



NFL.COM

AD SPECS

Learn more about our various ad products

RICH MEDIA GUIDELINES

View our approved Rich Media Formats

RICH MEDIA PARTNERS

View our preferred Rich Media Partners

CUSTOM MODULES

Learn more about our variety of unique sponsorship opportunities

NFL GUIDELINES

Please view a list of guidelines to consider when submitting advertisements to the National Football League

NFL TERMS AND CONDITIONS

Please review the terms and conditions when submitting advertisements to the National Football League

CONTACTS

We appreciate your interest to advertise on NFL.com. Please contact us with any questions or concerns



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AD SPECS

Listed below are the various advertising products that NFL.com has to offer.

Placements	Dimensions	Specs
Leaderboard	728x90	Spec
Skyscraper	160x600	Spec
Rectangle	300x250	Spec
Large Rectangle	300x600	Spec
Expandable Homepage Leaderboard	728x90 into 965x195	Spec
Standard Logo Sponsorship	150x30	Spec
Video Gallery Pre-Roll	16:9 Ratio Video sizes (640x360 or 720x480)	Spec
Video Gallery Pre-Roll Companion Ad	300x60	Spec
Video Gallery Pre-Roll Companion Ad	300x250	Spec
Right rail Pre-Roll	16:9 Ratio Video sizes (640x360 or 720x480)	Spec
Right rail Pre-Roll Companion Ad	300x60	Spec

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LEADERBOARD AD SPECIFICS

Dimension	728x90	
Accepted File Types	GIF, JPEG, SWF and Rich Media	
File Size	GIF – 20K	Flash - 39K
Third Party Served	Yes	
Looping Restrictions	Unlimited	
Video Accepted	Yes	
Audio Accepted	Yes – must be user initiated on Click, must include 'Mute' button	
Flash Accepted	Flash 9.0 or lower recommended	
Turn Around Time	3-5 Business Days	
Example		

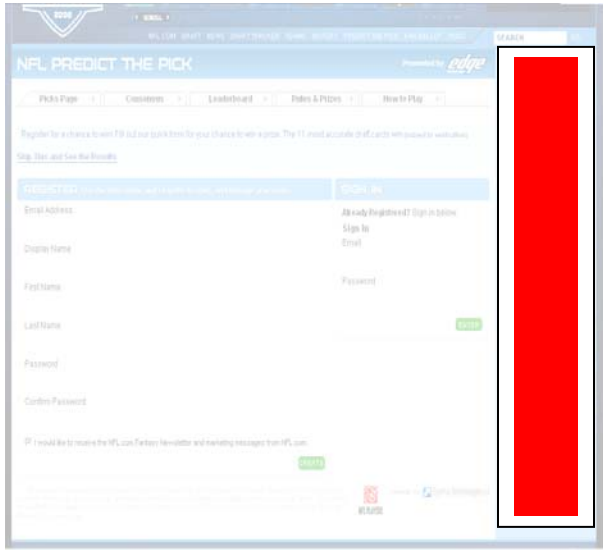
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SKYSCRAPER AD SPECIFICS

Dimension	160x600	
Accepted File Types	GIF, JPEG, SWF and Rich Media	
File Size	GIF – 20K	Flash - 39K
Third Party Served	Yes	
Looping Restrictions	Unlimited	
Video Accepted	Yes	
Audio Accepted	Yes – must be user initiated on Click, must include 'Mute' button	
Flash Accepted	Flash 9.0 or lower recommended	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		


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RECTANGLE AD SPECIFICS

Dimension	300x250	
Accepted File Types	GIF, JPEG, SWF and Rich Media	
File Size	GIF – 20K	Flash - 39K
Third Party Served	Yes	
Looping Restrictions	Unlimited	
Video Accepted	Yes	
Audio Accepted	Yes – must be user initiated on Click, must include 'Mute' button	
Flash Accepted	Flash 9.0 or lower recommended	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

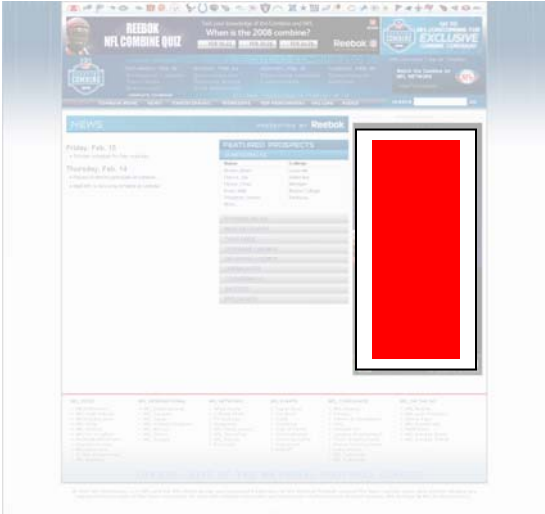
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LARGE RECTANGLE AD SPECIFICS

