



Contact:  
[adoperations@marvel.com](mailto:adoperations@marvel.com)

Marvel Entertainment Digital Display Specs

General Display Creative Info	Name	Ad Size	Formats Accepted	Initial Max File Size	Add'l Polite File Size	HTML 5 Initial Max File Size	HTML 5 Polite File Size	In Banner Video	Notes
<ul style="list-style-type: none"> <li>• Animation/Loops: :15 / 3 Loops</li> <li>• Expandable Creative Not Accepted</li> <li>• Audio: user-initiated on click</li> <li>• Additional Parameters: wmode=transparent z index=1000000</li> <li>• Frame Rate/ Frames Per Second: 15-24 FPS</li> <li>• Max Creative Rotation: 5 Creatives if site served</li> <li>• Lead Time: 5 Business Days for Marvel.com, 10 Business Day for MarvelHQ.comA</li> </ul>	Leaderboard	728x90	.jpg/.gif/html5/3rd party	100k	200K	250K	300k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as max file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Medium Rectangle	300x250	.jpg/.gif/html5/3rd party	100k	200K	250K	300k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as max file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Half Page	300x600	.jpg/.gif/html5/3rd party	100k	200K	250K	300k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Sliver	970x90	.jpg/.gif/html5/3rd party	100k	200K	250K	300k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as max file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Billboard	970x250	.jpg/.gif/html5/3rd party	100k	200K	250K	300k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as max file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Mobile	320x50	.jpg/.gif/html5/3rd party	60k	150k	200k	250k	2.5MB polite download max. Must contain visible player controls; stop, pause, play, mute. Auto Play Video must be capped at 1/24 and audio is user initiated. There is no restriction on video length as long as max file size is not exceeded	All creatives for MarvelHQ.com are subject to legal review and approval. If creatives contain Marvel IP, client must provide Brand Assurance approval receipt.
	Logo/Button	150x150 80x80	transparent Logo	60k	N/A	150k	300k	N/A	Logos can only be site served. 3rd party 1x1 Impression tracking is available. Redirects are not accepted
	Newsletter	728x90	.jpg/.gif only	60k	N/A	N/A	N/A	N/A	Site Served only / Click Tracking Only