

Premium Formats

PUSHDOWN

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

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Technical SPECS

PROFILE	XL	L	M	S
COLLAPSED DIMENSIONS	1280x100	970x66	728x90	320x50 (Standard) 640x100(2x Density)*
EXPANDED DIMENSIONS	1280x418	970x250	728x250	320x250
FILE SIZE	<500k	<400k	<300k	<150k
SUPPORTED FILE TYPES	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5	PNG, JPG, GIF, HTML5
THIRD- PARTY SERVING	Yes	Yes	Yes	Yes
THIRD – PARTY TRACKING	Yes	Yes	Yes	Yes
VIDEO (OPTIONAL)	AUTOPLAY Muted for 8 seconds and < 800k USER-INITIATED < 20MB; maximum seconds	AUTOPLAY Muted for 8 seconds and < 800k USER-INITIATED < 20MB; maximum seconds	AUTOPLAY Not accepted USER-INITIATED < 5MB; maximum seconds	AUTOPLAY Not accepted USER-INITIATED < 5MB; maximum seconds

*Double-density creative content is recommended for all mobile creatives to ensure image clarity on high-resolution screens.

HTML5 Requirements

- HTML5 creative content may be served internally or externally by an approved third-party vendor.
- HTML5 creative content may be served 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 aside from link clicks (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 format files will not be accepted.
- The file weight restriction specified above applies to all HTML5 files and resources 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.

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Guidelines

Animation / Ad Behavior Guidelines	• The ad will automatically expand when the user sees it for the first time, lasting 8 seconds before automatically collapsing. • Auto-expansion must be limited to once per user per day. • The expansion is downward and must push the page content without overlapping it. • When the ad is collapsed, there may be a maximum of 20 seconds of animation with no more than 3 repetitions within that limit.
Design	• For internally served assets, the close button will be automatically added. The top-right area of the ad (35x35 pixels) must be free of text, logos, and images. • Assets served by third parties must include ESPN's close button in the top-right corner — available for download: — XL/L profile — M/S profile • Any variation of this button or custom buttons must be approved prior to launch.
Delivery Limits	Auto-expansion must be limited to once per user per day.
Third Party Tags	Internal or by authorized 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 cannot be served through the YouTube player. • Auto-expanding video (for XL and L sizes) must not exceed 8 seconds in expanded state and is limited to 800KB. • User-initiated playback must not exceed 20MB for XL/L and 5MB for M/S. • Video files must include, at minimum, Play, Pause, and Mute functions. • 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.
Restrictions	• All creative content, including third-party tags and third-party tracking tags, must use a secure protocol (HTTPS). • Any creative content that is not secure will be returned for revision. • Ad sizes are not sold individually. Creative content must be submitted for each size mentioned above. • DoubleClick Studio creatives are not compatible.