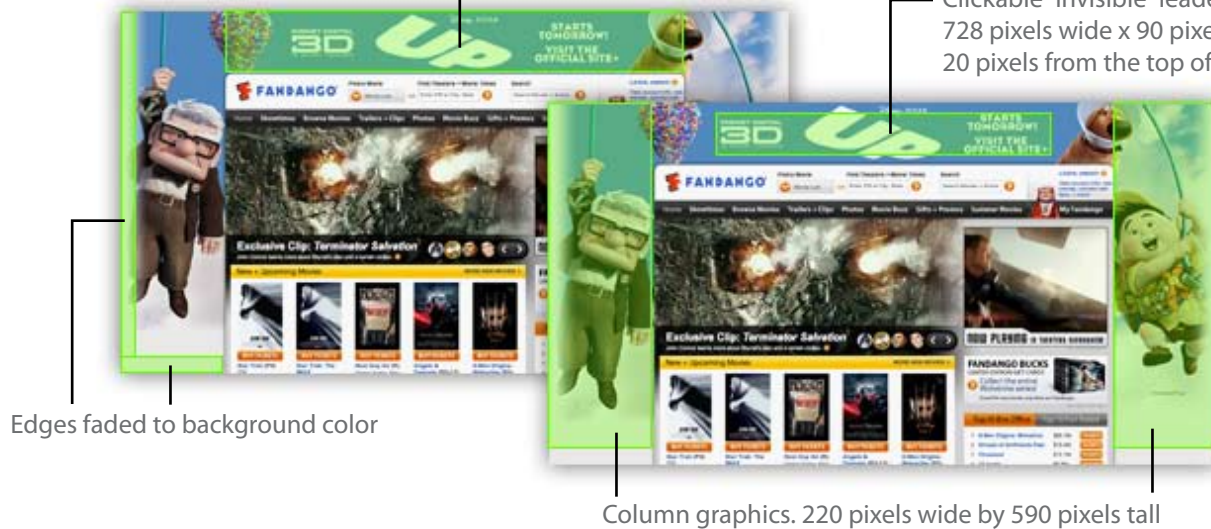
- Don't put important text in the side columns. Some users will not see this part of the skin due to screen resolution, so we suggest keeping all vital information out of this area and instead using this area for imagery only.
- Don't put logo's in the top left or center left area of the skin. This will conflict with the site logo.
- Don't include heavy amounts of text such as multiple critic quotes or plot descriptions.
- Don't use potentially offensive imagery (such as nudity or horror/violent images. Guns are highly discouraged.)
- Don't create a skin that overpowers the main site content. The skin should contrast with the site but not overpower it.

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SPEC A: WRAP-AROUND SKIN (all pages except dvd page & browse movies page)

Top graphic. 960 pixels wide by 140 pixels tall (the bottom 10 pixels will not be seen except behind the rounded corners on the edges of the site.)

Clickable "invisible" leaderboard area, 728 pixels wide x 90 pixels tall; 20 pixels from the top of the page.



SIZES

- The total size of the skin should be 1400 pixels wide by 590 high.
 - The Fandango site within the skin is 960 pixels wide and starts 130 pixels from the top of the page.
 - The top graphic should be 960 pixels wide by 140 high (the bottom 10 pixels will not be seen except behind the rounded corners on the edges of the site.).
 - Centered within the top graphic will be an invisible clickable area sized 728 wide by 90 high. A call to action should appear within this space.
 - The column graphics should be 220 pixels wide by 590 high. We recommend using at least 25 pixels on the outside of each column graphic to fade into the background color. Please provide a background hex color value.
- For skins that don't include the leaderboard area, the skin creative should be contained on the sides only, perhaps fading to a solid color behind the leaderboard to draw a clear distinction between the skin and the non-related leaderboard ad.
 - To help keep the file size as low as possible, make the image area behind the site the same hex color as the background:

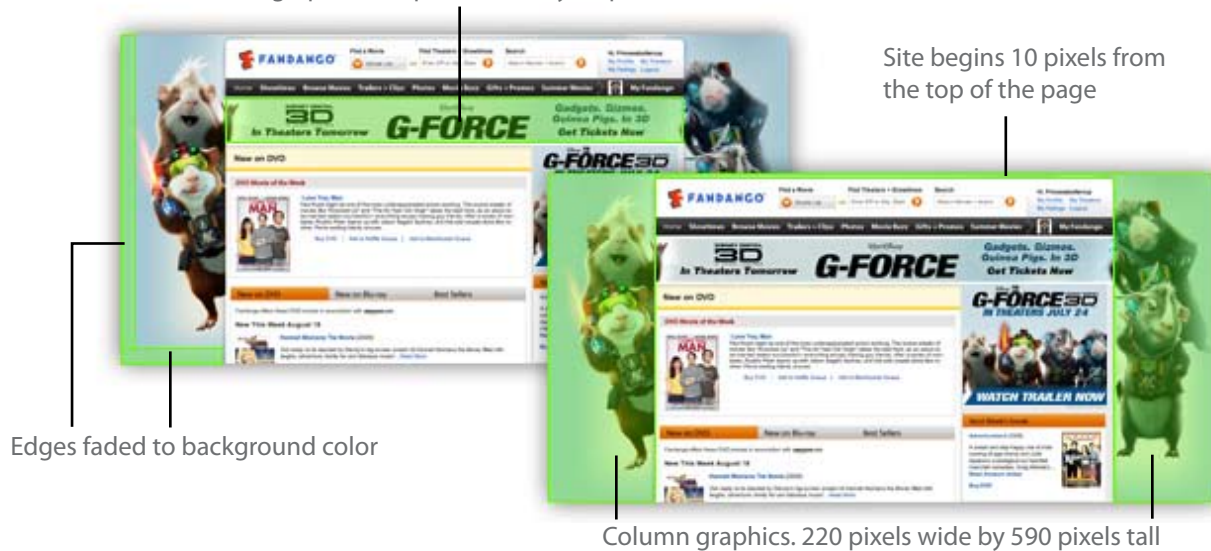


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SPEC B: "H" SKIN with LARGE LEADERBOARD (dvd page or browse movies page)

