



2011 Advertising Creative Specifications

Send all creatives to adcreative@comcastdigital.com. Creatives must be submitted at least three days (five days for pre-roll) prior to campaign launch date to avoid any possible flight delays.

Ad Units	Dimensions	Image Types	Max File Size	Video and Animation	Additional Options
Large Rectangle and Homepage Movie Spotlight (HPMS)	300x250	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Left and/or Down Max expansion – 600x500
Leaderboard	728x90	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Downward Max expansion – 728x270
Wide Skyscraper	160x600	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Left Max expansion – 480x600
Super Large Rectangle	300x600	GIF/JPG, Flash 6-9, 3 rd party tags	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Left Max expansion – 600x600
Small Box	300x100	GIF/JPG, Flash 6-9 Rich Media/3 rd Party tag	GIF/JPG: 20k Flash/Rich Media: 40k total load, max panels: 1	4 loops max or 15 seconds, whichever is less	Expansion – Down Max expansion - 300x250
Widescreen	960x150	Same as above	GIF/JPG: 30k Flash/Rich Media: 80k total load	Same as above	Opens Downward Max expansion – 960x300
Floating Ad Unit (Animated Takeover)	As approved	3 rd party tag or site served	100k total load, no panel, must be frequency capped, must have close button.	No more than 5 -8 seconds.	See additional floating ad requirements below.
Front Door Floating Unit	450x450 Maximum Area	3 rd party tag or site served	100k total load, no panel, must be frequency capped, must have close button.	No more than 5 -8 seconds.	See additional floating ad requirements below.
Skins (with or without leaderboard)	1400x590	GIF/JPG only	80k - Must provide background color and click thru URL	n/a	Tracking pixel allowed. See Skin Guide.

Big Screen (Pushdown)	960x50	3 rd party tag or site served	60k initial load, 100k total load, one panel only. Must be frequency capped. Can be 3 rd party served or site served. Site served assets: collapsed and expand jpgs/flash files, video.	15 second video or 10 second animation	Max panel expansion: 960x250. Panel will auto expand and auto close upon completion.
Video Pre-roll	620x349, 687x289 (sponsored), 800x450 (MDC)	flv, .avi, .mpeg, .mov, .wmv	2mb (2048kb), 4:3 or 16:9 aspect ratio, 24fps	15 seconds max	Tracking pixels allowed.
Video Wall	960x270	GIF/JPG, 3 rd party tag	75k initial load, 125k polite load, 200k total load	15 seconds max	Auto-play, audio user initiated, does not expand or collapse. Creative must be approved by Product team. Must have video controls
WAP	300x50;300x75 216x36;216x54 168x28;168x42 120x20;120x30	GIF/JPG, 3 rd party tags (for tracking only)	GIF/JPG: 5k	None	Must include landing page URL and CTA (call to action) text. At least three creative sizes listed must be provided.
iPhone Application	300x50	GIF/JPG only	5k	None	Must include landing page URL and CTA (call to action) text
Android Application	320x50	GIF/JPG only	5k	None	Must include landing page URL and CTA (call to action) text
iPhone Application Prestitial *Requires 4 week lead time	320x460	Raw assets/ PSD	N/A (must be custom created by Fandango)	Frequency capped at 1/session	Must include CTA (call to action) and "skip ad" close button. Creative must be approved by Product
Android Application Prestitial *Requires 4 week lead time	320x480 600x1024	Raw assets/ PSD	N/A (must be custom created by Fandango)	Frequency capped at 1/session	Must include CTA (call to action) and "skip ad" close button. Creative must be approved by Product
iPad Application *Requires 4-6 week lead time	768x350 and 300x35 (leave behind)	Raw assets/ PSD	N/A (must be custom created by Fandango)	5-8 seconds max	Must have close button. Audio is user-initiated.
Printer Pages	660x82	GIF/JPG only, no 3 rd party tags	30k	No animation	Ad does not click thru.

