



Fandango Advertising Creative Specifications

Send all creatives to adcreative@fandango.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.

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Ad Units	Dimensions	Image Types	Max File Size	Animation	Rich Media Options
Large Rectangle and Homepage Movie Spotlight	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	GIF/JPG: 4 loops max Flash/Rich Media: 15 seconds max	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	GIF/JPG: 4 loops max Flash/Rich Media: 15 seconds max	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	GIF/JPG: 4 loops max Flash/Rich Media: 15 seconds max	Expansion – Left Max expansion – 480x600
Small Box	300x100	GIF/JPG, Flash 6-9 Rich Media/3 rd Party tag	GIF/JPG: 20k Flash/Rich Media: 30k initial load, max panels: 1	GIF/JPG: 4 loops max Flash/Rich Media: 15 seconds max	Expansion – Down Max expansion - 300x250
Video Pre-Roll	320x240	.flv, .avi, .mpeg, .mov	2mb (2048kb)	:15 seconds, no loops	No 3 rd party tags Flash 7 or 8 only
Video Companion	300x250	GIF or JPG only	40k	No animation	No 3 rd party tags Flash 7 or 8 only
Pop-Under	Variable	GIF/JPG, Flash 6-9, Rich Media/3 rd Party	GIF/JPG: 30k Flash/Rich Media: 40k initial load/60k additional polite load	GIF/JPG: 4 loops max Flash/Rich Media: 15 seconds max	None
Fan Mail Large Rectangle	300x250	GIF/JPG	20k	3 loops max	None
Fan Mail Logo Sponsorship	34x22	GIF/JPG	5k	n/a	None
Advanced Ticketing Stand-Alone E-Mail	468x60	GIF/JPG	30k	n/a	None
Printer-friendly Ticket Conf. Page	468x60	Secure/Static – GIF/JPG grayscale only, no 3 rd party tags	30k	No animation	None - Ad unit cannot be sold to drink, popcorn, or candy suppliers (exhibitor requirement)

Additional Creative Guidelines

- We do accept rich media served via third party ad servers using IFRAME tags.
- Expandable panel must NOT pin and must have a close button.
- 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
- Video can be 30 seconds only if ad is click to play (User Initiated) and must have stop/pause and play video controls
- 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 and may not 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.
- No 4th party tags are allowed.
- All flash ads may be in Flash versions 6-9, unless where specified otherwise, and must be submitted with destination URL.
- Maximum frame rate is 18fps.
- No floating ad units are allowed on our site.

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.

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

SKINS

Movie Page Skinning:

- Skin must be directly related to the movie being displayed (i.e. no conquering)
- Third-party advertisers subject to studio approval
- Skins must include the purchase of the leaderboard ad unit, and optionally the skyscraper or large rectangle

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 featured placement area.
- Any advertiser can skin Theater Selection Page
- Only one TSP/HP skin can run at any given time (i.e. no TSP and HP skin simultaneously)
- 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.