

# Hollywood.com Advertising Specifications



**Effective Date**  
**1 May 2010**

## **For More Information**

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## ***Introduction***

Thank you for considering Hollywood.com as a portal to your customers. We appreciate your business and input into making our site a valuable tool in your advertising strategies. This document serves as a guide in providing creative materials that not only work for your organization in terms of generating interest in your product, but also guarantee that advertising will not negatively affect the user experience for visitors to Hollywood.com.

You will find that our specifications are generally more tolerant of the more vibrant rich media advertising being created today. As better newer and more dynamic technologies are introduced, we will continue to update these specifications and work with you in using these products.

If you have any questions about these specifications, please let us know.

## ***The Basics***

Our premium ad sales team can help you identify opportunities to advertise on Hollywood.com, including banner ads, promotions on our Facebook and Twitter pages, complete wallpapers of the home page and other landing pages, pre-roll video with companion banners, on site promotions, and more. We also sell premium advertising opportunities across our vast video library housed on YouTube.com.

For more information on ***premium ad sale opportunities***, please contact ad sales by calling Eileen Mulloy, senior vice president of sales and marketing, at (646) 745-1640, or by sending an email to the ad sales team at [adsales@hollywood.com](mailto:adsales@hollywood.com).

For ***network and remnant sales***, please contact Paul Proia, senior director of ad operations, at (561) 322-3462, or by sending an email to [paul.proia@hollywood.com](mailto:paul.proia@hollywood.com).

For any questions about ***ad banner specifications***, please contact the ad trafficking team at [adtrafficking@hollywood.com](mailto:adtrafficking@hollywood.com), or contacting Paul Proia, senior director of ad operations directly at (561) 322-3462.

## ***Inventory***

### ***General Ad Locations:***

On Hollywood.com, the following positions appear on nearly every page above the fold.

728x90 (Top)  
300x250 or 300x600 (Middle)  
160x600 (Right)

A 300x600 ad is available on pages where a 300x250 would run, except on the homepage or photo galleries.

The 160x600 is available on detail pages (movie, TV show, news stories) along the right rail.

### ***Home Page and Landing Page Ad Locations:***

In addition to the positions noted above, our landing pages have the following rich media options that allow for the complete skinning of these pages.

***Video Skinning:*** Allows for the use of a video box in our header on any landing page, including the home page, provided other ads are placed in all other positions on that landing page.

***Wallpaper Skinning:*** Allows for the skinning of our landing pages, including the home page, provided other ads are placed in all other positions on that landing page.

***Full Floater/Sliver:*** The home page allows for a large rectangle floating ad (940x430) that shrinks to a 940x50 sliver position between our header and content.

### ***Newsletter Ad Locations:***

The Hollywood.com newsletter, delivered to more than 125,000 readers each week, has two positions available.

728x90  
160x600

Both of these positions require a standard JPG or GIF file and cannot use rich media.

### ***Facebook/Twitter Promotions***

Our editorial staff can create additional promotions and deploy them across our social media platforms to help feature your product.

## *Basic Creative Delivery Rules*

Please deliver creatives at least 72 hours before the campaign start date. This gives us time to test rich media advertising before it appears on our site, as well as traffic larger campaigns with several placements. With wallpaper or full page takeovers, we need the assets 21 days before the wallpaper would appear on the site.

Hollywood.com reserves the right to remove advertising that negatively affects the experience of our visitors.

We accept most ad tags formats such as Javascript and I-Frame; however we prefer to receive Javascript tags. Tags must come from the following third party creative providers:

Eyeblander	Klipmart
Pointroll	Viewpoint
Dart	EyeWonder

We also accept complete, self-contained flash files (SWF), JPG or GIF files (when site serving ads) as required. When flash files are delivered to us and expected to be site served, please provide files in both SWF and the raw FLA file format.