Dimension	300x600	
Accepted File Types	GIF, JPEG, SWF and Rich Media	
File Size	GIF – 20K	Flash - 39K
Third Party Served	Yes	
Looping Restrictions	Unlimited	
Video Accepted	Yes	
Audio Accepted	Yes – must be user initiated on Click, must include 'Mute' button	
Flash Accepted	Flash 9.0 or lower recommended	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

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EXPANDABLE HOMEPAGE LEADERBOARD AD SPECIFICS

Dimension	728x90 to 965x195 MAX	
Accepted File Types	GIF, JPEG, SWF and Rich Media	
File Size	728x30 - 30K 965x195 - 55K	Flash – 39K
Third Party Served	Yes	
Looping Restrictions	Unlimited	
Video Accepted	Must be user-initiated. Video file MUST include “play”, “pause”, and “mute” buttons. Video file must be loaded separate from Expandable files.	
Audio Accepted	Yes – must be user initiated on Click, must include ‘Mute’ button. Please note – Audio initiation must be its own action, if user ‘clicks to expand’ ad there must be a second control to initiate audio	
Flash Accepted	Flash 9.0 or lower recommended	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		


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STANDARD LOGO SPONSORSHIP

Dimension	150x30	
Accepted File Types	eps Logo	
File Size	GIF – 10K	Flash – N/A
Third Party Served	SITE SERVED	
Looping Restrictions	No – ad does not animate	
Video Accepted	No	
Audio Accepted	No	
Flash Accepted	N/A	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

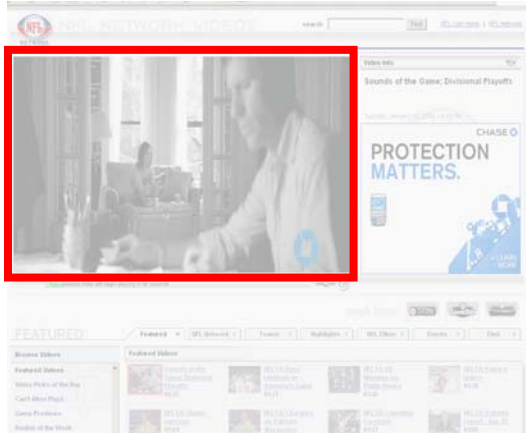
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VIDEO GALLERY PRE-ROLL

Dimension	16:9 ratio video sizes (640x360 or 720x480)
Accepted File Types	Digital BetacamSP (Preferred) or analog BetacamSP
File Size	00:15 or 00:10
Third Party Served	SITE SERVED
Looping Restrictions	No – ad does not animate
Video Accepted	N/A
Audio Accepted	No
Flash Accepted	N/A
Turn Around Time	5 Business Days
Text Max	30 Characters
Example	

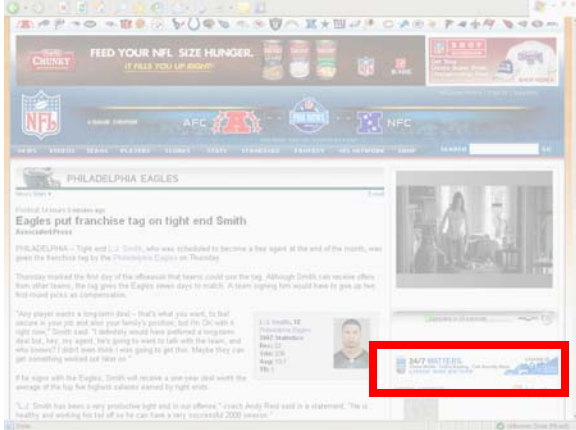
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VIDEO GALLERY PRE-ROLL 360x60 Companion Ad

Dimension	300x60	
Accepted File Types	Static GIF, JPEG	
File Size	GIF – 20K	Flash – N/A
Third Party Served	SITE SERVED	
Looping Restrictions	No – ad does not animate	
Video Accepted	N/A	
Audio Accepted	No	
Flash Accepted	N/A	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

PLEASE NOTE

- This will be enabled by the site, and the only deliverables are standard JPG or GIF 300x60, and JPG, GIF, or SWF 300x250
- Each companion ad must also be sent with an impression tracker and unique click command


