



PACKAGER GUIDELINES

September 2025

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MEDIA DELIVERY

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.
- Contact the Ad-ID team at cs@ad-id.org or by phone (646) 259-4171
- Ad-ID, LLC

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

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 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 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 PURGE POLICY:

- Commercial material will be held for **sixty** days from the last airdate, 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.

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) and 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) and DAS.RM.D.MediaOps.AM@disney.com.
 - Commercials will be digitized and sent from Bristol

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. o 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.

MEDIA DELIVERY VENDOR CONTACT INFO:



Phone: 877.769.9382

Web: <http://www.extremereach.com/>

Email: support@extremereach.com



Phone: (888) 808-1631

Web: support@spotgenie.com



Phone: 917.546.9299

Web: www.onthespotmedia.com

Email: stationservices@onthespotmedia.com



Phone: 866.992.9902

Web: <http://www.yangaroo.com/>

Email: adsupport@dmds.com



Phone: 1855.858.1942

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

Email: comcasttechnologiesolutions@comcast.com

PACKAGER GUIDELINES:

Packager acknowledges receipt of, and will comply with, ESPN's Advertising Integration Requirements, which may be changed or amended at ESPN's sole discretion. Failure to comply with these requirements may result in loss of commercial time, airtime, or other action which ESPN deems appropriate.

ESPN has the right to refuse to air any program or advertising element thereof containing any form of advertising ESPN may deem competitive, including on-site identification, to ESPN or any of its subsidiaries.

Packagers must adhere to the following guidelines when submitting advertising materials for air.

PROGRAMMING:

Client Supplied

All Client Supplied Commercial Instructions must be sent to the Packager. In turn, it is the Packager's responsibility to supply materials to ESPN by established deadlines. Packager's instructions must include:

- Number of commercials
- List of advertisers with Ad-ID and title of commercials
- Length of each commercial
- Placement within the show
- Billboard and Feature information (when applicable)

DO NOT build commercials into the show tape. DO NOT send commercial tapes and/or instructions with the show tape.

INSTITUTIONALS:

If a league or packager retains institutional time in a program, that League or packager is responsible for sending institutional tapes and traffic instructions at least **five** business days prior to air and must include: □

Title of Institutional

- Ad-ID
- Length

All institutional spots are subject to ESPN approval and must adhere to all parameters outlines in the league's or packager's contract with ESPN.

COMMERCIALS AND SPONSORSHIP

COMMERCIAL UNITS:

- The Packager is responsible for providing advertiser commercial tapes to ESPN TV Ad Operations **five** business days prior to the airdate.
- Tapes from the Packager must adhere to the Commercial Delivery Specifications outlined above.
- Commercial Tapes will be accepted directly from the advertiser and/or advertiser's agency.
- Commercial tapes will be held for **sixty** days from the last airdate, after which time they will be removed from the computerized inventory system and destroyed. The same tape disposal policy applies to commercial tapes that do not air within **sixty** days of receipt.
- ESPN cannot hold indefinitely, duplicate or return commercial materials submitted for telecast.

The number of commercial units is defined by your contract. Packagers are responsible for consulting regularly with, and receiving approval from, the Director Client Supplied Programming as to the plans and actions related to all commercial time and elements specified.

COMMERCIAL INSTRUCTIONS:

The Packager is responsible for providing traffic instructions five business days prior to the airdate. Traffic Instructions will not be accepted directly from the advertiser and/or advertiser's agency.

BILLBOARD/FEATURES:

The number of billboards and/or features is defined by your contract. You must provide the billboards and feature rundown for your show to Julia Padilla in Commercial & Sponsorship Scheduling 10 Business Days Prior to the Edit Date. Julia can be reached at (Julia.padilla@disney.com).

Fully Client Supplied Shows

Permissible billboards and/or features in fully client supplied taped shows must be put on show tape and will re-air as is. Time for billboards/features on tape comes out of content.

Partially Client Supplied Shows

Julia Padilla in Commercial & Sponsorship Scheduling must be notified 10 Business Days Prior to the Edit Date. If ESPN has billboard and/or feature allocations, Julia will provide the ESPN advertiser billboard/feature materials to you. Billboards/features must be put on show tape and will re-air as is. Time for billboards/features on tape comes out of content,

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;
6. 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;
7. 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;
8. Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or that describes or depicts repellently any internal bodily functions or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics;
9. Contains any false or ambiguous statements or representations that may be misleading to the audience;
10. 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;
11. Unfairly disparages or libels any competitor or competitive products; or

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:

Chris Tate

Manager Client Supplied

Christopher.Tate@disney.com

Craig Doucette

Commercial Clearance/Media Inventory

Director, ESPN Advertising Standards & Practices

Craig.p.Doucette@espn.com

Julia Padilla

ESPN & ABC SPORTS Sponsorship

Manager, Scheduling & Sponsorship, Sports

Julia.Padilla@disney.com

Derek Abramson

ESPN+/Digital Platforms

Lead Solutions Engineer

Derek.Abramson@disney.com