

HBO   TIGER												
PUBLISHER	SIZE	FILE SIZE	MATERIAL CLOSE	ISSUE DATE	TUNE-IN	CTA	ART	NOTES	COMP TO HBO	REVS TO HBO	HBO APPROVED	DELIVERED
Total Units:												
CBS SPORTS HPTO and ROS ARENA SYNC												
			DUE @ VENDOR	1st FLIGHT DATE								(BUILD TO AMC)
PUBLISHER	SIZE	FILE SIZE	MATERIAL CLOSE	ISSUE DATE	TUNE-IN	CTA	ART	NOTES	COMP TO HBO	REVS TO HBO	HBO APPROVED	DELIVERED
CBS Custom SkyBox	2100x600				DDT NOT ALLOWED			desktop + mobile Layered PSD using embedded smart objects Site Served template: <a href="https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9">https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9</a> DEMO: <a href="https://www.cbssports.com/?adTargeting_campaign=skybox2">https://www.cbssports.com/?adTargeting_campaign=skybox2</a> SPECS: <a href="https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz">https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz</a>				
CBS Custom SkyBox	2100x150				DDT NOT ALLOWED			desktop + mobile Layered PSD using embedded smart objects Site Served template: <a href="https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9">https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9</a> DEMO: <a href="https://www.cbssports.com/?adTargeting_campaign=skybox2">https://www.cbssports.com/?adTargeting_campaign=skybox2</a> SPECS: <a href="https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz">https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz</a>				
CBS Custom SkyBox	1050x300				DDT NOT ALLOWED			desktop + mobile Layered PSD using embedded smart objects Site Served template: <a href="https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9">https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9</a> DEMO: <a href="https://www.cbssports.com/?adTargeting_campaign=skybox2">https://www.cbssports.com/?adTargeting_campaign=skybox2</a> SPECS: <a href="https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz">https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz</a>				
CBS Custom SkyBox	960x192				DDT NOT ALLOWED			desktop + mobile Layered PSD using embedded smart objects Site Served template: <a href="https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9">https://drive.google.com/file/d/1y3upURkm-WhTkPluNh29D8T9dN1FU3-g/view?ts=5fda1de9</a> DEMO: <a href="https://www.cbssports.com/?adTargeting_campaign=skybox2">https://www.cbssports.com/?adTargeting_campaign=skybox2</a> SPECS: <a href="https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz">https://omnicommediagroup.app.box.com/s/92680czw5v3lxqmhxbji59vi2ilo82dz</a>				
Video Poster	960x540				DDT NOT ALLOWED			Site Served				
Video Endcard	960x540				DDT NOT ALLOWED			Site Served				
Mobile Expand	960x540				DDT NOT ALLOWED			Site Served				
ROS	300x250 Static	50k			DDT NOT ALLOWED			DoubleClick				
ROS	300x250 HTML	50k/200k			DDT NOT ALLOWED			DoubleClick				
ROS	300x250 RM	50k/200k			DDT NOT ALLOWED			DoubleClick Check RM specs for max file size				
ROS	320x50 Static	50k			DDT NOT ALLOWED			DoubleClick				
ROS	320x50 HTML	?										
ROS	320x50 RM	?										
CONDE NAST   VANITY FAIR HPTO												
			DUE @ VENDOR	1st FLIGHT DATE								(BUILD TO AMC)
PUBLISHER	SIZE	FILE SIZE	MATERIAL CLOSE	ISSUE DATE	TUNE-IN	CTA	ART	NOTES	COMP TO HBO	REVS TO HBO	HBO APPROVED	DELIVERED
VANITY FAIR HPTO	1920x520 Desktop CROWN unit							PSD to fill in for both sizes: <a href="https://drive.google.com/drive/folders/0B4ew_RlsNqLZMk5jX3ZsanFvWIE">https://drive.google.com/drive/folders/0B4ew_RlsNqLZMk5jX3ZsanFvWIE</a> Site Served				
VANITY FAIR HPTO	768x432 Mobile CROWN unit							PSD to fill in for both sizes: <a href="https://drive.google.com/drive/folders/0B4ew_RlsNqLZMk5jX3ZsanFvWIE">https://drive.google.com/drive/folders/0B4ew_RlsNqLZMk5jX3ZsanFvWIE</a> Site Served				
VANITY FAIR HPTO and AV DISPLAY	728x90 Desktop + Mobile Static	50k						DoubleClick				
VANITY FAIR HPTO and AV DISPLAY	728x90 Desktop + Mobile HTML	200k Initial 100k Sub 2.2 MB Video						DoubleClick				
VANITY FAIR HPTO	300x600 Desktop + Mobile Static	50k						DoubleClick				
VANITY FAIR HPTO	300x600 Desktop + Mobile HTML	200k Initial 100k Sub 2.2 MB Video						DoubleClick				
VANITY FAIR HPTO and AV DISPLAY	300x250 Desktop + Mobile	200k Initial 100k Sub 2.2 MB Video						DoubleClick				
VANITY FAIR HPTO and AV DISPLAY	300x50 Mobile Static	50k						DoubleClick				
VARIETY HPTO + VARIETY ARTICLE PAGE TAKEOVER												
			DUE @ VENDOR	1st FLIGHT DATE								(BUILD TO AMC)
PUBLISHER	SIZE	FILE SIZE	MATERIAL CLOSE	ISSUE DATE	TUNE-IN	CTA	ART	NOTES	COMP TO HBO	REVS TO HBO	HBO APPROVED	DELIVERED
VARIETY HPTO + VARIETY ARTICLE PAGE TAKEOVER	1000x150	100k				CLICK TO EXPAND		VARIETY VIDEO WALL TEMPLATE: <a href="https://app.box.com/s/p8uvqokoqvho9rr81mmp9q94zkb12a14">https://app.box.com/s/p8uvqokoqvho9rr81mmp9q94zkb12a14</a>				
VARIETY HPTO	970x250 Static	50k						Site Served				
VARIETY HPTO	970x250 HTML	200k Initial 3MB Max Polite						DoubleClick				
VARIETY HPTO	970x250 RM	200k Initial 3MB Max Polite						DoubleClick				

