

The In-App Full Screen Interstitial provides advertisers a branding opportunity on Disney’s various mobile apps. The In-App Full Interstitial is displayed to a variety of devices and is available on a number of Disney apps including Crossy Road and Frozen Free Fall. The ad size varies by device: 320×480 (smartphone - portrait), 480×320 (smartphone - landscape), 768×1024 (tablet - portrait), 1024×768 (tablet - landscape).

The user has the option to exit after five seconds.

Accepted On

Disney Apps

Availability

Mobile and Tablet



Assets	Dimensions	File Size		Audio/Video	3rd Party 1x1
		Initial	Secondary		

Full Page Interstitial (PNG, JPG, GIF)	320×480	30KB		N	Y
Full Page Interstitial (PNG, JPG, GIF)	480×320	30KB		N	Y
Full Page Interstitial (PNG, JPG, GIF)	768×1024	40KB		N	Y
Full Page Interstitial (PNG, JPG, GIF)	1024×768	40KB		N	Y

Additional Details

- Full Screen Game Loaders are static and clickable.
- All landing pages must be TLS 1.2 compliant and HTTPS for Disney to direct creative to the location.
- The user has the option to exit after five seconds.
- 1×1 impression tracking accepted. All billing must be based on first party tracking.
- Site reserves right of final approval on creative assets

General Guidelines

- Site reserves the right of final approval on creative assets
- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within site content. Advertisers must be clearly identified by name in at least one frame of the advertising content
- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into the graphic
- Creative must still meet size specifications with border

- All advertisers must have a privacy policy, no more than (one) 1 click from the linking page to the Ad unit
- Ad units must have a linking URL that resolves to an active page
- All third party creative must open a new window
- Placeholder or non-final ad content will not be considered as “proxies” for final creative