



2010 WEEK 1



NFL.COM

Contents



REDESIGNED HOME PAGE

- We've redesigned our Homepage on NFL.com. Learn more about our exciting new opportunities



STANDARD IAB AND EDITORIAL SPECS/OPPORTUNITIES

- Learn more about our various ad units



VIDEO SPECS

- Learn more about our new video gallery



RICH MEDIA SPECS/OPPORTUNITIES

- View our approved Rich Media Formats



ADDITIONAL INFORMATION

- NFL Guidelines, NFL Terms and Conditions, and Contacts





WEEK
OFF
MED
2010

2010 Redesigned
NFL.com Home Page



NFL.COM

Home Page Example 1

New Location of Leaderboard 728x90

New Double-wide Centerpiece Promotion

Redesigned Spotlight section

300x250 Ad Unit

Redesigned Video section

Upgraded Branded Home Page Poll

The screenshot shows the NFL.com home page with several key sections highlighted by yellow boxes and callouts:

- Top Navigation:** Includes the NFL logo, navigation links (NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, NFL NETWORK, GAME ACCESS, TICKETS, SHOP, FANTASY), and a search bar.
- Mobile Ad:** A 728x90 ad for NFL Mobile, featuring the text "TEXT NFL to 8915 FOR COMPLETE DRAFT COVERAGE WITH NFL MOBILE".
- Centerpiece Promotion:** A large "Gameday Morning: Vikings vs. Bengals" promotion featuring a photo of a Vikings player and text about the game.
- Spotlight Section:** A section titled "SPOTLIGHT" featuring articles about Michael Lombardi, Fitzgerald, and Manning.
- 300x250 Ad Unit:** A 300x250 ad for NFL Mobile, similar to the one at the top.
- Video Section:** A "VIDEO" section with thumbnails for "Path to the Playoffs", "Assante Samuel on the move", "The Blitzing Bengals", and "Titans vs. Seahawks".
- Fantasy Section:** A "FANTASY" section with "My Week 9 Matchups: Projected Score" showing Oakland's Finest (74.56) vs. Sucka Free City (109.65).
- Branded Home Page Poll:** A "NFL.COM POLL" titled "Which player should the Rams select with the No. 1 overall pick?" with options like Sam Bradford, Gerald McCoy, and Ndamukong Suh.
- Other Sections:** Includes "Own NFL Tickets", "DRAFT" section, "FAN VOICE", "ROOKIE OF THE WEEK", and "TICKETS".

Home Page Example 2

New Location of Leaderboard 728x90

New Triple-wide Centerpiece Promotion

300x600 Ad Unit

Upgraded Branded Home Page Poll

The screenshot shows the NFL.com home page with several key sections and annotations:

- Header:** NFL logo, navigation menu (NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, NFL NETWORK, GAME ACCESS, TICKETS, SHOP, FANTASY), and a search bar.
- Leaderboard:** A row of team logos and scores at the top, annotated with "New Location of Leaderboard 728x90".
- Centerpiece Promotion:** A large banner for "YOUR FANTASY EDGE" featuring a player, annotated with "New Triple-wide Centerpiece Promotion".
- Headlines:** A section with news articles and a "head & shoulders" ad unit, annotated with "300x600 Ad Unit".
- Spotlight:** A section featuring "Bucky Brooks" and "Anatomy of Play: Manning's Magic".
- Draft Section:** A section for the "75th DRAFT" with "DRAFT MVPs" and "DRAFT BLOG".
- Video:** A section with video thumbnails for "Path to the Playoffs: New England Patriots", "Assante Samuel on the move", "The Blitzing Bengals", and "Titans vs. Seahawks".
- Fantasy:** A section with "Ownership Trends", "Week 6 Ranks: Top 5 QBs", and "NFL THIS WEEK" schedule.
- Fantasy Redefined:** A large banner for "FANTASY REDEFINED" with "It's not too late to play NFL Fantasy Football" and "PLAY NOW" button.
- NFL.com Poll:** A poll titled "Which player should the Rams select with the No. 1 overall pick?" with options: Sam Bradford, QB, Oklahoma; Gerald McCoy, DT, Oklahoma; Ndamukong Suh, DT, Nebraska; and Some other player. Annotated with "Upgraded Branded Home Page Poll".
- Fan Voice:** A section for fan comments and "ROOKIE OF THE WEEK" featuring Randy Moss.
- Tickets:** A section for "TICKETS" with a "FIND TICKETS" button.
- Sponsored Links:** A section at the bottom for sponsored links.

