Mobile Ad Formats

EXPANDABLE BANNER

Overview

The Expandable Banner is a mobile-only ad format featuring a standard 320x50 mobile Banner that can be expanded to a fullscreen advertisement.

- Must be served via third party.
- Serves to mobile web only, not available for app.

Technical Specifications

	Expandable Banner
DIMENSIONS	320x50 / fullscreen expand
FILE WEIGHT	< 200K
FILE TYPE	HTML5
3P SERVING	Yes
3P TRACKING	Yes
VIDEO (OPTIONAL)	**Auto-Start:** Not accepted **User-Initiated:** < 2MB; 30 seconds max

Disney Advertising

last update: Mar 14, 2023

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HTML5 Requirements

- HTML5 creative must be third-party served from an approved vendor.
- HTML5 creative served via an approved third-party must be delivered via javascript or iframe tag. Raw files will not be accepted.
- The file weight listed above applies to all HTML5 files and assets including images, HTML/JS/CSS files, custom fonts, or other assets.
- HTML5 creative requires a minimum lead time of five business days for testing and approval.

Ad Format Guidelines

Animation / Ad Behavior
- Expand occurs on user-initiation only on click and may remain open without auto-collapse.
- Size of the expand state will vary based on the user's device and should scale to the size of the device screen.
- Expansion direction is downward and should overlay the page content.
- The collapsed state may have up to 15 seconds of animation. No looping animations are accepted.
- Please take into consideration the site's 30-second timed ad refresh, effective on most pages.
- A clearly indicated close button must be included in the top right of the expanded creative.

Capping
- No capping restrictions.

Third-Party Tag
- Creative tags must be provided by an approved vendor.

Submission Deadline
- Minimum of five business days for testing and review.

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Ad Format Guidelines   *Continued*

Video (optional)
- Creative with in-banner video must be third-party served.
- User-initiated video must not exceed 2MB.
- When submitting creative with video, please take into consideration the site's 30-second timed ad refresh, effective on most pages.
- Video files must include "Play", "Pause", and "Mute" functions at minimum.
- Audio must be user-initiated only on click.
- Video file weights are for video only, separate from the rest of the creative.

HTTPS Compatibility
- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

General Information
- All ads running on kids.nationalgeographic.com **must** be COPPA compliant—no third-party tracking or data collection is permitted.
- Brand study/research pixels are not allowed in the video player or on the homepage.
- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Ad units must have a linking URL that resolves to an active page.
- All clickthroughs must open a new window.
- Placeholder or non-final ad content will not be considered as "proxies" for final creative.