

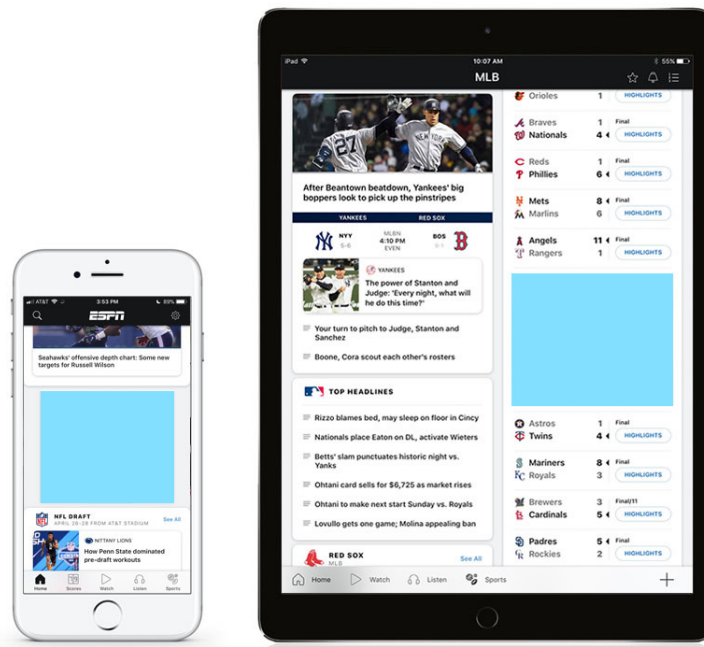
Mobile App Ad Formats

APP MPU / MREC

Overview

The Mid-Page Unit (MPU)/Medium Rectangle (MREC) is a standard ad unit that appears throughout the app. This unit may sometimes also be referred to as a Rectangle or InContent.

- The MPU/MREC supports HTML5, served via first-party, or third-party from an approved vendor.
- Third-party creative must be MRAID 2.0 compliant.
- High-resolution assets are highly encouraged for all ESPN App placements.



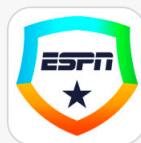
App Availability



ESPN



Cricinfo



Fantasy

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Technical Specifications

FORMAT	APP MPU/MREC
DIMENSIONS	300x250 (standard) 600x500 (2x density)*
FILE WEIGHT	< 200k (standard) < 300k (2x density)*
FILE TYPE	JPG, GIF, PNG, HTML5
3P SERVING	Yes
3P TRACKING	Yes
VIDEO (OPTIONAL)	Auto-Start: No video allowed User-Initiated: < 10MB; no duration limit; must open in native player

* Double density creative are highly recommended for all mobile creative to provide image clarity on high-resolution screens.

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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.

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)

- In-Banner video is not accepted.
- If linking to video content, playback must occur in the device's native player.
- User-initiated video must not exceed 10MB.

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

- Creative must have a clearly defined border. Advertisements that are mostly white or lightly colored must include a visible black or dark-colored 1px border.
- 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.