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VIDEO GALLERY PRE-ROLL 300x250 Companion Ad

Dimension	300x250	
Accepted File Types	GIF, JPEG and SWF	
File Size	GIF – 20K	Flash – 39K
Third Party Served	SITE SERVED	
Looping Restrictions	Unlimited	
Video Accepted	N/A	
Audio Accepted	No	
Flash Accepted	N/A	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

PLEASE NOTE

- This will be enabled by the site, and the only deliverables are standard JPG or GIF 300x60, and JPG, GIF, or SWF 300x250
- Each companion ad must also be sent with an impression tracker and unique click command

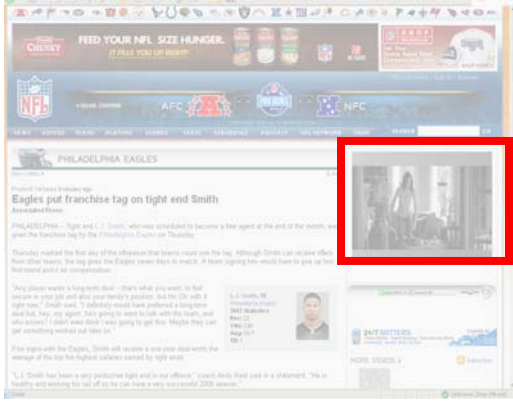
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VIDEO RIGHT RAIL PRE-ROLL

Dimension	16:9 Ratio Video sizes (640x360 or 720x480)
Accepted File Types	Digital BetacamSP (preferred) or analog BetacamSP
File Size	00:15 or 00:10
Third Party Served	SITE SERVED
Looping Restrictions	No - ad does not animate
Video Accepted	N/A
Audio Accepted	No
Flash Accepted	N/A
Turn Around Time	5 Business Days
Text Max	30 Characters
Example	

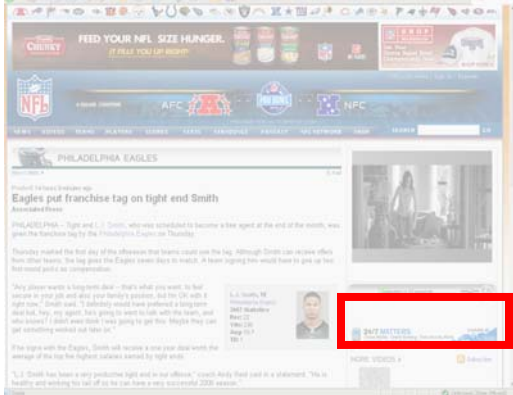
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VIDEO RIGHT RAIL PRE-ROLL COMPANION AD

Dimension	300x60	
Accepted File Types	Static GIF, JPEG	
File Size	GIF – 20K	n/a
Third Party Served	SITE SERVED	
Looping Restrictions	No - ad does not animate	
Video Accepted	N/A	
Audio Accepted	No	
Flash Accepted	N/A	
Turn Around Time	3-5 Business Days	
Text Max	30 Characters	
Example		

PLEASE NOTE

- This will be enabled by the site, and the only deliverables are standard JPG or GIF 300x60
- Each companion ad must also be sent with an impression tracker and unique click command

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RICH MEDIA GUIDELINES

Ad Products	Dimension	Max Dimension	Max File Size		Directions
Expanding Leaderboard	728x90	965x195	39K Flash	20K GIF	Downward
Streaming Video Leaderboard	728x90	728x90	39K Flash	20K GIF	Downward
Expanding Rectangle	300x250	565x350	39K Flash	20K GIF	Leftward
Streaming Video Rectangle	300x250	300x250	39K Flash	20K GIF	Leftward
Expanding Skyscraper	160x600	525x600	39K Flash	20K GIF	Leftward

NOTE: No max file size if served by 3rd party (via Rich Media tags)

NOTE: Will only accept iFrame Rich Media from 3rd party vendors. Will NOT accept Javascript

PLEASE REVIEW THE FOLLOWING SPECIFICATIONS FOR EACH AD PRODUCT

EXPANDING LEADERBOARD

SPECIFICATIONS:

- No expanding rich media accepted on the homepage
- EXCEPTION FOR ONE-DAY EXPANDABLE LEADERBOARD TAKEOVERS – YOU MUST USE IFRAME RICH MEDIA VENDOR TO BULID THIS UNIT
- Unlimited animation looping allowed.
- Creative can expand when user-initiated by mouse-over or click only, and must collapse with same method. If ad expands by mouse-over, it must collapse by mouse-off.
- Expanding creative must be able to work with-in a variety of <TABLE> tags, and in several different page positions. Absolute-positioning should not be used.
- Alt text limit of 255 characters.
- Must be served by a 3rd-party.
- Must open a new browser window upon click. Use <target="_blank"> on all HREF's.
- Can launch daughter window {popup} only when user-initiated by click.
- Turn-around time for implementing: 3-5 business days for all rich media types, including rich media creative served by a third party.
- Expand/Contract Method: Roll on or Click and roll off

FLASH

- 39k max file size for Flash movie file (.swf). 20k maximum file size for alternate GIF.
- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.

