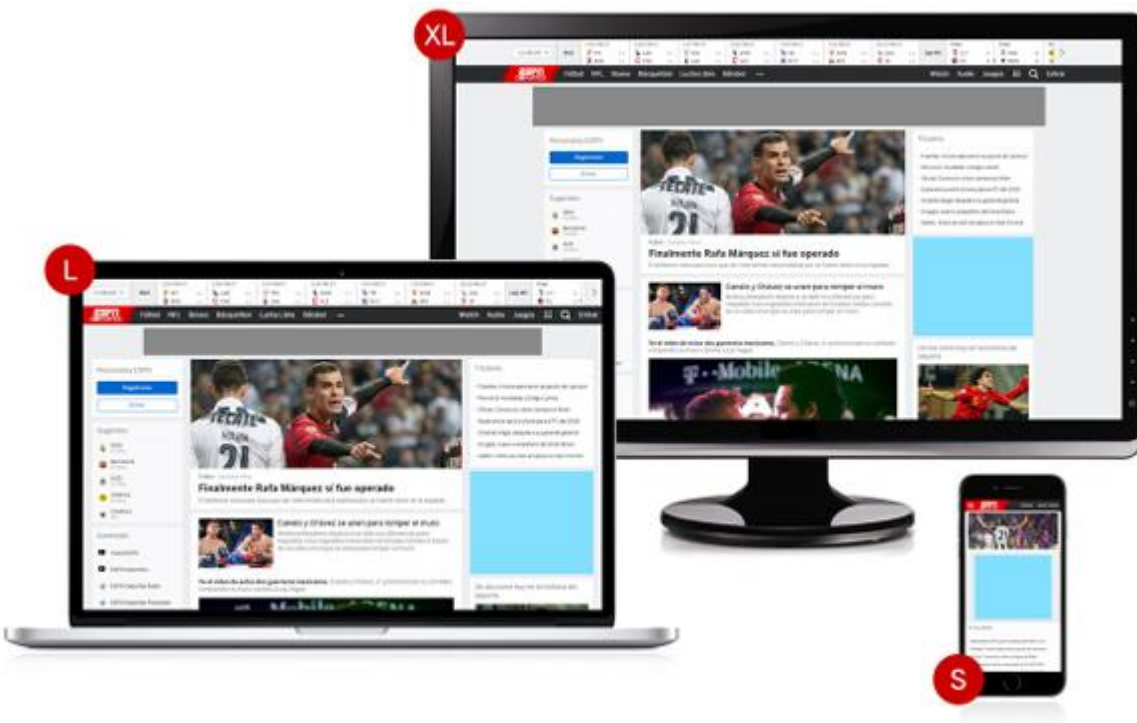


Rectangle

Overview

Rectangle is a standard rectangular ad unit measuring **300x250** that appears lower on the page next to the content. This unit typically displays in the rightmost column of the page content on larger screen sizes.

- The Rectangle space can contain video, HTML5 animation, and static images.
- The Rectangle will be served across all breakpoints, except for the Medium size.



Availability

Standard Formats

RECTANGLE

Technical SPECS

PROFILE	XL	L	M	S
DIMENSIONS	300x250	300x250	N/A	300x250 (Standard) 600x500 (2xDensity)*
FILE SIZE	<200k	<200k	-	<200k (Standard) <300k (2xDensity)*
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 (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	-	AUTOPLAY Not accepted USER-INITIATED < 5MB; no duration limit

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

Standard Formats

RECTANGLE

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 includes 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 weight restriction mentioned above applies to all HTML5 files and assets, 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

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.
Additional Information	The Rectangle S will be visible to users with a screen resolution of 767px wide or less. However, the availability of this unit depends on the page layout, and not all Small (S) pages will include the Rectangle