

Hollywood.com Advertising Specifications



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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 and marketing 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 creatives and newer 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.

Inventory

General Ad Locations:

On Hollywood.com, you will find the following advertising positions on nearly every page above the fold.

728x90	(Top)
300x250	(Middle)

On the detail pages (celebrity, movie, TV show, news stories and others), there is also a 160x600 (Right) position available along the right rail.

Specialty Ad Locations:

As a dynamic web advertising option, Hollywood.com has partnered with Pointroll to provide three new rich media alternatives for our home page as part of a home page takeover campaign:

Logo Manipulation: Coordinating with the 728x90 banner the logo is merged into the banner to create a larger branding experience.
<http://demo.pointroll.net/content/demos/2008%20MockUP%20Demos/Q3/Hollywood.com/LogoMorph/pageskin.html>

Headline Takeover/Video Wall: Allows you to place a fully interactive unit on top of our headline box (688x389), much like a floating ad. When complete, it shrinks back to the 300x250 middle position on the home page.
http://demo.pointroll.net/content/demos/2008%20MockUP%20Demos/Q3/Hollywood.com/VideoWall/HW_Redesign_Home.html

Full Floater/Sliver: Allows for a large rectangle floating ad (940x430) that shrinks to a 940x50 sliver position between our header and content.
http://demo.pointroll.net/content/demos/hollywood.com/hwdotcom_CWW.html

Home Page and Landing Page Ad Locations:

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

Video Skinning: Allows for the use of a video box in our header OR 300x250 positions 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.

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.

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.

Hollywood.com reserves the right to remove advertising that negatively affects the user 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:

Eyeblaster	Klipmart
Pointroll	Viewpoint
Dart	Eyewonders

We also accept flash files, JPG or GIF files (when site serving ads) as required. When flash files are delivered to us and site served, provide files in the raw FLA file format.

Rich Media Ad Tag Requirements

Ad Unit	728x90	160x600	300x250
Initial Load Size	40K	40K	40K
Max File Size	100K (Does not include Video Streams)	100K (Does not include Video Streams)	100K (Does not include Video Streams)
Animation Length	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
Frames Per Second	18	18	18
Audio Option	User initiated on click	User initiated on click	User initiated on click
Video Option	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
Full Expanded Panel Width	728	336	500
Full Expanded Height	315	600	250
Expansion Direction	Down	Left	Left
Expand/Collapse Options	Rollover to expand: Mouse off retraction	Rollover to expand: Mouse off retraction	Rollover to expand: Mouse off retraction

Accepted Rich Media Tag Providers:

Eyeblander	Pointroll
Dart Motif	Klipmart
Viewpoint	Eywonder

- 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
Flash K size	30K	30K	30K
Gif/JPG K size	20K	20K	20K
Rich Media	Yes. See Rich Media Specs	Yes. See Rich Media Specs	Yes. See Rich Media Specs
Maximum Length	15 Seconds	15 Seconds	15 Seconds
Rotation	ROS	ROS except Homepage	Movie Detail Pages

In-Page Video Units

Ad Unit Size	728x90, 160x600, 300x250, 300x600	300x250 Movie Focus Box and 300x250 2nd Movie Focus Box
Accepted Rich Media Tags	Eyeblaster, Pointroll, Dart Motifs, Klipmart, Viewpoint, Eyewonder	Eyeblaster, Pointroll, Dart Motifs, Klipmart, Viewpoint, Eyewonder
Initial Load Size	40K	30K
Max File Size	100K	100K
Audio Option	User initiated on click	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	Video must be user initiated; Looping/replays must be user initiated

Floating Ads

Total Max Dimensions	Headline Box = <size>; Floating/Sliver Box = <size>
Max Play Duration	After 15 seconds ad must disappear
Initial Load	80K
Frames Per Second	18
Max file size	160K
Audio Option:	Must be user initiated and creative must include a mute button
Close Button	Must have a prominent close button
Accepted Rich Media Tags	Pointroll only – we do not site serve floating ads.

- **Hollywood.com does not serve floating ads.** Pointroll provides a tag as required.
- 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.

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 at a reasonable cost. Please arrange this work with your sales representative as early as possible to guarantee timely delivery. Also, provide asset that can be used to create the wallpaper as required.
- With the recent redesign, wallpaper will not be completely visible to users with screen resolutions lower than 1280x<height>. When implementing wallpaper, please tell your ad trafficker if you would prefer users to see partial wallpaper images, or no wallpaper at all on the smaller screen resolutions.

Video Pre-roll

Ad unit:	Video Unit
Rich Media Tags Accepted	Viewpoint
Video Length	15 Seconds
Acceptable formats	<p>If sending us the tape – preferred method Tapes accepted: Beta SP Video Length: 15 Seconds No 3rd 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>If putting on an FTP or sending electronically: File Format: H.264 (.mov or .mp4 AVC) Video Codec: H.264.MPEG-4 AVC 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 Size: 640x480, 720x480, 720x486 FPS: 29.97 or 30</p> <p>File Format: Quicktime DV (.MOV) Video Codec: Apple DV/DVC Pro NTSC Video Bit Rate (min-max): 25 Mbps (Fixed) Audio Codec: Linear PCM – Integer Big/Little Endian- Stereo 16bit 41.1 or 48 KHz Sample Rate Audio Bit Rate (min-max): Uncompressed Audio (PCM) Frame Size: 720x480 FPS: 29.97 (fixed)</p> <p>File Format: Quicktime Video Codec: Sorenson Pro Video Bit Rate (min-max): 5-10 Mbps Audio Codec: AAC Stereo 44.1 or 48 kHz Audio Bit Rate (min-max): 48 – 192 kbps Frame Size: 640x480, 720x480, 720x486 FPS: 29.97 or 30</p> <p>We will also accept Unicast pre-roll tags.</p>

Premium Pointroll Home Page Ad Specifications

Logo Manipulation:

- Please have creative assets available so that Pointroll designers can work with Hollywood.com designers to manipulate the header and logo of Hollywood.com.
- Specifications for making these changes have already been provided to Pointroll designers, so the key is getting assets four weeks before an ad would appear on the site.

Once the code is created, our ad traffickers will call a Pointroll provided tag to the TOP (728x90) position.

Headline Takeover/Video Wall:

Please provide the following assets four weeks prior to the ad appearing on our site so that Pointroll can create appropriate tags and stream video.

- 300x250 SWF and FLA (polite load <40K) that can be used as the default 300x250 ad, and relaunch the video wall.
- 300x250 GIF/JPG as the default image for this ad location.
- 689x388 SWF and FLA (polite load <40K) with close button, audio button, and pause/play option so Pointroll can stream video to this box.
- High quality .MOV file – 15 seconds of video at no more than 18FPS that Pointroll can stream to the 689x388 flash box.
- Click-Thru URL for tracking links.

Once this is done, our ad traffickers will call a Pointroll provided tag to the MIDDLE (300x250) position.

Full Floater/Sliver:

Please provide the following assets four weeks prior to the ad appearing on our site so that Pointroll can create appropriate tags and stream video.

- Appropriate text for the sliver once the expanded ad is complete.
- 940x430 SWF and FLA (polite load <40K) with close button, audio button, and pause/play option so Pointroll can stream video to this box.
- High quality .MOV file – 15 seconds of video at no more than 18FPS that Pointroll can stream to the box.
- Click-Thru URL for tracking links.

Once this is done, our ad traffickers will call a Pointroll provided tag to the TOP2 position.