- Transparent background should not be used due to content pages having colored background.
- 3rd-party served creative should contain HTML code with plug-in detection. The alternate GIF will be served to all users with Netscape browsers or without appropriate flash plug-in. No prompts to download plug-in permitted.
- Flash versions 9.0 or lower
- 3rd-party served creative should have the wmode value in the HTML code set to "opaque".
- Flash creative with Host-initiated or User-initiated audio used is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of ad.

JAVA

- Java is an applet-based technology derived from a compiled language format [Java Code]. Due to the complex nature of the applet, nfl.com will not make any modifications to the applet code. All image calls should be to a 3rd-party server for execution, and event tracking devices embedded before submitted.
- Clicks, or other events, can only be tracked on Java creative which use 3rd-party served redirects specifically designed for publisher tracking with-in the served script.
- Java Applet should not exceed 20k.

STREAMING VIDEO LEADERBOARD

SPECIFICATIONS:

- 728x90 pixel dimension, 39k max file size for creative, plus 750k max file size for streaming video file.
- No rich media accepted on the homepage
- EXCEPTION FOR ONE-DAY EXPANDABLE LEADERBOARD TAKEOVERS –MUST USE IFRAME RICH MEDIA
- Video movie window display can be any size as long as confined to the 728x90 ad space.
- Unlimited animation looping allowed.
- Host-initiated or User-initiated video is permitted.
- Host-initiated or User-initiated audio used with streaming video is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of video.
- Alt text limit of 255 characters.
- Must be served by a 3rd-party. NFL.com will not host any audio or video files.
- Appropriate plug-in or player detection code must be included. An alternate GIF must be served to all users without appropriate plug-in or player. No prompts to download plug-in or player permitted.
- Must open a new browser window upon click. Use <target="_blank"> on all HREF's.

- Can launch daughter window (popup) only when user initiated by click.
- Turn-around time for implementing: 3-5 business days for all rich media types, including rich media creative served by a third party.

FLASH

- 39k max file size for Flash movie file (.swf) when used in conjunction with streaming video file. 20k maximum file size for alternate GIF.
- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.
- Transparent background should not be used due to content pages having colored background.
- 3rd-party served creative should contain HTML code with plug-in detection. The alternate GIF will be served to all users with Netscape browsers or without appropriate flash plug-in. No prompts to download plug-in permitted.
- Flash versions 9.0 or lower
- 3rd-party served creative should have the wmode value in the HTML code set to "opaque".

JAVA

- Java Applet should not exceed 20k.
- Java is an applet-based technology derived from a compiled language format [Java Code]. Due to the complex nature of the applet, nfl.com will not make any modifications to the applet code. All image calls should be to a 3rd-party server for execution, and event tracking devices embedded before submitted.

EXPANDING RECTANGLE (IMU)

SPECIFICATIONS:

- No 300x250 rich media accepted on the homepage
- Unlimited animation looping allowed.
- Creative can expand when user-initiated by mouse-over or click only, and must collapse with same method. If ad expands by mouse-over, it must collapse by mouse-off.
- Expanding creative must be able to work with-in a variety of <TABLE> tags, and in several different page positions. Absolute-positioning should not be used.
- Alt text limit of 255 characters.
- Must be served by a 3rd-party.
- Must open a new browser window upon click. Use <target="_blank"> on all HREF's.
- Can launch daughter window {popup} only when user initiated by click.
- Turn-around time for implementing: 3-5 business days for all rich media types, including rich media creative served by a third party.

FLASH

- 39k max file size for Flash movie file (.swf). 20k maximum file size for alternate GIF.

- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.
- Transparent background should not be used due to content pages having colored background.
- 3rd-party served creative should contain HTML code with plug-in detection. The alternate GIF will be served to all users with Netscape browsers or without appropriate flash plug-in. No prompts to download plug-in permitted.
- Flash versions 9.0 or lower
- 3rd-party served creative should have the wmode value in the HTML code set to "opaque".
- Flash creative with Host-initiated or User-initiated audio used is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of ad.

