

The Pushdown auto-expands, pushing down the page content immediately upon page load. This ad allows a large space to communicate the advertisers message without covering site content. The auto-pushdown/ad expansion is limited to eight seconds and automatically retracts on the ninth second, allowing the page to roll-up. The guest may initiate re-expansion of the ad unit for further interaction. The Disney Pushdown follows the Rising Stars Pushdown size guidelines.

### Accepted On

Disney

### Availability

Desktop



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

Pushdown	970×90 (optionally, 970×66 is offered by some publishers)	200KB	300KB	Y	Y
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## Animation / Video Guidelines:

- Minimum 24fps for video
- 15 sec. max. length (unlimited user-initiated)
- 1.1MB additional file size allowed for host-initiated video
- Unlimited file size for user-initiated video

## Z-Index Range:

0 to 4,999

## Unit-Specific Notes:

Expanding Pushdown ad units “push” page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.

## Example:

<http://www.iab.com/pushdown>

## Style Guide:

[https://www.iab.com/wp-content/uploads/2015/06/IAB\\_970x90\\_style\\_guide\\_v3.pdf](https://www.iab.com/wp-content/uploads/2015/06/IAB_970x90_style_guide_v3.pdf)

## Controls

- **Pushdown:** May auto-expand for 8 seconds, must collapse on 9th second
- **Pushdown:** Subsequent expands must be user-initiated on-click
- **Pushdown:** A close button must be present at all times to allow the site visitor full control over the ad experience
- **On select Disney.com pages with auto-start video,** Pushdown Ad must pause the site video player while expanded and resume playing once the Pushdown collapses - see Development Details for more information

- **Controls:** Audio snippet
  - **Audio:** Must be user-initiated on click and include a “Mute” button
  - **Controls:** Video snippet
  - **Video:** May be user-initiated or auto-play; if auto-play video cannot exceed 30 seconds
  - **Video:** Must include “Play” and “Stop” buttons
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## Development Details

**Important:** The Disney Pushdown ad opportunity must interact with the Disney video player on any page that includes auto-start video. The ad unit should pause the video player while expanded and resume playing once the Pushdown collapses. Details below on how this can be accomplished:

Please listen for the event “*MediaPlayerVideoPlay*” to determine when the Video Player has loaded and then pause the player. If the ad loads prior to the video player, the ad is expected to pause the player. Below is sample code for the event listener:

```
function playerListen(){
if (document.addEventListener){
document.addEventListener('DisneyMediaPlayerPlay', autoPause, false);
document.addEventListener('DisneyMediaPlayerStop', autoPlay, false);
}
else if (document.attachEvent) {
// MSIE
document.documentElement.attachEvent("onpropertychange", autoPauseIE);
}
}
```

The following calls must be added to the ad in order to pause and play the player:  
Pause video when ad expands (auto or user-initiated):

```
sendJSEvent('pauseVideo');
```

Play video when ad is collapsed (auto or user-initiated):

```
sendJSEvent('playVideo');
```

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## 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