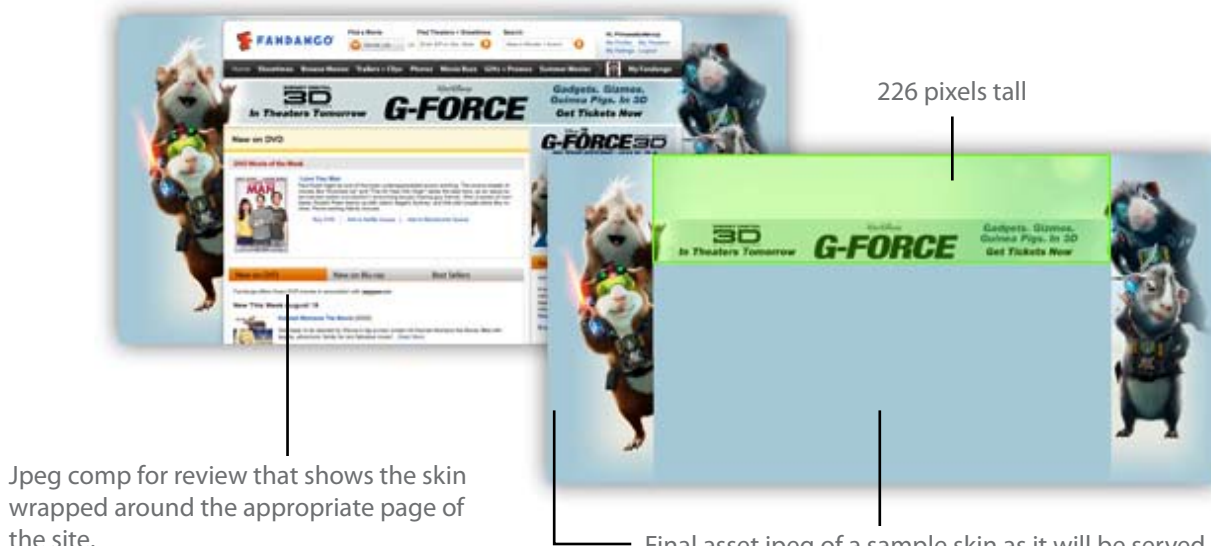
(DVD page: www.fandango.com/newdvds Browse Movies page: www.fandango.com/moviesplayingnearme)

Center graphic. 960 pixels wide by 90 pixels tall



SIZES

- The total size of the skin should be 1400 pixels wide by 590 high.
 - The Fandango site within the skin is 960 pixels wide and starts 10 pixels from the top of the page.
 - The center graphic should be 960 pixels wide by 90 high.
 - A call to action should appear within the center graphic. Please provide us with a url that this call to action should link to.
 - The column graphics should be 220 pixels wide by 590 high. We recommend using at least 25 pixels on the outside of each column graphic to fade into the background color. Please provide a background hex color value.
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- If the skin message changes from a prerelease message ("Own it 4/21!") to a post-release message ("Now Available") this messaging must be in the center graphic area only.
 - To help keep the file size as low as possible, make the image area behind the site the same hex color as the background:



Final asset jpeg of a sample skin as it will be served on the site. Note the image area behind the site is the same color as the background color.

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SPEC C: "H" SKIN with BIG SCREEN UNIT (dvd page or browse movies page)

(DVD page: www.fandango.com/newdvds Browse Movies page: www.fandango.com/moviesplayingnearme)

Collapsed state of center graphic: 960 pixels wide by 50 pixels tall

Expanded state of center graphic: 960 pixels wide by 250 pixels tall



SIZES

- The total size of the skin should be 1400 pixels wide by 590 high.
- The Fandango site within the skin is 960 pixels wide and starts 10 pixels from the top of the page.
- The center graphic should be 960 pixels wide by 50 pixels tall in its collapsed state, and 960 pixels wide by 250 pixels tall in its expanded state.
- The column graphics should be 220 pixels wide by 590 high. We recommend using at least 25 pixels on the outside of each column graphic to fade into the background color. Please provide a background hex color value.
- Be sure to account for proper video proportions (4:3; 16:9) if you plan on including video such as a trailer in the expanded state.
- If the skin message changes from a prerelease message ("Own it 4/21!") to a post-release message ("Now Available") this messaging must be in the leaderboard/center graphic area only.
- A call to action may appear within the center graphic. Please provide us with a url that this call to action should link to.
- In the collapsed state include a button to expand the ad, in the expanded state include a button to collapse the ad.
- To help keep the file size as low as possible, make the image area behind the site the same hex color as the background.

