



## ESPN MEDIA DELIVERY GUIDELINES

September 2025

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## COMMERCIAL POLICIES, REQUIREMENTS AND INFORMATION

### Ad-ID SYSTEM

Agencies must use the Ad-ID (formerly ISCI code) numbering system for all commercials. To obtain an Ad-ID for your advertiser, please follow these simple steps:

- Visit the Ad-ID website at [www.ad-id.org](http://www.ad-id.org).
- Contact the Ad-ID team at [cs@ad-id.org](mailto:cs@ad-id.org) or by phone (646) 259-4171
- Ad-ID, LLC

155 East 44th Street  
3rd Floor  
New York, NY 10017

### COMMERCIAL DELIVERY SPECIFICATIONS FOR TELECAST

- Any content which does not meet these specifications may be refused for air or have the levels altered to meet these specifications at ESPN's discretion.
- ESPN reserves the right to refuse to broadcast or otherwise utilize television recordings that, in its opinion, are technically unsatisfactory.
- On-Air materials must be in house (Bristol, CT) no later than **five (5) business days prior to the airdate**.
- On-Air materials for ABC telecasts must be sent to ABC (New York, NY) directly.
- ESPN accepts Closed Captioned commercial content. All Infomercials **MUST** be Closed Captioned.
- ESPN does NOT accept commercial content with embedded or encoded triggers.
- ESPN will utilize one commercial spot for a buy across all Standard Definition networks. There is no need to submit the same commercial tape for each of these networks.
- ESPN will NOT guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version. **Unique codes must be created for all separate material submitted for telecast.**

### COMMERCIAL CLEARANCE

- All commercial material(s) (e.g., advertisements, billboards, feature materials, etc.) must be submitted in advance for approval and are subject to ESPN's Advertising Standards and Guidelines.
- All clearance materials should be sent in advance to [commercialclearance@espn.com](mailto:commercialclearance@espn.com) for network approval.
- **A minimum of two weeks' lead time is required.** Script, storyboard, and/or Beta SP or DVD viewing material is required for review. On occasion, one or more elements may be required for approval (e.g. script and rough-cut).
- Submission of a commercial shall constitute the agency/client warranty to ESPN that all elements have been cleared for air (and Internet distribution, if via espn.com and/or WatchESPN, Mobile ESPN or other internet or broadband properties) with respect to intellectual property rights: this includes, but not limited to, rights of privacy and master, mechanical, performance and synchronization rights for music.

### COMMERCIAL INSTRUCTIONS

- Commercial instructions must be sent simultaneously with commercial air materials under separate cover emailed to [traffic@espn.com](mailto:traffic@espn.com)
- Instructions must be received at ESPN five business days prior to the airdate.
- ESPN must have written instructions from the agency to air commercials.
- Copy revisions must be followed up with an email confirmation from the agency contact.
- ESPN will NOT guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version. Unique codes must be created for all separate material submitted for telecast
- If commercial instructions for repeat units are not supplied, original traffic instructions may be applied as needed.
- Instructions must include:
  - ESPN network(s)
  - Ad-ID, max. of 18 characters ([www.ad-id.org](http://www.ad-id.org))
  - Client
  - Length(s)
  - Product
  - Rotation, Percentage or specific Placement

-Title

- Agency contact with a phone number and email

#### **REVISION POLICY:**

- Changes to commercial copy within a current flight will be accommodated as soon as operations permit.
- ESPN will not guarantee changes within 48 hours of airtdate, but will make every attempt to meet the requested date.
- Verbal instructions or changes will be accepted no later than 48 hours before airtdate.
- Written confirmation must follow immediately.
- By submitting verbal instructions or changes, clients waive the right to object to the results, including errors.
- Revised commercials must be assigned a new Ad-ID. ESPN will not guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version.

#### **LENGTH POLICY:**

All commercial lengths must be negotiated as part of the order. ESPN TV Ad Operations will not accept length change allocations not agreed to when the order was confirmed. If circumstances require a length change after order confirmation, notification must be made through your ESPN Account Executive

#### **PLACEMENT POLICY:**

ESPN endeavors to give advertisers fair and equal rotation across network buys. ESPN does not guarantee placement requests.