JAVA

- Java is an applet-based technology derived from a compiled language format [Java Code]. Due to the complex nature of the applet, nfl.com will not make any modifications to the applet code. All image calls should be to a 3rd-party server for execution, and event tracking devices embedded before submitted.
- Clicks, or other events, can only be tracked on Java creative which use 3rd-party served redirects specifically designed for publisher tracking with-in the served script.
- Java Applet should not exceed 20k.

STREAMING VIDEO RECTANGLE (IMU)

SPECIFICATIONS:

- 300x250 pixel dimension, 39k max file size for creative, plus 1 meg max file size for streaming video file.
- No 300x250 rich media accepted on the homepage.
- Video movie window display can be any size as long as confined to the 300x250 ad space.
- Unlimited animation looping allowed.
- Host-initiated or User-initiated video is permitted.
- Host-initiated or User-initiated audio used with streaming video is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of video.
- A minimum frequency cap 1 per user per 20 minute session will be placed on all creative with host-initiated audio.
- Alt text limit of 255 characters.
- Must be served by a 3rd-party. NFL.com will not host any audio or video files.
- Appropriate plug-in or player detection code must be included. An alternate GIF must be served to all users without appropriate plug-in or player. No prompts to download plug-in or player permitted.

- Must open a new browser window upon click. Use <target="_blank"> on all HREF's.
- Can launch daughter window (popup) only when user initiated by click.
- Turn-around time for implementing: 3-5 business days for all rich media types, including rich media creative served by a third party.

FLASH

- 39k max file size for Flash movie file (.swf). 20k maximum file size for alternate GIF.
- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.
- Transparent background should not be used due to content pages having colored background.
- 3rd-party served creative should contain HTML code with plug-in detection. The alternate GIF will be served to all users with Netscape browsers or without appropriate flash plug-in. No prompts to download plug-in permitted.
- Flash versions 9.0 or lower
- 3rd-party served creative should have the wmode value in the HTML code set to "opaque".
- Flash creative with Host-initiated or User-initiated audio used is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of ad.

JAVA

- Java Applet should not exceed 20k.
- Java is an applet-based technology derived from a compiled language format [Java Code]. Due to the complex nature of the applet, nfl.com will not make any modifications to the applet code. All image calls should be to a 3rd-party server for execution, and event tracking devices embedded before submitted.
- Clicks, or other events, can only be tracked on Java creative which use 3rd-party served redirects specifically designed for publisher tracking with-in the served script.

EXPANDING SKYSCRAPER

SPECIFICATIONS:

- Unlimited animation looping allowed.
- Creative can expand when user-initiated by mouse-over or click only, and must collapse with same method. If ad expands by mouse-over, it must collapse by mouse-off.
- Expanding creative must be able to work with-in a variety of <TABLE> tags, and in several different page positions. Absolute-positioning should not be used.
- Alt text limit of 255 characters.
- Must be served by a 3rd-party.

- Must open a new browser window upon click. Use <target="_blank"> on all HREF's.
- Can launch daughter window {popup} only when user-initiated by click.
- Turn-around time for implementing: 3-5 business days for all rich media types, including rich media creative served by a third party.

FLASH

- 39k max file size for Flash movie file (.swf). 20k maximum file size for alternate GIF.
- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.
- Transparent background should not be used due to content pages having colored background.
- 3rd-party served creative should contain HTML code with plug-in detection. The alternate GIF will be served to all users with Netscape browsers or without appropriate flash plug-in. No prompts to download plug-in permitted.
- Flash versions 9.0 or lower
- 3rd-party served creative should have the wmode value in the HTML code set to "opaque".
- Flash creative with Host-initiated or User-initiated audio used is permitted, however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must apply to current and all subsequent looping of ad.

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PREFERRED 3RD PARTY VENDORS

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www.pointroll.com
- DFA
www.doubleclick.com
- Dart Motif
www.dartmotiff.com
- Eyeblander
www.eyeblander.com
- Atlas
www.atlasrichmedia.com
- Atlas RM
- Viewpoint Corporation
www.viewpoint.com
- EyeWonder, Inc
www.eyewonder.com
- Mediaplex

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CUSTOM MODULES

NFL.com offers a variety of unique sponsorship and custom package opportunities. We offer integrated sponsorships that leverage your brand along with the NFL. To learn more about these opportunities please contact a sales assistant at the NFL.

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NFL.COM ADVERTISEMENT GUIDELINES

Below is a list of items to consider when submitting advertisements to the National Football League. These guidelines are intended to provide general guidance. They are not inclusive or exhaustive and are subject to change.

