



DIGITAL ADVERTISING MEDIA KIT

Premium Ad Formats

BILLBOARD

Overview

The Billboard is a premium, oversized leaderboard-style ad unit that appears for users with larger screen resolutions, providing a powerful branding opportunity.

- The Billboard may contain video (3P served), HTML5 animation, or static images.

Technical Specifications

	Billboard
DIMENSIONS	970x250
FILE WEIGHT	< 250K
FILE TYPE	PNG, JPG, GIF, HTML5
3P SERVING	Yes
3P TRACKING	Yes
VIDEO (OPTIONAL)	Auto-Start: Muted; Must use polite download; 30s max; < 2.2MB User-Initiated: < 20MB; no duration limit



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HTML5 Requirements

- HTML5 creative may be first-party served or third-party served from an approved third-party vendor.
- HTML5 creative **served first-party** must adhere to the following:
 - Must use a single click-through URL.
 - Cannot include in-banner video or interactive features such as photo galleries or mouse-over effects.
 - File references in the HTML5 code must use relative file paths.
 - Assets must be submitted as .zip folders containing all applicable files—one .zip folder per creative.
 - HTML5 creative must be “plug and play”—assets must be delivered in a state in which the main
 - HTML5 file can be opened and function correctly. HTML5 creative which is not in a functioning state will be rejected.
- HTML5 creative served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight listed above applies to all HTML5 files and assets including images, HTML/JS/CSS files, custom fonts, or other assets.
- HTML5 creative requires a minimum lead time of five business days for testing and approval.

Ad Format Guidelines

Animation / Ad Behavior

- Total non-video animation time may not exceed 15 seconds.
- No more than three animation loops are allowed within the 15s limit.
- Expanding creative are not accepted.

Capping

- No capping restrictions.

Third-Party Tag

- Creative tags must be provided by an approved vendor.



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Ad Format Guidelines

Continued

Submission Deadline

- Minimum of five business days for testing and review or ten days for MarvelHQ.com placements.

Video (optional)

- Creative with in-banner video must be third-party served.
- Auto-play video must utilize a polite download and must not exceed 30 seconds and 2.2MB.
- Auto-play video must be capped at one time per user per day.
- Auto-play video cannot be served via YouTube player.
- User-initiated video must not exceed 10MB.
- Video files must include “Play”, “Pause”, and “Mute” functions at minimum.
- Audio must be user-initiated only on click.

HTTPS Compatibility

- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

General Information

- A maximum of five creatives are accepted for rotational site-served placements.
- All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Ad units must have a linking URL that resolves to an active page.
- All clickthroughs must open a new window.
- Placeholder or non-final ad content will not be considered as “proxies” for final creative.
- For questions, please contact adoperations@marvel.com