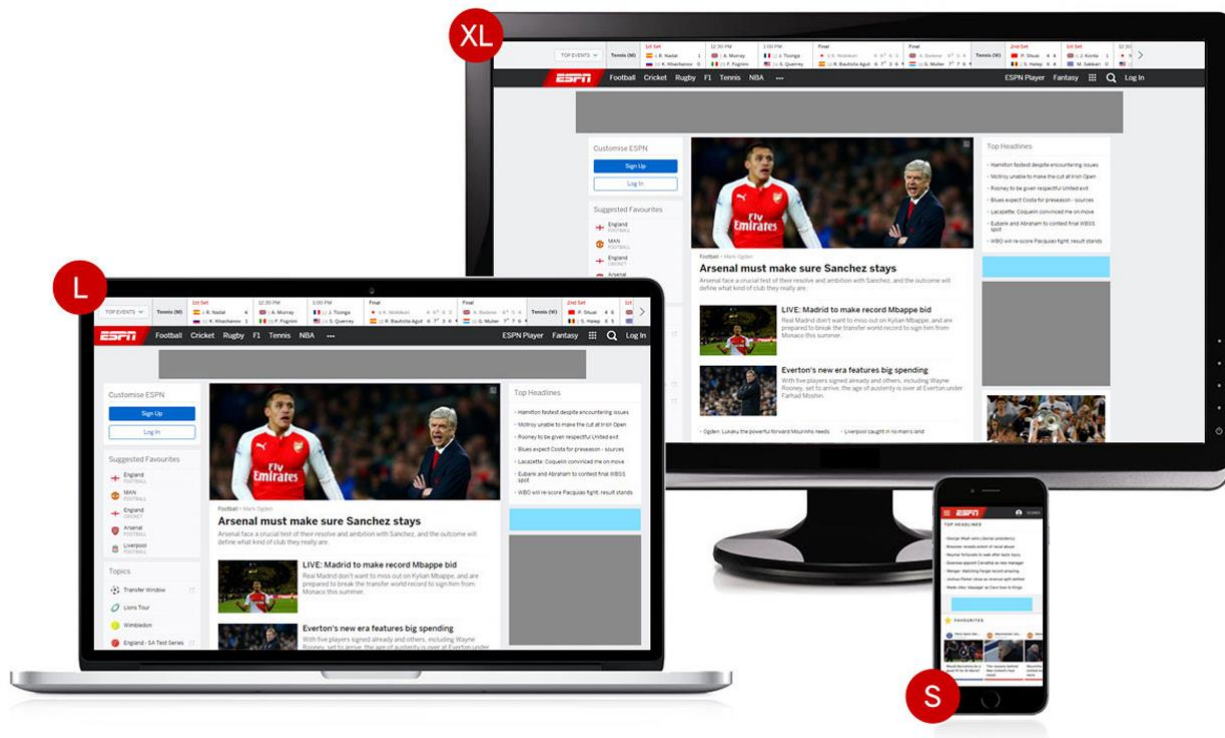


PARTNER MODULE

Overview

Partner Module is a premium unit located on the right sidebar of the website. It displays a sponsorship positioned above the Rectangle banner.

- It is not available for M sizes – tablets.



Availability

Standard Formats

PARTNER MODULE

Technical SPECS

PROFILE	XL	L	M	S
DIMENSIONS	298x50	298x50	N/A	298x50
FILE SIZE	<40k	<40k	-	<40k
SUPPORTED FILE TYPES	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	-	PNG, JPG, GIF, HTML5
THIRD- PARTY SERVING	Yes	Yes	-	Yes
THIRD – PARTY TRACKING	Yes	Yes	-	Yes
VIDEO	Not accepted	Not accepted	-	Not accepted

HTML5 Requirements

- HTML5 creative content can be served internally or externally by an approved third-party vendor.
- HTML5 creative content may be hosted by the ESPN 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 delivered via JavaScript or iframe tag. RAW format files will not be accepted.
- The file weight restriction specified above applies to all HTML5 files and assets, including images, HTML/JavaScript/CSS files, custom font types, and any content.
- HTML5 creative content requires a minimum of five business days for testing and approval.

Standard Formats

PARTNER MODULE

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.