ALL SUBMISSIONS ARE SUBJECT TO THE PRIOR REVIEW AND APPROVAL OF THE NFL REGARDLESS OF WHETHER THEY COMPLY WITH THESE SUGGESTED ADVERTISEMENT GUIDELINES. FOR THE AVOIDANCE OF DOUBT, THE NFL CAN DISAPPROVE SUBMISSIONS REGARDLESS OF WHETHER THEY ARE CONSISTENT WITH THESE SUGGESTED ADVERTISEMENT GUIDELINES

NFL MARKS

- NFL Marks may not be depicted or otherwise referenced in non-sponsor or license advertising
- Phrases intended to ambush NFL Marks may not be included in non-sponsor or licensee advertising (e.g., “This Football Sunday: America’s Unofficial Holiday”)
- Advertisements cannot imply that the NFL endorses or is otherwise affiliated with the advertised product, service of the advertiser

BRANDING

- Advertisements should be consistent with the NFL’s goodwill and reputation of wholesomeness
- Advertisements should not contain offensive, lewd, violent or pornographic images
- Advertisements should be consistent with the NFL Brand values

PROHIBITED CATEGORIES

The NFL will NOT accept advertising promoting the offering of or making reference to any of the following products or services (partial list)

- Distilled Spirits
- Tobacco Products (including cigarettes, cigars, tobacco, chewing tobacco and snuff)
- Contraceptives
- Feminine Hygiene Products
- Fireworks

- Firearms and Ammunition
- Lotteries
- Gambling (including Horse or Dog Racing and products or services relating in any way to gambling)

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Advertising Terms and Conditions

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These terms & conditions are applicable to all campaigns on www.NFL.com, and all “syndicated” and/or “co-branded” versions of www.NFL.com, and will be binding on all clients irrespective of any terms or conditions to the contrary set forth in any Intersection Order delivered to NFL.com, unless Insertion Order is executed by an officer of NFL.com and returned to the client. Accordingly, in the event of any conflict between any Insertion Order and these terms and conditions, the provisions of these terms and conditions shall control. The submission of an Insertion Order by a client will be deemed the client’s acceptance of the foregoing.

Customer service representatives and sales representatives are not authorized to modify any of these terms and conditions. Any modifications of these terms and conditions is effective only if set forth in a separate written agreement signed by an officer of NFL.com. NFL.com shall not be bound by any promises or representations made by its customer service representatives or sales representatives.

General Ad Requirements

- We do accept out-of-banner (*except* on homepage), and In-Banner video Rich Media formats. Please note all Rich Media needs to be approved and is subject to an additional serving cost up to \$5 net CPM or fees must be incurred by agency.
- We do NOT accept floating, pop-up, pop-under or full-page takeovers.
- We do accept GIF, JPEG, SWF, and Rich Media Interstitials (only for non-home page placements) or Third Party Served Ads.
- User-initiated (NO auto-initiated) audio and/or streaming video is permitted; however, ad must contain an easily identifiable mute, stop or pause button. When initiated, mute must be applicable to current and all subsequent looping of video.
- Audio sound under one second is allowed to mouse-over events (this refers to “click” or “beep” sounds). However, if deemed too distracting, NFL.com reserves the right to ask that the advertiser remove them.
- Specific rich media instructions available upon request (IAB standard requirements)
- Any advertising content that mimics the “look and feel” of NFL.com content must include a “Sponsored by...” on all frames of the ad. It must be clear who placed the ad.

Standard Ad Products

	Ad Unit Type	Pixel Size	Maximize Expanding Size	File Size Rich Media	File Size Non-Rich Media
Third Party Served	Rectangle	300x250	565x350	39k	20k
	Skyscraper	160x600	525x600	39k	20k
	Leaderboard	728x90	965x195	39k	20k
	Large Rectangle	300x600	N/A	39k	20k
	Homepage Expandable Takeover*	728x90	965x195	39k	20k
Site Served	Video Gallery Pre-Roll	640x360 (16:9 ratio)	N/A	See Below	N/A
	Video Gallery Pre-Roll Co-ad	300x60	300x250	39k	20k
	Video ROS (Rightrail) Pre-Roll	640x360 (16:9 ratio)	N/A	See Below	N/A
	Video ROS (Rightrail) Co-ad	300x60	N/A	N/A	20k

Expanding Ad Guidelines

- Standard ad units should only expand beyond standard size, and must be user-initiated on mouse-over or click. Non user-initiated expanding ads are accepted on a case-by-case basis.
- Expanded portion **MUST** automatically close when the user mouses or clicks off the ad.
- All expanding ads must have a **PROMINENT** “CLOSE X” button, not less than 10-pt type, in the upper right hand corner of the expanded portion of the ad.
- Please note that any ads that expand over site content must be limited to a size that is no more than twice the size of the original ad space. This means that the expanded area can be no longer than the original size of the ad. See above chart for maximum expanding sizes.
- Include guidelines for the movement direction (left, right, up, down) of the expanding ad
- **Homepage Expandable Takeover:* You must work with a 3rd Party Rich Media vendor to build this unit. If creative type is *Auto-Expand*, it must have a frequency cap of **1x** per user. All subsequent serves must be user-initiated expand.