## *Rich Media Ad Tag Requirements*

<b>Ad Unit</b>	<b>728x90</b>	<b>160x600</b>	<b>300x250</b>	<b>300x600</b>
<b>Initial Load Size</b>	40K	40K	40K	40K
<b>Max File Size</b>	100K (Does not include Video Streams)	100K (Does not include Video Streams)	100K (Does not include Video Streams)	100K (Does not include Video Streams)
<b>Animation Length</b>	15 seconds in initial ad unit; 30 seconds within panel; Looping/ replays must be user initiated	15 seconds in initial ad unit; 30 seconds within panel; Looping/ replays must be user initiated	15 seconds in initial ad unit; 30 seconds within panel; Looping/ replays must be user initiated	15 seconds in initial ad unit; 30 seconds within panel; looping replays must be user initiated
<b>Frames Per Second</b>	18	18	18	18
<b>Flash Version</b>	Versions through Flash 10 are supported	Versions through Flash 10 are supported	Versions through Flash 10 are supported	Versions through Flash 10 are supported
<b>Audio Option</b>	User initiated on click	User initiated on click	User initiated on click	User initiated on click
<b>Video Option</b>	User Initiated upon expansion; Looping/replays must be user initiated	User Initiated upon expansion; Looping/replays must be user initiated	User Initiated upon expansion; Looping/replays must be user initiated	User Initiated upon expansion; Looping/replays must be user initiated
<b>Full Expanded Panel Width</b>	728	336	500	500
<b>Full Expanded Height</b>	315	600	250	300
<b>Expansion Direction</b>	Down	Left	Left	Left
<b>Expand/Collapse Options</b>	Rollover to expand: Mouse off retraction	Rollover to expand: Mouse off retraction	Rollover to expand: Mouse off retraction	Rollover to expand: Mouse off retraction

## *Accepted Rich Media Tag Providers*

Eyeblaster	Pointroll
Dart Motif	Klipmart
Viewpoint	Eyewonder

- Hollywood.com cannot site serve a rich media floating ad tag.
- When road-blocking the home page, only ONE ad position can have a video.
- We can be tolerant of file sizes exceeding 100K (for video, usually) provided the initial (polite) load of the flash unit is less than 40k.

## *Standard Ad Tag Requirements*

Ad Unit	728x90	160x600	300x250	300x600
Flash K size	50K	50K	50K	50K
Gif/JPG K size	40K	40K	40K	40K
Rich Media	Yes. See Rich Media Specs	Yes. See Rich Media Specs	Yes. See Rich Media Specs	Yes. See Rich Media Specs
Max. Length	15 Seconds	15 Seconds	15 Seconds	15 Seconds
Rotation	ROS	ROS except landing pages	ROS	ROS – no home page or galleries

## *In-Page Video Units*

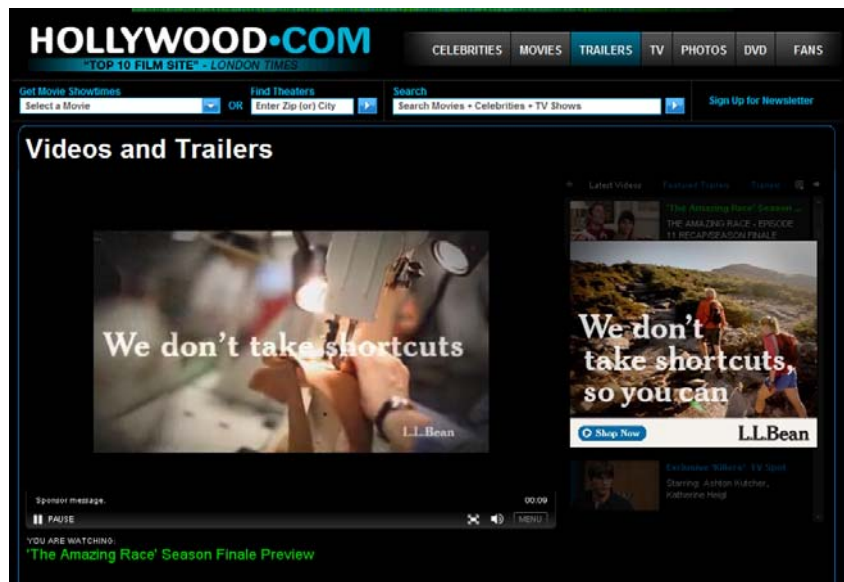
Ad Unit Size	728x90, 160x600, 300x250, 300x600
Accepted Rich Media Tags	Eyeblaster, Pointroll, Dart Motifs, Klipmart, Viewpoint, Eyewonder
Initial Load Size	40K
Max File Size	100K
Audio Option	User initiated on click
Video Option	Must Load with Audio Muted; Looping/ replays must be user initiated; If it's a road-blocked unit, video must be user initiated

