# Fan Takeovers

**Definition:** A high-impact, cross-platform and responsive ad format that is part of the Fan Takeover suite of ad technologies. The ad unit will cover the full page and scrolling further will reveal the full-sized format. This ad product is powered by Celtra. The ad will be formatted to meet the standards of the Fan Takeover suite of ad technologies and will be part of the Fan Takeover suite of ad technologies.

**Ad Size:**
- 320x50
- 320x480

**Dimensions:**
- 970x250
- 728x315
- 23.98 or 29.97

**File Size Limit:**
- 250KB
- 200KB
- 150KB
- 1MB

**Max. Loops:**
- 3
- 15 sec
- 512MB MOV or MP4
- 23.98 or 29.97
- At least 20Mbps
- 9:16 (Vertical video 1080x1920 recommended)

**Aspect Ratio:**
- H.264
- N/A

**Streaming vs. Progressive:**
- User Initiated
- N/A

**HTML5 Requirements:**
- HTML5 Requirements
- Google Ad Manager
- Site Served or 3rd Party (accepted) or Celtra
- DCM (DFA), AdForm, Sizmek, EyeWonder, Interpolls, Sizmek, Atlas, Celtra, Mediaplex, Pointroll, TruEffect
- 5 Business Days

**Additional Info:**
- Fan Takeovers are a part of the Fan Takeover suite of ad technologies.
- The fan takeovers are high-impact, cross-platform, and responsive ad formats.
- Fan Takeovers are powered by Celtra.
- The ad unit will cover the full page, and scrolling further will reveal the full-sized format.
- Fan Takeovers are part of the Fan Takeover suite of ad technologies.

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**General Ad Requirements:**

- Ad unit content must be clearly distinguishable from normal webpage content (ad unit must be different in appearance and functionality from the rest of the page).
- Ads not to exceed 30% CPU usage during host-initiated execution.
- Max. Polite Load:
  - 300KB
  - 300KB
  - 300KB
  - 300KB
  - 200KB
  - 200KB
  - 200KB
  - 200KB

**Additional Info:**

- Fan Takeovers are designed to be high-impact and responsive ad formats.
- They are part of the Fan Takeover suite of ad technologies.
- The ad unit must be clearly distinguishable from the normal webpage content.
- The ad unit should not exceed 30% CPU usage during host-initiated execution.
- Max. Polite Load is specified for different file sizes.