



Operations Email: adoperations@marvel.com

General Pre-roll Video Creative Info	Name	Length	Formats	Audio	Notes
<ul style="list-style-type: none"> • Max File Size: 10MB • Codec (Compression): Pro Res 422 or h.264 • Aspect Ratio and Bit Rate: 16:9 720P or below is required, inclusion of 1080p is optional but recommended VAST Must contain at least one medialfile under 1000kbps. • Dimensions: 1920x1080 / 1280x720 • Frame Rate/ Frames Per Second: 29.97 or 30 (sample rate pass through if possible) • Max Creative Rotation: 5 Creatives if site served • Lead Time: 5 Business Days for Marvel.com, 10 Business Day for MarvelHQ.com 	<p>Pre-roll Video Marvel.com and Marvel HQ.com and HQ App</p>	<p>up to 30 seconds</p>	<p>MP4, VAST 2.0 VPAID</p>	<p>Apple Lossless or Linear PCM (Pro Res 422) or AAC 44.1 or 48K (h.264)</p>	<p>VPAID creative must be tested and approved prior to setting live.</p>
	<p>Pre-roll Video YouTube Non-Skippable</p>	<p>up to 15 seconds</p>	<p>MP4, YouTube approved VAST 3.0</p>	<p>Apple Lossless or Linear PCM (Pro Res 422) or AAC 44.1 or 48K (h.264)</p>	<p>Only select third party vendors are approved by YouTube for ad serving / impression tracking. DCM is preferred. No third party tracking outside of Google is accepted on MFK content (Made for Kids). https://developers.google.com/third-party-ads/youtube-vendors</p>
	<p>Pre-roll Video YouTube Skippable</p>	<p>up to 30 seconds</p>	<p>MP4, YouTube approved VAST 3.0</p>	<p>Apple Lossless or Linear PCM (Pro Res 422) or AAC 44.1 or 48K (h.264)</p>	<p>Only select third party vendors are approved by YouTube for ad serving / impression tracking. DCM is preferred. No third party tracking outside of Google is accepted on MFK content (Made for Kids). https://developers.google.com/third-party-ads/youtube-vendors</p>