ESPN will bookend: 15 second commercials of the same advertiser/product if a :15 second mate is unavailable.

- PSA & cause-related marketing content is not permitted in billboards or features.
- Material submitted on behalf of non-profit institutions or government agencies must contain a "paid for by" disclaimer.
- ESPN reserves the right to require all sponsorship creative to adhere to NCAA advertising guidelines.
- All sponsorship materials must also adhere to ESPN advertising content regulations and are subject to ESPN's editorial judgment on show compatibility and integration. ESPN reserves the right to decline to air any materials, which we feel compromise the overall look of our on-air product and/or do not meet our technical standards or editorial judgment.

#### **COMMERCIAL PURGE POLICY:**

- Commercial material will be held for **sixty** days from the last airtdate, after which time it will be removed from the system. The same commercial purge policy applies to material that does not air within **sixty** days of receipt.
- ESPN cannot hold indefinitely, duplicate or return commercial material submitted for telecast.
- If commercial material may not air after a specific date, it is the agency or advertiser's responsibility to notify ESPN and request that such material be purged from the system effective as of that date.
- If commercial material should not air and the agency or advertiser has not provided purge notification to ESPN, any charges that ESPN may incur will be passed on to the agency or advertiser.

#### **STANDARD DEFINITION:**

- Accepted Digital Ad Delivery vendor only.
- ESPN will utilize one commercial tape for a buy across all Standard Definition networks. There is no need to submit the same commercial tape for each of these networks.
- Full Stereo mix on audio channels 1 & 2.

#### **HIGH DEFINITION:**

- Accepted Digital Ad Delivery vendor only.
- Full Stereo mix on audio channels 1 & 2. ESPN does not broadcast commercial inventory on 5.1 Dolby Surround.

- The HD Ad-ID must have an “H” at the end to signify HD material.
- Only one piece of creative (either SD or HD) will be accepted for air on all available networks and will air simultaneously on the HD and SD services. Commercials airing on any SD only network (Classic, etc.) may submit a center-cut protected HD tape or an SD version.
- HD material (i.e. in full 16 x 9 format) and will be simulcast in letter-box format (i.e. in 4 x 3 format) on the SD broadcast.
- ESPN Classic is currently SD only. HD material is accepted on this network and will be down-converted as center-cut for the SD broadcast.
  - During applicable commercial breaks where the bottom line remains static, a video move will occur to ensure all content in the title safe area remains visible.

#### **ESPN+/DIGITAL PLATFORMS COMMERCIAL DELIVERY:**

- If EDI has not been sent to agency, the following process applies:
  - If creative is already in house in Bristol, the ISCI code information needs to be sent to Derek Abramson ([Derek.Abramson@disney.com](mailto:Derek.Abramson@disney.com)) and [DAS.RM.D.MediaOps.AM@disney.com](mailto:DAS.RM.D.MediaOps.AM@disney.com).
  - Commercials will be digitized and sent from Bristol to Seattle. Two-day lead time required.
  - If creative is NOT already in house in Bristol, TV Ad Operations will request that a digitized version (QuickTime or Windows Media file) be sent directly to Seattle.
  - If material cannot be sent directly to Seattle, it should be sent to Bristol via standard media delivery channels.
  - The ISCI code information needs to be sent to the ISCI code information needs to be sent to Derek Abramson ([Derek.Abramson@disney.com](mailto:Derek.Abramson@disney.com)) and [DAS.RM.D.MediaOps.AM@disney.com](mailto:DAS.RM.D.MediaOps.AM@disney.com).
- Commercials will be digitized and sent from Bristol to Seattle. Two-day lead time required.

#### **ESPN+/DIGITAL PLATFORMS TRAFFIC DELIVERY:**

Client sends traffic via Extreme Reach to ESPN-Bristol, per the same process as linear and notifies Derek Abramson ([Derek.Abramson@disney.com](mailto:Derek.Abramson@disney.com)) and [DAS.RM.D.MediaOps.AM@disney.com](mailto:DAS.RM.D.MediaOps.AM@disney.com).