Home Page Example 3

New Location of Leaderboard 728x90

New Double-wide Centerpiece Promotion

300x600 Ad Unit

Upgraded Branded Home Page Poll

The screenshot shows the NFL.com home page with several key sections and annotations:

- Header:** NFL logo, navigation menu (NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, NFL NETWORK, GAME ACCESS, TICKETS, SHOP, FANTASY), and a search bar.
- Top Navigation:** A row of team abbreviations (e.g., DEN, TEN, SEA, BUF, JAC, WAS, MIA, CAR, NE, NYJ, MIN, ATL, CLE, PIT, PHI, TB, KC, CHI, SD, OAK, DAL, BAL, PIT) with "FINAL" status.
- Ad Unit (728x90):** FedEx Ground advertisement with the text "Faster to more locations than UPS Ground." and a "SAVE NOW" button.
- Centerpiece (Double-wide):** "Gameday Morning: Vikings vs. Bengals" featuring a photo of a Vikings player and a brief article snippet.
- Spotlight:** A section with three articles: "Bucky Brooks" (Free agency's effect on the draft), "Anatomy of Play: Manning's Magic", and "You vote. They play. 2010 Pro Bowl." Each includes a small image and a "VIEW" button.
- Video:** A section titled "VIDEO" with three featured video thumbnails: "Path to the Playoffs: New England Patriots", "Assante Samuel on the move", and "The Blitzing Bengals".
- Draft:** A section for the "75th DRAFT 2010" with a "DRAFT MVPs" poll and a "DRAFT BLOG" link.
- Fantasy:** A section for "FANTASY" with "Ownership Trends" (e.g., 30% C. Taylor, RB, MIN) and "Week 6 Ranks: Top 5 QBs" (listing D. Brees, J. Cutler, M. Schaub, P. Manning, B. Roethlisberger).
- NFL.com Poll:** A poll titled "Which player should the Rams select with the No. 1 overall pick?" with options: Sam Bradford, QB, Oklahoma; Gerald McCoy, DT, Oklahoma; Ndamukong Suh, DT, Nebraska; and "Some other player".
- Rookie of the Week:** A section for "ROOKIE OF THE WEEK" featuring Randy Moss, WR, Patriots, with a "Go Vote" button.
- Tickets:** A section for "TICKETS" with the text "Get in the action! Tickets to see your favorite NFL team are now available for as low as \$25." and a "FIND TICKETS" button.
- Footer:** "Sponsored Links" including "Official Acai Berry Edge 21 Day Free Trial", "I Used To Make \$750/day", and "1 Rule of a Flat Stomach".



NFL.COM



NFL Media
IAB Standard Specs



NFL.COM

Standard Specs	
Dimension	728x90, 300x250, 160x600, 300x600
Accepted File Types	SWF, Gif/JPEG, Rich Media
File Size	39k Flash ; 20k GIF
Third Party Served	Yes
Looping Restrictions	Unlimited
Video Accepted	Yes; Must be user initiated
Audio Accepted	Yes; Must be user initiated
Flash Accepted	Yes; 9.0 or lower
Turn Around Time	5 to 10 Business Days

PLEASE NOTE THE FOLLOWING:

- No max file size if served by 3rd party
- Will only accept iFrame Rich Media from 3rd party vendors. Will NOT accept Javascript
- NO expanding placements on the homepage – exception Homepage Takeovers and Window Shades
- Agency is responsible for ALL Rich Media Fees
- DART, Atlas, Pointroll, Eyewonder and Eyeblaster all accepted Rich Media Partners
- Click on placements above to view examples
- Branded Headers: Created by NFL; need style guide, eps logo, 1x1 tracking pixel and click thru URL (need assets 1 MONTH PRIOR TO LAUNCH)



News Page

728x90
Leaderboard

The screenshot shows the NFL.com News Page layout. At the top, there is a mobile navigation bar with the NFL logo and links for Sign In, Register, and Fans. Below this is a search bar and a main navigation menu with categories like NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, FANTASY, NFL NETWORK, GAME ACCESS, TICKETS, and SHOP. A prominent banner for 'SHOW YOU'RE A TRUE FAN' features the NFL Extra Points credit card, with a 'REGISTER NOW' button. The main content area is divided into several sections: 'NEWS' with a featured article 'Steelers shop for O-line help' about OT Flozell Adams; 'HEADLINES' with a list of recent news items; 'OTHER LINKS' with shortcuts to Scoreboard, Standings, Stats, NFL Tickets Directory, and NFL Ticket Exchange; 'VIDEO HEADLINES' with clips on Jackson's trade value, Around the League, and Carter speaks his mind; 'AROUND THE WEB' with articles on the 2009 Season Retrospective, Seven NFL Teams Relying On Highly Inexperienced Quarterbacks, No shortage of chatter surrounding Chargers, Jackson, Deal between Steelers, OT Adams isn't imminent despite visit, and NFL: Buccaneers announce public training camp schedule; and 'PRESS ROOM' with a list of upcoming CFL games and other news. A large 'Allstate' advertisement is positioned on the right side of the page, featuring the text 'HOW MUCH COULD YOU SAVE?' and 'DRIVERS WHO SWITCHED SAVED \$348 ON AVG'. A yellow box highlights the '728x90 Leaderboard' area at the top, and another yellow box highlights the '160x600 Ad Unit' area on the right.

