

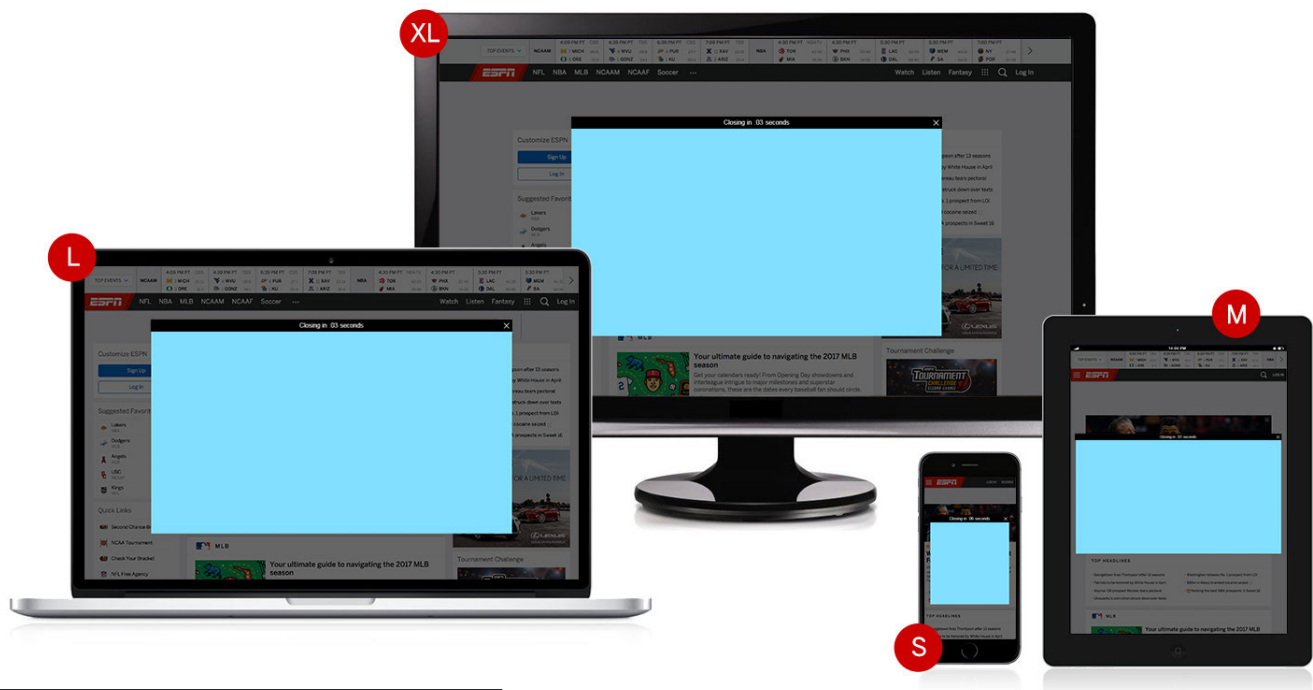
Premium Ad Formats

# OVERLAY PLUS

## Overview

The Overlay Plus is a version of the ESPN Overlay for third-party vendors. An Overlay is served for a short time from one of the standard units on the page, typically the Banner, over top of the page content.

- Flexibility of third-party serving.
- The Overlay provides advertisers with a powerful branding opportunity.
- Runs across all four breakpoints, covering both desktop and mobile users.



## Availability

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## Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	924x545	924x545	728x425	320x356 (standard) 640x712 (2x density)*
FILE WEIGHT	< 300K	< 300K	< 250K	< 200k (standard) < 400k (2x density)*
FILE TYPE	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5
3P SERVING	Yes	Yes	Yes	Yes
3P TRACKING	Yes	Yes	Yes	Yes
VIDEO	Not accepted	Not accepted	Not accepted	Not accepted

\* 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 served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight 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

- The Overlay Plus must close after 8 seconds automatically.
- A close button for the Overlay Plus must be included in the top-right corner of the creative and clearly visible.
- When serving, the Overlay should be positioned in the center of the user's browser or device screen.
- The Overlay creative must include soft-collapse functionality: clicking anywhere outside the creative must collapse the Overlay Plus.

### Capping

- The Overlay Plus is capped at one time per user per day.

### Third-Party Tag

- Must be served via an approved third-party vendor. Contact your account manager for more information.

### Submission Deadline

- Minimum of five business days for testing and review.

### Video

- Video is not allowed within the Overlay Plus ad unit.

### 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.

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## Ad Format Guidelines

*Continued*

### General Information

- The Overlay Plus is available on the Frontpage and Sport Index pages only.
- The Overlay Plus cannot be combined with auto-expanding Pushdown units (user-expand only is accepted).
- The Overlay Plus XL will be visible to users with a screen resolution of 1280px wide or higher, L for screens 1279px-1024px wide, M for screens 1023px-768px wide, and S for screens 767px wide or less.
- 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.