



COMMERCIAL INTEGRATION & SCHEDULING GUIDELINES

October 2025

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COMMERCIAL REQUIREMENTS & INFORMATION

AD-ID SYSTEM

Agencies must use the Ad-ID (formerly ISCI code) numbering system for all commercials. To obtain an Ad-ID for your advertiser, please follow these simple steps:

- Visit the Ad-ID website at www.ad-id.org.
- Contact the Ad-ID team at cs@ad-id.org or by phone (646) 259-4171
- Ad-ID, LLC

155 East 44th Street
3rd Floor
New York, NY 10017

For those clients not currently using the AD-ID system, please be mindful of ABC commercial code character limits. HD maximum of 13.

COMMERCIALS FOR BROADCAST

All commercials for air should be delivered through one of our approved digital ad distribution vendors to the ABC broadcast network facility. All commercials airing on ABC Sports must also be sent to ESPN. ABC and ESPN do not share tape libraries and commercials need to be in house at both places.

HD COMMERCIALS

Please refer to the ABC HDTV Technical Specifications manual for complete details.

ABC HD Tech Specs

COMMERCIAL VENDORS USED FOR DELIVERY

ESPN ON ABC accepts commercials via electronic delivery from vendors who have completed the necessary testing requirements. Please use the following Vendors:



Phone: 800-324-5672

Web: <http://www.extremereach.com/>

Email: support@extremereach.com



Phone: 917.546.9299

Web: <http://www.onthespotmedia.com/>

Email: stationservices@onthespotmedia.com



Phone: 866.992.9902

Web: <http://www.yangaroo.com/>

Email: adsupport@dmads.com



Phone: 855.858.1942

Web:

<https://support.comcasttechnologiesolutions.com/>

Email:

comcasttechnologiesolutions@comcast.com



Phone: 617.267.7900

Web: <http://www.evideoexpress.com/>

Email: operations@evideoexpress.com

COMMERCIAL CLEARANCE SUBMISSION POLICY

- Each agency is required and responsible to clear commercial materials with ABC Broadcast Standards & Practices (ABC BS&P).
- Clearance materials must be submitted no later than seven days prior to the airdate.
- ABC BS&P encourages the submission of pre-clearance materials such as rough cuts and scripts.
- ABC BS&P accepts digital clearance materials posted to Deluxe MediaVu.
- Slated video links and substantiation of all claims can be emailed directly to the appropriate clearance specialist listed under the ABC BS&P Assignment List.
- Claim substantiation and related documents should be submitted for all claims and should accompany the initial submission of proposed advertising.
- Final creative should be accurately labeled and fully slated.

The *ABC Television Network Advertising Standards & Guidelines* are available via the link below:

ABC Guidelines

The link above can also be used to help identify the relevant contact person on the BS&P team handling the campaign in question (based on product category).

For any additional information, please contact:

Chrysse.Spathas@abc.com

Chrysse Spathas, VP – Advertising Standards ABC, Inc.

ESPN ON ABC SCHEDULING INSTRUCTIONS DELIVERY REQUIREMENTS

ESPN On ABC Guidelines

COMMERCIAL INSTRUCTIONS

Commercial instructions for ESPN on ABC must ALWAYS be sent to the ABC Sports traffic team via email.

Email traffic instructions to: ABCSportsTraffic@espn.com

Instructions must include:

ABC Network

Advertiser

Product

Title

Ad-ID

Length

Air Date, Time and Program

Agency contact with email.

Instructions must be received at least 5 business days prior to air.

By submitting verbal instructions or changes, clients waive the right to object to the results, including errors.

ESPN ON ABC does not confirm the receipt and/or implementation of original commercial instructions.

REVISION REQUIREMENTS

ESPN will not guarantee changes/revisions within 48 hours of airdate but will make every attempt to implement the revision within reason.

ESPN ON ABC cannot be held responsible for airing an incorrect commercial if the Ad-ID code is verbally communicated to us but not confirmed in writing prior to telecast.

SAP SCHEDULING REQUIREMENTS

The SAP Ad-ID should appear on the traffic schedule for the SAP scheduled broadcast. Please provide the standard information of client, agency contact, airdate, product, length & title.

ALL SAP COMMERCIALS MUST BE IDENTIFIED WITH THE LETTER “S” AT THE END OF THEIR Ad-ID.

COMMERCIAL HOLD OR DELETE REQUIREMENTS

On-air commercial assets will be held for 60 days upon arrival. After a 60-day period of inactivity, commercial assets will be purged from ABC commercial servers. Requests to hold commercial assets past 60 days of inactivity will not be accommodated

ESPN ON ABC Management ESPN strives to provide the highest level of service and quality to all its clients. To help us maintain this quality, we require adherence to these requirements. Please note that any special requests must be directed to:

Ashley Gibson – Commercial & Sponsorship Scheduler
ashley.gibson@disney.com

Christine Adduci – Commercial & Sponsorship Scheduler
christine.m.adduci@disney.com

Melonie Williams – Commercial & Sponsorship Scheduler
melonie.williams@disney.com

Michael Shove - Commercial & Sponsorship Scheduler
michael.shove@disney.com

Rich Faber- Manager, RYM
rich.faber@disney.com

Cheryl Starybrat – Director, RYM
cheryl.m.starybrat@disney.com

BILLBOARDS

Material requirements must be followed exactly as specified. Failure to adhere to these requirements will result in materials not being approved for air. All Billboard materials must be submitted no later than seven days prior to the airdate. Requirements are as follows:

Vector-based visuals may be either SD or HD and must be high resolution.

- HD specs of 1280 X 720 (16 X 9 aspect ratio).

Billboards should not constitute mini commercials. They may not contain competitive comparisons, endorsements, premiums, prizes, contests, prices, special sales, gratuitous secondary mentions or guarantees. Billboards must be limited to a logo or product name. A short slogan or phrase is acceptable.

All static billboards should be emailed as vector-based files to the ESPN

Sponsorship Inbox: ESPNTVSponsorship@espn.com

For any questions regarding Billboards, please email:

Ashley Gibson – Commercial & Sponsorship Scheduler

Ashley.Gibson@disney.com

Melonie Williams – Commercial & Sponsorship Scheduler

Melonie.Williams@disney.com

Christine Adduci – Commercial & Sponsorship Scheduler

christine.m.adduci@disney.com

ANIMATED BILLBOARDS

Animated billboards are accepted on a case-by-case basis. All animated billboards need to be supplied with a matte or a hi-con and sent through an ABC approved digital ad vendor. The file must start off with a sync mark for one frame, followed by sixty frames of black, followed by the animated billboard, followed by a sync mark for one frame, followed by sixty frames of black, followed by the matte or hi-con. Animated billboards should be visual only; no audio should be on the file.

Audio copy with Ad-ID should be: 05 or :10 in length and sent to:

ESPNTVSponsorship@espn.com