

HOLLYWOOD.COM

Advertising Specifications

Standard Ad Tag Requirements (3 business days required)				
Ad Unit	728x90/970x90	160x600/300x600	300x250	954x250/970x250
Format	Hollywood.com accepts most ad tag formats such as Javascript and iFrame (Javascript is preferred). Dart DFP is our ad server.			
Tags	Dart, Mediamind, EyeWonder, Klipmart, Pointroll accepted			
Flash requirements	Complete SWF file required. Please set WMODE to "opaque" or "transparent". The WMODE setting must be set in both the OBJECT and EMBED elements.			
Click Thrus	Up to 5 click thrus can be accommodated. Please provide the clicktag variable URLs and the corresponding URLs.			
Flash K Size	60K	60K	60K	60K
Gif/JPG K size	50k	50k	50k	50k
Rich Media	Yes, see Rich Media Specs	Yes, see Rich Media Specs	Yes, see Rich Media Specs	Yes, see Rich Media Specs
Maximum Length	15 seconds	15 seconds	15 seconds	15 seconds
Rotation	ROS	ROS except landing pages and no Home Page or galleries for 300x600	Movie Detail/Theater Detail Pages only	ROS
Rich Media Ad Tag Requirements (5 business days required)				
Ad Unit	728x90/970x90	160x600/300x600	300x250	954x250/970x250
Initial Load Size	60K	60K	60K	60K
Max File Size	99K	99K	99K	99K
Animation Length	15 seconds in initial ad unit; 30 seconds within panel; looping/replays must be user initiated			
Frames per Second	18	18	18	18
Flash Version	Versions through Flash 10 are supported			
Audio (optional)	User initiated on click			
Video Option	User initiated upon expansion; looping/replays must be user initiated.			
Full Expanded Width	728 or 970 px.	336/500 px.	500 px.	n/a
Full Expanded Height	315 px.	600 px.	250 px.	n/a
Expansion Direction	Down	Left	Left	n/a
Expand/Collapse Options	Rollover to expand; Roll off retraction. With 30% hot OR can be click to open click to close	Rollover to expand; Roll off retraction. With 30% hot OR can be click to open click to close	Rollover to expand; Roll off retraction. With 30% hot OR can be click to open click to close	Does not expand
Floating Ads	Hollywood.com only serves floating ads when they close into an existing ad on the page (typically the 300x250 ad position).			
In-Page Video Units (5 business days)				
Unit Sizes	728x90	160x600	300x250	300x600
Rich Media Tags Accepted	Dart, Mediamind, EyeWonder, Klipmart, Pointroll accepted			
Initial Load Size	60K	60K	60K	60K
Max File Size	99K	99K	99K	99K
Audio option	User initiated upon click			
Video option	Must load with audio muted; Looping/replays must be user initiated; If it's road-blocked video must be user initiated			

Video Pre-Roll (5 business days)			
Rich Media Tags Accepted	VAST 1.0, 2.0, Vpaid		
Video Length	15 seconds		
Accepted formats	*MPEG2 and AVI we do NOT except* File Format: .mov or .mp4, Video Codec: H.264, Video Bit Rate (min-max): 3-10 Mbps, Audio Codec: AAC Stereo 44.1 or 48 kHz, Audio Bit Rate (min-max): 48 – 192 kbps, Frame Sizes: 4:3 Sizes: 640x480, 720x480, 720x486 - 16x9 Sizes: 640x360, 1280x720 FPS: 29.97, 30, 24		
Acceptable Links	Please provide FTP location for files if available and we will grab video assets, encode and provide reporting.		
Overlay (5 business days)			
Ad Unit	SWF file up to 800x600, up to 75K		
Click Thrus	One call to action/one click thru		
Special Notes	Animation up to :15 (disappears at 15 seconds). User initiated sound. No close button (we will provide that). No third party tag		
Portrait 300x1050 - Rising Star (5 business days)			
Special Notes	300x1050 divided into THREE distinct modules		
Ad Unit	3rd party tag		
K size	Initial load is up to 75k. Polite user initiated load 2.2mb		
Animation Length	15 seconds in initial ad unit; 30 seconds within panel; looping/replays must be user initiated		
Frames per Second	18 or 24		
Flash Version	Versions through Flash 10 are supported		
Audio (optional)	User initiated on click		
Video Option	Looping/replays must be user initiated.		
Expandable?	No		
Wallpaper (10 business days for Hollywood.com built/5 business days for client built)			
	Home Page Wallpaper	ROS/Landing Pages Detail Wallpaper	
Rich media	Impression trackers are not accepted. We can only use a clicktracker in the header area. And there can only be one call to action		
Clickable area	Only the SWF header area; no calls to action in the rails/gutters	Only the SWF header area; no calls to action in the rails/gutters	
Building Wallpapers	Hollywood builds the wallpaper skin. We need a layered PSD file (500mb or less) and creative direction at least 10 business days in advance. If it is a VIDEO skin, we will also need the video file at this time. We can use a theatrical trailer, or if you prefer, a :15 or :30 trailer. We can accommodate up to 3 revision requests and we have to have final approval at least 1 full business day in advance. We can build up to 2 versions of skins- ie, pre street and post street date messaging. IF REQUESTED, we can allow the client to build the skins. Please contact us if you wish to do this. We would need completed files, built to spec, no less than five business days in advance. See info below		
If client builds:	specs	file size	Clickable
	980x216 swf header w/ backup jpg/gif	swf: 99k max backup jpg: 75k max	There is 1 clicktag. So one call to action
	2000x1250 background/wallpaper	under 250K	No
Templates	For more information on how to implement a clicktag variable in your swf header, please see first file below. To build the to fit our site, please use template below (2nd link)		
Word Doc	http://bit.ly/yQ43Nt		
PSD	http://bit.ly/YduzziM		

Newsletter (5 business days)	
Ad Units	728x90
File size	JPG or GIF up to 40K, trackable click-thru link; Cannot use tags
Notes	Can only accommodate one call to action as there is only one click thru URL

Please note, failure to adhere to the required lead times may result in a campaign delay.