



DIGITAL ADVERTISING MEDIA KIT

last update: Feb 1, 2024

Video Ad Formats

PRE-ROLL

Overview

The Pre-Roll features a video clip up to 30 seconds that runs before video content on Marvel.com, MarvelHQ.com, and HQ app with an advertising message.

- VAST 2.0 is supported.

Ad Format Guidelines

Duration • Up to 30 seconds.

Accepted Video Dimensions • 1920x1080
• 1280x720
• 720p video or below is required. 1080p is optional but recommended.

Accepted Formats • MP4
• VAST 2.0 (must contain at least one media file under 1000kbps)

Aspect Ratio • 16:9

Frame Rate • 23.98, 24, 25, 29.97 or 30 fps (sample rate pass-through if possible)

Max File Size • 10MB

Codec • ProRes 422 or H.264



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Ad Format Guidelines

Continued

- Audio**
- Apple Lossless or Linear PCM (ProRes 422)
 - AAC 44.1 or 48kHz (h.264)
 - Audio loudness must be set to 24LKFS +/- 2dB (per the 2009-2010 U.S. CALM act S.2847).
 - All Disney and Hulu brands only support creatives with a single (1) audio track. This should not be confused with multi-channel audio like 2-ch stereo or 5.1 surround channels. This restriction guards against creative files with multiple audio tracks – e.g. track 1: 2-ch stereo English; track 2: 2-ch stereo Spanish.

- Third-Party Tag**
- Third-party tags must be provided from an approved vendor.

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

- General Information**
- All Disney and Hulu brands only support creatives with a single (1) video track.
 - 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