Purchase Funnel Sponsorship	468x60	GIF/JPG only, no 3 rd party tags (site served)	30k	None	Ad does not click thru.
Printer Friendly Ticket Page	468x60	GIF/JPG only, no color, no 3 rd party tags (site served)	30k	None	Ad does not click thru. Black & white ad only.
Ticket Confirmation Pages	728x90 or 160x600	GIF/JPG, Flash 6-9 Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load, 60k additional polite load. max panels: 1	4 loops max or 15 seconds, whichever is less	Expansion – Down or Left Ticket conf page cannot be sold to drink, popcorn, or candy suppliers (exhibitor req)
Map Locator	728x90	GIF/JPG only	40k	None	Tracking tags allowed for collapsed and expanded state.
Restaurant Map Widget	960x150	Custom Made	80k	None	Tracking tags allowed
Animated Logo Teaser	100x100	Flash 6-9 Rich Media/3 rd Party tag	10k	5 second max animation, no video	Should not cover navigation or leaderboard
Character Pop-up	150x150	Flash 6-9 Rich Media/3 rd Party tag	10k	5 second max animation, no video	Should not cover navigation or leaderboard
Control Ads	300x250	GIF/JPG, survey tag	30k **Not allowed on HP**	No animation	No fly-overs/ pop-ups.
Movie List Pulldown Menu (Editorial Spotlight Package)	346x39	GIF/JPG only	20k	None	Static ad. Tracking pixel only.
Fan Mail Large Rectangle Newsletter	300x250	GIF/JPG	20k	n/a	No 3rd party tags.
Fan Mail Logo Sponsorship Newsletter	34x22	GIF/JPG	5k	n/a	No 3rd party tags.
Advanced Ticketing Stand-Alone E-Mail	468x60	GIF/JPG	20k	n/a	No 3rd party tags.
Opening this Week	250x375	GIF/JPG only	10k	No animation	None

No Exceptions. Creatives can NOT exceed specified weight limitations and must be in compliance with all Fandango creative specifications. Any ad element not meeting spec will be returned for revision, which may result in flight delay.

****In order to provide the best possible user experience, ads for theatrical releases that specifically mention "tickets", "ticketing", and/or "showtimes", should link to the corresponding Fandango Movie Page where users can view showtimes and start the ticket buying process.*

Floating Ad Units

- Ad units must be in an organic shape; cannot be square or rectangle. The floating unit must not contain hard borders or appear at all like a pop up.
- Ad must be frequency capped at one per user per day and have a close button.
- Ad should move across the screen and not stay fixed or hover in one place for more than one second.

- No part of the creative must cover the Homepage movie posters in the New & Upcoming Movies section.
- All creatives for floating ad units must receive pre-approval for the Fandango Ad Product team.

Additional Creative Guidelines

- We do accept rich media served via third party ad servers using javascript tags.
- Expandable panel must close on roll-off and have a close button. Panel may pin if expansion is user initiated (click to open/close).
- Ad must not cover or disable movie ticketing widget at anytime, even upon expansion.
- Audio must be user initiated.
- Video can auto-play (non User Initiated) but must be streaming and no longer than 15 seconds
- Banner animation can not be longer than 15 seconds and must not employ any rapid strobing animation.
- Rollover hotspot must not cover more than 33% of banner area.
- Ads may not have transparent backgrounds or blend into site content. Ads with a white background must have a distinct one pixel border.
- All clicks through URLs must open in a new browser window.
- All flash ads may be in Flash versions 6-9 and must be submitted with destination URL.
- Maximum frame rate is 18fps for animation and 24fps for video.
- No 4th party tags are allowed.
- Control ads are allowed but must be capped at 1/user/day.
- For Fandango, nav bar z-index is 30 and the drop down list is 60
- For Movies.com z-index maximum is 500,000 & wmode=transparent

Advertising Restrictions:

- Ads must not contain any link to other movie ticketing sites.
- No alcohol-related ads on Homepage or any movie rated G or where the primary genre is Family.
- Alcohol cannot account for any more than 10% of the site inventory at any given time.
- Alcohol cannot advertise in skin, floating, expanding ad formats.

Approved rich media providers:

- Doubleclick/Motif
- Atlas
- Pointroll
- Eyeblaster
- Eyewonder
- Unicast
- Interpolls

Targeting Capabilities for Display Ads:

- Geographic (Zip, DMA)
- Movie
- Genre & sub-genre
- Movie rating
- Theater or Theater Chain
- Performer Name

SKINS

Movie Page Skinning:

- Skin must be directly related to the movie being displayed (i.e. no conquesting)
- Third-party advertisers subject to studio approval
- Skins must include the purchase of the leaderboard ad unit, and optionally the skyscraper or large rectangle (unless the skin is part of the *Editorial Spotlight Package*, which do not include an ad unit)

Homepage & Theater Selection Page Skinning:

- No non-studio skins will be allowed on homepage (with the exception of movie tie-ins). Homepage skins will not include the HPMS.
- Any advertiser can skin the Theater Selection Page
- All skins must include the purchase of the leaderboard ad unit, and optionally the large rectangle

Applicable to All Skins:

- Minimum 24 hour run time.
- Skins will be created by Fandango and require minimum 10 business day lead time for creation and approvals (by advertiser and site)
- Skins on Movies.com can not be scheduled for the weekend and require an additional day of lead time.