VARIETY HPTO + VARIETY ARTICLE PAGE TAKEOVER	300x250 Static	50k						Site Served				
VARIETY HPTO + VARIETY ARTICLE PAGE TAKEOVER	300x250 HTML	200k Initial 3MB Max Polite						DoubleClick				
VARIETY HPTO + VARIETY ARTICLE PAGE TAKEOVER	300x250 RM	200k Initial 3MB Max Polite						DoubleClick				
VARIETY ARTICLE PAGE TAKEOVER	300x600 Static Desktop	50k						Site Served				
VARIETY ARTICLE PAGE TAKEOVER	300x600 HTML Desktop	200k Initial 3MB Max Polite						DoubleClick				
VARIETY ARTICLE PAGE TAKEOVER	300x600 RM Desktop	200k Initial 3MB Max Polite						DoubleClick				
VARIETY HPTO	320x50 Static Desktop	50k						Site Served				
VARIETY HPTO	320x50 Static Mobile	50k						Site Served				
VARIETY HPTO SKIN	175x1200 Static Rails x2	50k per panel						SKIN PSD: <a href="https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu">https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu</a>				
VARIETY HPTO SKIN	450x1200 Static Rails x2	100k per panel						SKIN PSD: <a href="https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu">https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu</a>				
VARIETY HPTO SKIN	725x1200 Static Rails x2	150k per panel						SKIN PSD: <a href="https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu">https://app.box.com/s/jfmxo0e4ofj6uvecjvg9k5fnoi87vu</a>				
<b>VOX MEDIA   VULTURE FIST LOOK TAKEOVER + VULTURE ROS AV</b>			<b>DUE @ VENDOR</b>	<b>1st FLIGHT DATE</b>							<b>(BUILD TO AMC)</b>	
<b>PUBLISHER</b>	<b>SIZE</b>	<b>FILE SIZE</b>	<b>MATERIAL CLOSE</b>	<b>ISSUE DATE</b>		<b>CTA</b>		<b>NOTES</b>	<b>COMP TO AMC</b>	<b>REVS TO AMC</b>	<b>AMC APPROVED</b>	<b>DELIVERED</b>
VULTURE FIRST LOOK TAKEOVER	1300x1400							MP4 Video Overlay (HPTO only) :08s Animation File with Sound (includes the entire extended experience, reveals 30s trailer) VIDEO OVERLAY SPECS: <a href="https://docs.google.com/document/d/1AeiG4HKhDuwqk7ybgNZUSmZ5k6ohv2asI6CafcjWYwC/edit?usp=sharing">https://docs.google.com/document/d/1AeiG4HKhDuwqk7ybgNZUSmZ5k6ohv2asI6CafcjWYwC/edit?usp=sharing</a>				
VULTURE FIRST LOOK TAKEOVER	1100x350							ATF Full Bleed Desktop - First Impression Only - Option to include Full Bleed video: 621x350, 16:9 .mp4 max 2 MB, 15s - Static of 479 x 350px artwork required if utilizing video (max 300kb) - Full Bleed video thumbnail: 622x350px .jpg under 200KB.  OR  HTML5/Rich Media Initial Load 2MB Max File Size 25MB  FULL BLEED SPECS: <a href="https://docs.google.com/presentation/d/1CUTHc2rTN1NIOkP0YZmhpHpkVOQDI7Jf1foWl0Modl8/edit?pli=1#slide=id.p">https://docs.google.com/presentation/d/1CUTHc2rTN1NIOkP0YZmhpHpkVOQDI7Jf1foWl0Modl8/edit?pli=1#slide=id.p</a>				
VULTURE FIRST LOOK TAKEOVER	970x250 Static	50k						Site Served				
VULTURE FIRST LOOK TAKEOVER	970x250 HTML	250k Initial 500k Max					What is click to relaunch experience CTA?	DoubleClick				
VULTURE FIRST LOOK TAKEOVER	1060x590 Desktop ATHENA	Desktop Athena- Layered PSD (package with 15s or 30s 16:9 video, Max 10MB) Include 640x360 video thumbnail						NEED ACCESS TO SPECS AND DEMO				
VULTURE FIRST LOOK TAKEOVER	640x960 Mobile ATHENA	Mobile Athena - Layered PSD (package with 15s or 30s 16:9 video, Max 10MB) Include 560x315 video thumbnail						TEMPLATES: <a href="https://www.dropbox.com/sh/p9xh1bcas4yfgh/AACJQ3g8CaQ9j4B6xfTQJ7-a/Immersion?dl=0">https://www.dropbox.com/sh/p9xh1bcas4yfgh/AACJQ3g8CaQ9j4B6xfTQJ7-a/Immersion?dl=0</a>				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x600 Static	50k						Site Served				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x600 HTML	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x600 RM	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x250 Static	50k						Site Served				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x250 HTML	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	300x250 RM	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	728x90 Static	50k						Site Served				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	728x90 HTML	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	728x90 RM	250k Initial 500k Max						DoubleClick				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	900x250 Static	50k						Site Served				
VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	900x250 HTML	250k Initial 500k Max						DoubleClick				

VULTURE FIRST LOOK TAKEOVER + VULTURE ROS AV	900x250 RM	250k Initial 500k Max							DoubleClick				
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