

Homepage Interstitial

The image shows a screenshot of a YouTube homepage with a large interstitial for the movie *Frontlines: Fuel of War*. The interstitial features a soldier in the foreground, a cityscape in the background, and the text "THE WAR OF THE FUTURE BEGINS TODAY." and "DOWNLOAD THE DEMO NOW! AVAILABLE ON XBOX LIVE MARKET PLACE". Below the main image are three smaller images showing action scenes from the movie. The text "AVAILABLE FEBRUARY 29, 2008" and "FRONTLINES FUEL OF WAR" is prominently displayed, along with the website "WWW.FRONTLINES.COM".

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HEAVY

WHAT'S NEW 11.06.07

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

SO DIRTY YOU'LL BEG FOR A SHOWER

FRONTLINES FUEL OF WAR
AVAILABLE FEBRUARY 29, 2008
WWW.FRONTLINES.COM

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

Homepage Interstitial

Positioning: Large 990 (w) x 557 (h) billboard ads that appear on entry to Heavy homepage. Heavy can design this clickable unit for you or you can provide the final creative to be served on our site.

Assets Required:

If Heavy creates your unit, we require the source files from campaign creative and/or a high resolution layered Photoshop file no smaller than 800 (w) x 600 (h) of your final ad.

If you would like to provide the final creative unit, please provide a JPEG along with the source file (Photoshop file), so we are able to make any adjustments on your behalf. A design template is available for download at www.heavy.com/advertising.

Dimensions: 990 (w) x 557 (h)

Max File Size: 100k

Animation, Audio & Rich Media: Not accepted.

Click-Thru: The unit will click-thru to the URL you provide us with.

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

Additional Tracking: Heavy can accommodate 1x1 tracking pixels from approved partners (see approved partner list) and click-thru commands if so desired.

Lead Time: If you are supplying the creative, Heavy requires 3 business days lead time. If Heavy creates your ad unit, lead time varies depending upon advertiser approvals, however we generally require assets at least 15 days in advance of the campaign start date.