



## DIGITAL ADVERTISING MEDIA KIT

Premium Ad Formats

# NEWSLETTER BANNER

### Overview

The Newsletter Banner is an advertising opportunity delivered directly to Marvel newsletter subscribers within the body of the email.

- Must be first-party served. Third-party click tracking is supported.

### Technical Specifications

DIMENSIONS	728x90
FILE WEIGHT	< 60K
FILE TYPE	PNG, JPG, static GIF
3P SERVING	No
3P TRACKING	Yes
VIDEO	Not accepted



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### HTML5 Requirements

- HTML5 is not accepted. Static images only.

### Ad Format Guidelines

#### Animation / Ad Behavior

- Static images only.

#### Capping

- No capping restrictions.

#### Third-Party Tag

- Third-party click tracking is supported only.

#### Submission Deadline

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

#### Video

- Not accepted. Static images only.

#### 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.



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### Ad Format Guidelines

*Continued*

#### General Information

- 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](mailto:adoperations@marvel.com)