

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



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.