Footytips Ad Formats
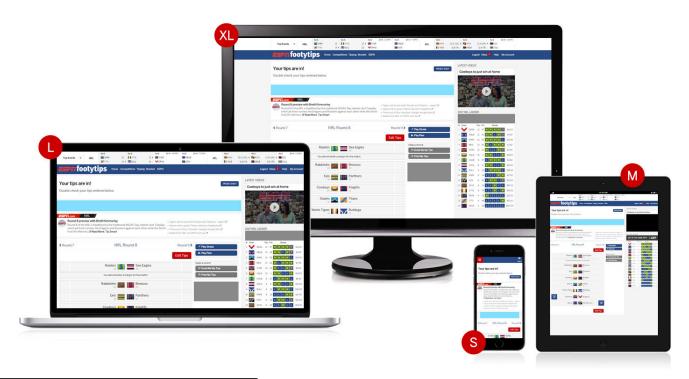
TIPPING PAGE BANNER

Overview

The Tipping Page Banner is a thin leaderboard-style ad unit that appears throughout the Footytips tipping section, under the tipping form and on the post-tipping confirmation page.

- The banner space may contain HTML5 animation, and static images.
- First and third-party ad serving is supported.

Availability

ESPN footytips

Disney Advertising

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Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	936x55	936x55	936x55 (standard) 1872x110 (2x density)*	320x50 (standard) 640x100 (2x density)*
FILE WEIGHT	< 150k	< 150k	< 150k (standard) < 300k (2x density)*	< 50k (standard) < 100k (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 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.
Video	• Video is not allowed within the Tipping Page Banner.
Capping	• No capping restrictions.
Third-Party Tag	• Creative tags must be provided by an approved vendor.
Submission Deadline	• Please allow five business days for testing and approval.

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Ad Format Guidelines *Continued*

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 Tipping Page Banner XL/L/M will be visible to users with a screen resolution 768px wide and up. • The Tipping Page Banner S will be visible to users with a screen resolution less than or equal to 767px wide. • 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.

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