Client sends both an e-mail with the below:

Event:

Event Date:

Traffic (ISCI):

Traffic Instructions:

Additional Notes:

- Traffic instructions are needed for initial launch and creative changes during the flight.
- If Client is not able to send traffic via ER, client is responsible for contacting Nikki and Amy for alternate instruction.
- Nikki or Amy will setup line(s) and upload creative to FreeWheel.

### **ESPN MEDIA DELIVERY & GUIDELINES:**

[ESPN MEDIA TECH SPECS](#)

[ESPN SPONSORSHIP GUIDELINES](#)

[ESPN PACKAGER GUIDELINES](#)

## **MEDIA & DIGITAL AD VENDOR CONTACT INFO:**



Phone: 877.769.9382

Web: [www.extremereach.com](http://www.extremereach.com)

Email: [support@extremereach.com](mailto:support@extremereach.com)



Phone: 866.992.9902

Web: [www.yangaroo.com](http://www.yangaroo.com)

Email: [adsupport@dmds.com](mailto:adsupport@dmds.com)



Phone: 888.808.1631

Web: [support@spotgenie.com](http://support@spotgenie.com)



Phone: 1855.858.1942

Web: <https://support.comcasttechnologysolutions.com/>

Email: [comcasttechnologysolutions@comcast.com](mailto:comcasttechnologysolutions@comcast.com)



Phone: 917.546.9299

Web: [www.onthespotmedia.com](http://www.onthespotmedia.com)

Email: [stationservices@onthespotmedia.com](mailto:stationservices@onthespotmedia.com)

## **ADVERTISING CONTENT REGULATIONS:**

ESPN will telecast only commercial material which is lawful and of the highest possible standards of excellence. ESPN may refuse to distribute any commercial or any element thereof that, in ESPN's sole judgment:

1. Does not conform to these regulations or to ESPN's general practices and formats regarding commercials, as they may be modified from time to time;
2. Is not of a suitable artistic and technical quality;
3. May violate any rights of any person, firm or corporation;
4. Contains any false, unsubstantiated or unwarranted claims for any product or service, or makes any unauthenticated testimonials;
5. Advertises any habit-forming drug, tobacco product, handgun or handgun ammunition, distilled liquor or any non-alcoholic product containing the name of a hard liquor product. Malt beverage advertising is acceptable, subject to appropriate scheduling restrictions and only if commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic malt beverage; Contains any material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product that tends to encourage, abet, assist, facilitate or promote illegal or legal gambling;
6. Makes any appeal for funds or consists of, in whole or in part, political advocacy or issue-oriented advertising. All Institutionals (PSA's), paid or unpaid and regardless of source, must be approved in advance by ESPN;

7. Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or that describes or depicts repellantly any internal bodily functions or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics;
  8. Contains any false or ambiguous statements or representations that may be misleading to the audience;
  9. Includes any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
  10. Unfairly disparages or libels any competitor or competitive products; or
  11. Is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.
  12. Is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.
- **ESPN reserves the right to accept or reject at any time advertising for any product or service submitted for telecast over its program facilities.**
  - **ESPN reserves the right at any time to revoke its acceptance of and to require the elimination or revision of any advertising matter that is inconsistent with ESPN standards and policies.**

**Please see ESPN Ad Standards and Guidelines document for complete advertising policy information.**

#### [ESPN Ad Standards & Guidelines](#)

### **CONTACTS**

ESPN strives to provide the highest level of service and quality to all clients. To maintain this quality, all requirements in this document must be met.

**Please note, any special requests must be directed to:**

**Craig Doucette**

Director, ESPN Advertising Standards & Practices

[Craig.P.Doucette@espn.com](mailto:Craig.P.Doucette@espn.com)

**Chris Tate**

Manager Client Supplied

[Christopher.Tate@disney.com](mailto:Christopher.Tate@disney.com)

**Julia Padilla**

ESPN & ABC SPORTS Sponsorship

Manager, Scheduling & Sponsorship Scheduling

[Julia.Padilla@disney.com](mailto:Julia.Padilla@disney.com)

**Lucas Tursellino**

Manager ESPN Traffic

[Lucas.Tursellino@disney.com](mailto:Lucas.Tursellino@disney.com)

**Derek Abramson**

ESPN+/Digital Platforms

Lead Solutions Engineer

[Derek.Abramson@disney.com](mailto:Derek.Abramson@disney.com)