

Premium Ad Formats

SPONSORED BY LOGO (DisneyNOW)

Overview

DisneyNOW Sponsored By Logos are special branding opportunities tied to a show or collection that will consist of sponsored by messaging along with a client provided logo.

Availability



Technical Specifications

Accepted Dimensions	File Weight (total)	File Type	3P Tracking / Serving	Video (optional)
480x240	< 40K	png, gif	Yes / Yes	Not accepted

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HTML5 Requirements

- HTML5 assets are not accepted for the Sponsored By Logo.

Ad Format Guidelines

Animation / Ad Behavior

- No animation allowed.
- Logo sizes will be served to users based on their device's screen resolution.

Design Restrictions

- All logos must use a transparent background and aligned to the left of the ad space.

Capping

- No capping restrictions.

Third-Party Tag

- Must be served via first-party. Third-party click and impression tracking is supported.

Submission Deadline

- Minimum of five business days for testing and review.

Video (optional)

- Video is not accepted for the Sponsored By Logo.

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.