

Premium Ad Formats

# WALLPAPER

## Overview

The Wallpaper is a Premium ad unit that is a part of the Video Showcase execution or can be combined with other units. This adds a graphic “skin” to the web site content, creating a more immersive ad experience.

- The Wallpaper serve to XL and L profiles only.
- A Wallpaper can be paired with the Banner, Pushdown, or Video Showcase ad formats.



## Availability

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## Technical Specifications

PROFILE	XL	L	M	S
DIMENSIONS	1680x690	1280x455	N/A	N/A
FILE WEIGHT	< 150K	< 100K	—	—
FILE TYPE	PNG, JPG, static GIF	PNG, JPG, static GIF	—	—
3P SERVING	No	No	—	—
3P TRACKING	Yes	Yes	—	—
VIDEO	Not accepted	Not accepted	—	—

## HTML5 Requirements

- HTML5 is not accepted. Static images only.

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## Ad Format Guidelines

### Animation / Ad Behavior

- Animation is not allowed within the Wallpaper space.
- The Wallpaper may be clickable.

### Design

- A gradient fade will be applied starting 90px up from the bottom-edge of the creative to create a smooth transition with ESPN's background color. This is applied automatically when served to the site, do not apply a gradient directly to the creative image before submitting.
- The Wallpaper is designed to be complementary to other ad units. Due to a high probability that the full width of the Wallpaper will not be viewed on most devices, it is highly recommended to only have non-essential brand elements within the Wallpaper area wrapping the sides of the site content, as logos and text may not be viewable.
- Wallpaper creative cannot have any repeating logos or patterns.
- Wallpapers should not include floating text, logos, or graphics on a solid white or light gray background.
- Do not block out the center Wallpaper space that will appear behind content as the page width may vary or not align correctly for all users.
- All creative submissions are subject to final editorial approval by ESPN.

### Capping

- No capping restrictions.

### Third-Party Tag

- The Wallpaper must be served first-party; third-party click and impression tracking is supported.

### Submission Deadline

- Minimum of five business days for testing and review.

### Video

- Video is not allowed within the Wallpaper space.

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## Ad Format Guidelines

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### 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 Wallpaper cannot be sold on an individual basis; it must be paired with a Banner, Pushdown, or Video Showcase.
- The Wallpaper XL will be visible to users with a screen resolution greater than or equal to 1280px wide; The Wallpaper L will be visible to users with a screen resolution between 1024px and 1279px wide.
- Please note that due to potential variations in screen resolution from user to user, the entire Wallpaper may not be fully visible to all users.
- Wallpapers are available for the Frontpage, sport index pages, and scoreboard pages only.
- 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.