Flash Guidelines

- In order for an ad server to track clicks for Flash creative, the creative must be set up with the clickTag variable. This variable passes the click information from the Flash file through to the ad server so that the ad server can properly log the interaction. The clickTag should be set up in an invisible button on the top layer.
- Macromedia Flash Version 9 or lower. The creative must be delivered as a .swf (Flash Player File).
- Required with all Flash files; 20K for Static or Animated GIFs. Animated GIFs must have a refresh time of greater than two seconds.
- Target in getURL statements must be “_blank” to call a new browser window.
- Unlimited “looping” of the creative is permissible, however a repeated “blinking” or “strobing” effect will not be permitted

Video Guidelines

Pre-Roll:

- Electronic: FLV, AVI, MPEG, MOV, WMV, other un-encoded formats
- Physical: Digital Beta, DVCAM, MiniDVD, DVD, VHS
 - Tapes can be sent to:
DoubleClick
c/o Metro Encoding
4425 W. Riverside Drive, Suite 202
Burbank, CA 91595
 - Please include: NFL.com, Company Name, project name, contact name, flight dates, and impression goals.
- Pre-roll length: 15 seconds
- We DO NOT accept pre-roll video advertising for placement within the centerpiece editorial unit

Companion Ad:

- Ad sizes: 300x250 and 300x60
- 300x60 must be in gif or jpeg format; 300x250 can be 3rd-party served and must be no larger than 39k
- Client may provide one 1x1 tracking pixel and/or click tracker per each companion

Survey Guidelines

- Pop up recruitment messages will only be considered as part of an overall, significant minimum financial commitment; Pop ups will not be spawned from the home page
- Pop under recruitment messages will not be accepted
- Other recruitment methods will be accepted on a case-by-case basis, such as in-banner creative
- Bonus impressions will not be given for control group inventory.
- All survey results must be shared with NFL.com within 30 days completion of collecting the consumer data

Reporting Guidelines

- Clients must inform NFL.com prior to trafficking their advertising if their third-party tags are not DART-compliant.
 - ⊖ Third-party tags of this nature are subject to testing, and should be delivered 5 business days prior to requested launch date

Trafficking Guidelines

- Rich Media format must be supported by Double-click.
- Rich-media vendors must be silver or gold level Double-click Partners.
- Current list of accepted vendors (2008):
 - *Eyeblaster*
 - *Eyewonder*
 - *PointRoll*
 - *DART Motif*
 - *Atlas*
 - *Mediaplex*

- *Viewpoint Corp.*
- *Eyewonder, Inc.*
- *Klipmart*
- All campaign stats must be trackable through DART.
- Browser or operating system limitations (such as advertising not appearing properly on a MAC, or Rich Media not activating properly in Firefox) should be noted on the creative by either the creative vendor or the agency.
- All formats are subject to rejection or cancellation if they do not perform to our technological or quality assurance standards. Please refer to “General Ad Requirements” above for information on acceptable ad formats.

3rd Party tracking

- For any third party tracking received, we will provide agency with DFP reporting.
- Agency has the option to be billed per DFP reporting, or on Atlas reporting if they track via Atlas.
- Client agrees to NFL.com reporting totals that are within 10% of third party reported data. Invoices will be created based upon NFL.com reporting totals that are within 10% of third party reporting data.

Deadlines:

For new campaigns, we must receive all creative elements required by our specifications and in conformity with our specifications:

Ad Unit Type	Deadline
Standard Ad Units	5 full business days prior to launch
Video	10 full business days prior to launch

Procedures:

All creative elements should be sent to us by e-mail addressed to NFLMediaSales@nfl.com.

Please label appropriately your file(s) that contain your creative elements.

Please examine the appropriate ad unit detailed specification for the list of required creative elements applicable to each type of ad unit.

Review Process:

Upon receipt of creative elements, we commence our review to determine if all required creative elements are included, whether they are in conformity with our specifications, and such other review as may be necessary to implement the campaign.

