Standard Ad Formats

BANNER

Overview

The Banner is a standard leaderboard-style ad unit that typically appears near the top of the page, usually close to the site's navigation menu.

Availability

abc | abc owned television stations | abc NEWS | Disney | Freeform | GOOD MORNING AMERICA abc

Technical Specifications

Accepted Dimensions	File Weight (total)	File Type	3P Tracking / Serving	Video (optional)
970x90, 970x66, or 970x250	< 200K	png, jpg, gif, HTML5	Yes / Yes	**Auto-Start:** Muted; Must use polite download; 30s max; <1.1MB **User-Initiated:** <10MB; no duration limit
728x90	< 200K	png, jpg, gif, HTML5	Yes / Yes	**Auto-Start:** Muted; Must use polite download; 30s max; <1.1MB **User-Initiated:** <10MB; no duration limit
320x50 (mobile only)	< 200K	png, jpg, gif, HTML5	Yes / Yes	**Auto-Start:** No video allowed **User-Initiated:** <5MB; no duration limit

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HTML5 Requirements

- HTML5 creative may be first-party served or third-party served from an approved third-party vendor.
- HTML5 creative served first-party must adhere to the following:
  - Must use a single click-through URL.
  - Cannot include in-banner video or interactive features such as photo galleries or mouse-over effects.
  - File references in the HTML5 code must use relative file paths.
  - Assets must be submitted as .zip folders containing all applicable files—one .zip folder per creative.
  - HTML5 creative must be "plug and play"—assets must be delivered in a state in which the main
  - HTML5 file can be opened and function correctly. HTML5 creative which is not in a functioning state will be rejected.
- HTML5 creative served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight listed above applies to all HTML5 files and assets including images, HTML/JS/CSS files, custom fonts, or other assets.
- HTML5 creative requires a minimum lead time of five business days for testing and approval.

Ad Format Guidelines

Animation / Ad Behavior	• Total animation time may not exceed 20 seconds. • No more than three loops of animation are allowed within the 20s limit. • **ABC OTV:** On story pages the Banner is sticky for two viewports (a viewport is one scroll down the page).
Capping	• No capping restrictions.
Third-Party Tag	• Creative tags must be provided by an approved vendor.
Submission Deadline	• Minimum of five business days for testing and review.

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Ad Format Guidelines *Continued*

Video (optional)
- Creative with in-banner video must be third-party served.
- Auto-play video must utilize a polite download and must not exceed 30 seconds and 1.1MB for applicable sizes.
- Auto-play video cannot be served via YouTube player.
- User-initiated video must not exceed 10MB.
- Video files must include "Play", "Pause", and "Mute" functions at minimum.
- Audio must be user-initiated only on click.

HTTPS Compatibility
- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

General Information
- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Ad units must have a linking URL that resolves to an active page.
- All clickthroughs must open a new window.
- Placeholder or non-final ad content will not be considered as "proxies" for final creative.