

ESPN MEDIA DELIVERY GUIDELINES

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 for a buy across all SD and HD. There is no need to submit the same commercial 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.
- ESPN cannot hold indefinitely, duplicate or return commercial materials submitted for telecast. Commercials 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 purge policy applies to commercials that do not air within sixty days of receipt.
- All clearance materials should be sent in advance to CommercialClearance@espn.com for network approval.

STANDARD DEFINITION

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

HIGH DEFINITION

- Accepted Digital Ad Delivery vendor required.*
- 720p; 59.94 frame rate.
- 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 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.

*** Digital Ad Vendor Contact Info:**

- Extreme Reach: support@extremereach.com or (800) 324-5672
- Javelin/Hula: support@javelindelivers.com or 877-851-1786
- AdStream: Traffic.latam@adstream.com or (786) 472 2615
- DMDS/Yangaroo: support@dmds.com or (866) 992-9902
- Comcast AdDelivery: addelivery_support@cable.comcast.com or 855-858-1942, option 1
- On The Spot Media/EZSpot: stationservices@onthespotmedia.com
- SpotGenie: support@spotgenie.com, or (888) 808-1631
- Syncro: spots@syncroservices.com