## *Floating Ads*

- **Hollywood.com only serves floating ads** when they close into an existing ad on the page (usually the 300x250 position).
- Floating ads have to be delivered at least five days in advance of appearing on the site so as to test the appearance and location of the ad on the home page.
- Floating ads are noticed more when there is less rich media in other ad positions.

## Video Pre-roll

<b>Ad unit:</b>	<b>Video Unit + Companion 300x250</b>
<b>Video Length</b>	15 Seconds
<b>Acceptable formats</b>	<p><b>If sending us the tape – preferred method</b>  <b>Tapes accepted:</b> Beta SP  <b>Video Length:</b> 15 Seconds            No 3<sup>rd</sup> party tags are allowed. Beta SP tapes are sent to Hollywood Media and we will encode them and supply reporting. Please send to:</p> <p style="padding-left: 40px;">Ad Trafficking            C/O Hollywood Media Corp.            2255 Glades Road, Suite 221A            Boca Raton, FL 33431</p> <p><b>If putting on an FTP or sending electronically:</b>  <b>File Format:</b> H.264 (.mov or .mp4 AVC)  <b>Video Codec:</b> H.264.MPEG-4 AVC  <b>Video Bit Rate</b> (min-max): 3-10 Mbps  <b>Audio Codec:</b> AAC Stereo 44.1 or 48 kHz  <b>Audio Bit Rate</b> (min-max): 48 – 192 kbps  <b>Frame Size:</b> 640x480, 720x480, 720x486  <b>FPS:</b> 29.97 or 30</p> <p><b>File Format:</b> Quicktime DV (.MOV)  <b>Video Codec:</b> Apple DV/DVC Pro NTSC  <b>Video Bit Rate</b> (min-max): 25 Mbps (Fixed)  <b>Audio Codec:</b> Linear PCM – Integer Big/Little Endian- Stereo 16bit 41.1 or 48 KHz Sample Rate  <b>Audio Bit Rate</b> (min-max): Uncompressed Audio (PCM)  <b>Frame Size:</b> 720x480  <b>FPS:</b> 29.97 (fixed)</p> <p><b>File Format:</b> Quicktime  <b>Video Codec:</b> Sorenson Pro  <b>Video Bit Rate</b> (min-max): 5-10 Mbps  <b>Audio Codec:</b> AAC Stereo 44.1 or 48 kHz  <b>Audio Bit Rate</b> (min-max): 48 – 192 kbps  <b>Frame Size:</b> 640x480, 720x480, 720x486  <b>FPS:</b> 29.97 or 30</p> <p><b>We will also accept VAST formatted (versions 1.1 or 2.0) pre-roll tags.</b></p>
<b>Pre-roll Video and Companion Ad Specs</b>	<b>Hollywood.com can run a 300x250 companion ad with pre-roll video.</b> For the 300x250, we need either a standard tag, or a JPG/GIF with a click-thru link.



## Wallpaper

- Wallpaper can best be described as a very large image that serves as the background and gutter of the home page.
- **Rich Media tags are not accepted for wallpaper.**
- Hollywood.com graphic artists create custom wallpaper for you because the various landing pages require some customization to work correctly.
- **Provide assets, such as a one sheet or other large images, which can be used to create the wallpaper as required.**
- We can usually turn wallpaper skins – even those with video headers – into a mockup in just a couple of days to ensure timely reviews and approvals.
- Please provide assets at least 21 days before the wallpaper would appear on the site.
- If the wallpaper uses a video skin in the header, please provide a high quality .MOV file as per the Pre-roll video specs below (15 or 30 seconds duration).

