Please note that for any creatives, we cannot accept any reference to a competitor site (ie, Fandango). This includes any icons, review quotes, or redirect to their ticketing

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 table below.*			
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.			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).			

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

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.

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.

PORTRAIT - RISING STAR (300x1050)	
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

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

STATIC WALLPAPER RAIL
5 business days - Client Built

	Home Page Takeover	ROS / Landing Pages Detail Takeover
Notes	Impression trackers are not accepted.	
Clickable area	Only in 970x250 header; no calls to action in the rails/gutters	
Building Takeover Wallpaper Rails	• Client builds wallpaper. • The recommended "live area" is 175px left and right from the site's inner content. This should contain your main branding and call to action. The image extends an additional 325px on both sides for larger displays. • The background color of the Rails is white by default. Upon request, it may be changed to black or another color. This color must be consistent with the wallpaper and the site as a whole. While the color of the Rails may be customized, the center content background must remain white. • The center of the wallpaper image displays "behind" the page content and is not shown. This area must be kept blank to minimize the file size of the creative. • The Rails will scroll with the page by defaullt. Upon request the wallpaper may run in a fixed position (no scrolling). If fixed, the main messaging must be placed at appropriate height to be seen on most users' screens. • The Rails will have no click-through URL by default. Upon request a click-through URL may be added. *Please note that the 970x250 header and the wallpaper rails are not seamless. There is a white border (padding) between them.*	

	Specs	File Size	Clickable
Header	970x250 ad size - 3rd party tag	60k flash / 50k backup	Yes
Wallpaper Rails	2112x1662	under 400K	No
PSD Template	https://www.dropbox.com/s/nxr5bhbaml5d31t/hw_takeover_1120px_v060716.psd?dl=0		

VIDEO WALLPAPER
5 business days - Client Built

Ad Units	Video Wallpaper, 728x90 transparent header and 300x600 or 300x250
Video Notes	Time: 15:00 OR 30:00 seconds exactly Frame Size: 1920x1080 Frames per Second (FPS): 29.97 Sound: -10DB (Decibels) Format: MP4/H.264 Max File Size: 30mb
PSD Template	https://www.dropbox.com/s/3948hdgmduh0iv9/hw_videotakeover_1920x1080_v060116.psd?dl=0 *Please provide a 1920x1080 PNG or JPG which serves as a placeholder while the video loads. This image also serves as a fallback, if for any reason, the video cannot be loaded.*

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

MOBILE STANDARD (320x50) 3 -5 business days		
Ad Units	Standard	Rich Media
Max File Size	20k	40k
Formats	JPG or GIF	PNG, JPG, GIF; HTML-5 Rich Media. We accept the following rich media vendors: Celtra, Phluant {mobile}, Crisp Wireless, Sprout, Medialets, Adxcel, iab.mobile. If you provide rich media, due date is 5 business days. *PLEASE NOTE: Rich media ads are subject to testing and approval cannot be guaranteed.*
Click Through URL	Please contact AdTrafficking@hollywood.com to set up a click thru URL, as ticketing needs to redirect back to our mobile website. **There can only be one call to action**	

MOBILE INTERSTITIAL (320x480) 3 - 5 business days		
Ad Units	Standard	Rich Media
Max File SIze	40k	40k
Formats	JPG or GIF	PNG, JPEG, GIF; HTML-5 Rich Media (i.e. Celtra) New Rich Media Vendors will need to be JS Certified by MoPub. Rich Media must be MRAID compliant for IOS and Android. *PLEASE NOTE: Rich media ads are subject to testing and approval cannot be guaranteed.*
Notes	Safe areas measuring 40x45px are needed on both the top left and top right corners. In addition, to accommodate older iPhones, we need a safe area in the lower left corner, measuring 110x50px. **Please also include a safe area running on the bottom 12 pixels.**	
Click Through URL	Please contact AdTrafficking@hollywood.com to set up a click thru URL, as ticketing needs to redirect back to our mobile website. **There can only be one call to action.**	

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