

A native ad is an ad experience that follows the natural form and function of the user experience on any given platform. The ad has a similar visual design of the editorial content in which it is surrounded by.

Accepted On

Disney, Babble, Oh My Disney, Disney Style, and Disney Family

Availability

Desktop, Mobile, and Tablet



Ad Specifications

[Download the Best Practices Document](#)

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