We do not commit to commence site implementation of a campaign until that review is final and all elements are accounted for and approved. If our review discovers non-conformities or other issues, we will so advise you and request revised creative elements; in such event, the time deadlines set forth above will not begin to run until we receive revised and conforming creative elements.

Once we have determined that all required creative elements have been delivered and are conforming, we will send you a campaign launch assessment and tentative launch timeline.

Ad Standards:

All creative must function uniformly on both Mac and PC platforms as well as multiple browser versions of Netscape, Internet Explorer and Firefox. Client agrees to notify NFL.com of any creative elements which do are known to not function on the aforementioned platforms. We reserve the right to delay launch dates, terminate existing creative and cancel individual placements or entire campaigns for creative that does not comply with our standards or that does not function properly on these platforms.

Creative Requirements:

If you require that tracking tags be included in a unit, we must receive them no less than 10 business days prior to launch. NFL.com tracks unit impressions and CTR through Doubleclick irrespective of whether such tags are provided. Clients that do not wish to provide their own tracking should be aware that NFL.com's Doubleclick tracking will be used for all billing and reporting purposes, and may be asked to confirm their acknowledgement of this.

For units being created by the NFL (ie: branded logos, polls), if you require tracking tags to be included, we must receive them at the *same* time a style guide is sent and eps logos are approved.

Cancellations:

NFL.com uses IAB standard cancellation policies. Please see <http://iab.net/standards/termsandcond2.pdf> for more information.

- a. At any time prior to the serving of the first impression of the IO, Agency may cancel the IO with 30 days prior written notice, without penalty. For clarity and by way of example, if Agency cancels the IO 15 days prior to the serving of the first impression, Advertiser will only be responsible for the first 15 days of the IO.
- b. Upon the serving of the first impression of the IO, Agency may cancel the IO for any reason, without penalty, by providing Media Company written notice of cancellation which will be effective after the later of: (i) 30 days after serving the first impression of the IO; or (ii) 14 days after providing Media Company with such written notice.
- c. Either party may terminate an IO at any time if the other party is in material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the nonbreaching party, except as otherwise stated in this Agreement with regard to specific breaches. Additionally, if Agency or Advertiser commit a violation of the same Policy (as defined below), where such Policy had been provided by Media Company to Agency, on three separate occasions after having received timely notice of each such breach, even if such breach has been cured by Agency or Advertiser, then Media Company may terminate the IO associated with such breach upon written notice. If Agency or Advertiser does not cure a violation of a Policy within the applicable ten day cure period after written notice, where such Policy had been provided by Media Company to Agency,

then Media Company may terminate the IO associated with such breach upon written notice. d. Short rates will apply to cancelled buys to the degree stated on the IO.

Payments: NFL.com uses IAB standard payment policies. Please see <http://iab.net/standards/termsandcond2.pdf> for more information.

Agency will make payment 30 days from receipt of invoice, or as otherwise stated in a payment schedule set forth in the IO. Media Company may notify Agency that it has not received payment in such thirty-day period and whether it intends to seek payment directly from Advertiser pursuant to Section IIIc, and may do so 5 business days after providing such notice.

Payment Liability: Unless otherwise set forth by Agency on the IO, Media Company agrees to hold Agency liable for payments solely to the extent proceeds have cleared from Advertiser to Agency for Ads placed in accordance with the IO. For sums not cleared to Agency, Media Company agrees to hold Advertiser solely liable. Media Company understands that Advertiser is Agency's disclosed principal and Agency, as agent, has no obligations relating to such payments, either joint or several, except as specifically set forth in this Section III(c) and Section X(c). Agency agrees to make every reasonable effort to collect and clear payment from Advertiser on a timely basis. Agency's credit is established on a client-by-client basis. If Advertiser proceeds have not cleared for the IO, other Advertisers from the representing Agency shall not be prohibited from advertising on the Site due to such nonclearance if such other Advertisers' credit is not in question. Agency will make available to Media Company upon request written confirmation of the relationship between Agency and Advertiser. This confirmation should include, for example, Advertiser's acknowledgement that Agency is its agent and is authorized to act on its behalf in connection with the IO and these Terms and Conditions. In addition, upon the request of Media Company, Agency will confirm whether Advertiser has paid to Agency in advance funds sufficient to make payments pursuant to the IO. Advertiser's or Agency's credit is or becomes impaired, Media Company may require payment in advance.

Contact Information: Please direct any inquiries to: NFLMediaSales@NFL.com

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NFL.COM

CONTACTS

NFLMediaSales@nfl.com

National Football League
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