

Homepage Feature Box

The image shows a screenshot of a YouTube homepage with a dark theme. At the top, there are navigation links: "channel guide", "personalize", "upload video", a search bar with "enter search" and a "GO" button, and user options: "change region", "welcome guest", "join", and "sign in".

The main banner features the word "HEAVY" in large, bold, grey letters. Below it, a "WHAT'S NEW" sidebar lists three items:

- The Heavy Show**: The impressive box office performance of "The Bucket List," starring Jack Nicholson and Morgan Freeman.
- The Burglar**: In this skit from The White Kid Unknown, a burglar's choice in attire sends the wrong message.
- The World's Dirtiest Film: The Winner**: Axe Clean and David Spade created The World's Dirtiest Film. Many rose ...

The main video player displays a promotional video for "FRONTLINES FUEL OF WAR". The video title is "THE WAR OF THE FUTURE BEGINS TODAY." and it includes a call to action: "DOWNLOAD THE DEMO NOW! AVAILABLE ON XBOX LIVE MARKET PLACE". The release date is "AVAILABLE FEBRUARY 29, 2008" and the website "WWW.FRONTLINES.COM" is listed. The video player includes standard playback controls and a progress bar.

Below the video player, there are two feature boxes:

- The Heavy Show**: Brings you spoofs, skits and hilarious coverage of the biggest names and stories in news and entertainment. [Watch Now](#)
- Channel Guide**: Thousands of videos a click away.

At the bottom left, there is an advertisement for "AXE CLEAN" with the text "SO DIRTY YOU'LL BEG FOR A SHOWER".

Homepage Feature Box

Positioning: A compelling, 72 (w) x 46 (h) static image on the homepage designed by Heavy.com which will click –thru to play your video or the custom channel.

Length: Up to 5 minutes.*

*The Heavy team reserves the right to evaluate the appropriateness of advertiser content for homepage placement and recommends using longer form content video in place of :15/:30 second advertisement.

Assets Required:

Video can be provided to us as a high res .MOV file or Beta.

Heavy will design your featured video box and position it as content. In order to do so, we will generally use an interesting screenshot from the video provided, so no design files are required for this unit.

Dimensions: 72 (w) x 46 (h)

Animation, Audio & Rich Media: Not accepted.

Click-Thru: The unit will click-thru to play your video.

Ad Serving and File Formats: This unit cannot be 3rd party ad served.

Additional Tracking: Due to the integrated nature of this unit, Heavy cannot confidently implement 1x1 tracking pixels or click-thru commands. Tracking will be managed through Heavy’s content management system and web analytic tools.

Lead Time: Please provide video assets at least 5 days in advance of campaign start date.