

DOUBLE MPU / MREC

Overview

The 300x600 banner is a Premium unit similar to the Rectangle; the difference is that, due to its larger size, it offers greater impact and brand presence.

- This unit is displayed in the website's sidebar.
- The 300x600 banner space can contain video, HTML5 animation, and static images.
- Creative content for the 300x600 banner must be provided for all site profiles.



Availability

Premium Formats

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Technical SPECS

PROFILE	XL	L	M	S
DIMENSIONS	300x600	300x600	N/A	N/A
FILE SIZE	<200k	<150k	-	-
SUPPORTED FILE TYPES	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	-	-
THIRD- PARTY SERVING	Yes	Yes	-	-
THIRD – PARTY TRACKING	Yes	Yes	-	-
VIDEO (OPTIONAL)	AUTOPLAY Muted; must use subtle download; maximum 30 seconds; < 1.1MB USER-INITIATED < 10MB; no duration limit	AUTOPLAY Muted; must use subtle download; maximum 30 seconds; < 1.1MB USER-INITIATED < 10MB; no duration limit	-	-

HTML5 Requirements

- HTML5 creative content may be served internally or externally by an approved third-party vendor.
- HTML5 creative content may be served by ESPN's site if it meets the following requirements:
 - It has a single click-through URL/link.
 - No embedded videos within the ad.
 - No additional interactive features beyond link clicks (e.g., photo galleries, mouse-over interactions/animations).
- HTML5 creative content served by an approved third-party vendor must be submitted via JavaScript or iframe tag. RAW file formats will not be accepted.
- The file size restriction mentioned above applies to all HTML5 files and resources, including images, HTML/JavaScript/CSS files, custom font types, and any other content.
- HTML5 creative content requires a minimum of five business days for testing and approval.

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Guidelines

Animation / Ad Behavior Guidelines	Total animation must not exceed 20 seconds. No more than three loops are allowed within the 20-second limit.
Delivery Limits	No delivery limits apply.
Third Party Tags	Can be served internally or by approved third-party vendors.
Delivery Deadline	Testing and approval require five business days.
Video (Optional)	Creatives with video banners must be served via third-party tags. Autoplay video must use subtle download, must not exceed 30 seconds or 1.1MB. Autoplay videos cannot be served via YouTube player. User-initiated video must not exceed 10MB. Video files must include at least the following controls: Play, Pause, and Mute. Audio must be user-initiated only upon click.
HTTPS Compatibility	All creative content, including third-party tags and tracking tags, must use a secure protocol (HTTPS). Any non-secure creative content will be returned for revision.