Expert analysis and
continuous updates/alerts
unique to NFL.com

160x600 Ad Unit



Scores Page

Mobile NFLatino.com Sign In Register Fans

NEWS VIDEO TEAMS PLAYERS SCHEDULE STANDINGS FANTASY NFL NETWORK GAME ACCESS TICKETS SHOP

SEARCH NFL.COM

SCORES

PRESEASON **REGULAR SEASON** 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 POST SEASON Season: 2009 Go

BIG PLAY ALERTS

Expand

WEEK 7

Teams with Byes: Ravens, Broncos, Titans, Jaguars, Lions, Seahawks Top Performers Weekly Leaders

300x250
Ad Units

Sunday, October 25 FOX DIRECTV 708

Green Bay Packers Cleveland Browns

31 FINAL 3

Watch Replay

	1	2	3	4	OT
GB	0	21	3	7	0
CLE	0	3	0	0	0

FAN RATING: 58
BIG PLAYS: 9

RECAP BOX SCORE WATCH

Cleveland Browns Stadium

Sunday, October 25 FOX DIRECTV 709

San Francisco 49ers Houston Texans

21 FINAL 24

Watch Replay

	1	2	3	4	OT
SF	0	0	7	14	0
HOU	7	14	0	3	0

FAN RATING: 76
BIG PLAYS: 16

RECAP BOX SCORE WATCH

Reliant Stadium

ADVERTISEMENT

CATCH THE ALL-DAY FIREWORKS
HARD KNOCKS
FOOTBALL'S ULTIMATE
REALITY SHOW
JULY 4TH MARATHON
ON NFL NETWORK

Sunday, October 25 CBS DIRECTV 706

San Diego Chargers Kansas City Chiefs

37 FINAL 7

Watch Replay

	1	2	3	4	OT
SD	14	6	7	10	0
KC	0	0	7	0	0

FAN RATING: 60
BIG PLAYS: 14

RECAP BOX SCORE WATCH

Arrowhead Stadium

Sunday, October 25 CBS DIRECTV 707

Indianapolis Colts St. Louis Rams

42 FINAL 6

Watch Replay

	1	2	3	4	OT
IND	14	7	7	14	0
STL	0	0	3	0	0

FAN RATING: 49
BIG PLAYS: 11

RECAP BOX SCORE WATCH

Edward Jones Dome

Sunday, October 25 CBS DIRECTV 704

New England Patriots Tampa Bay Buccaneers

35 FINAL 7

Watch Replay

	1	2	3	4	OT
NE	14	7	7	7	0
TB	0	7	0	0	0

FAN RATING: 58
BIG PLAYS: 16

RECAP BOX SCORE WATCH

Wembley Stadium

Sunday, October 25 FOX DIRECTV 710

Minnesota Vikings Pittsburgh Steelers

17 FINAL 27

Watch Replay

	1	2	3	4	OT
MIN	0	7	3	7	0
PIT	3	7	3	14	0

FAN RATING: 80
BIG PLAYS: 13

RECAP BOX SCORE WATCH

Heinz Field

NFL PHOTO STORE

SHOP NOW

Sunday, October 25 CBS DIRECTV 711

Buffalo Bills Carolina Panthers

20 FINAL 9

Watch Replay

	1	2	3	4	OT
BUF	7	0	0	13	0
CAR	0	2	0	7	0

FAN RATING: 44
BIG PLAYS: 13

RECAP BOX SCORE WATCH

Bank of America Stadium

Sunday, October 25 CBS DIRECTV 712

New York Jets Oakland Raiders

38 FINAL 0

Watch Replay

	1	2	3	4	OT
NYJ	14	10	7	7	0
OAK	0	0	0	0	0

FAN RATING: 41
BIG PLAYS: 16

RECAP BOX SCORE WATCH

Oakland Coliseum

Sunday, October 25 FOX DIRECTV 705

Chicago Bears Cincinnati Bengals

10 FINAL 45

Watch Replay

	1	2	3	4	OT
CHI	0	3	0	7	0
CIN	14	17	7	7	0

FAN RATING: 68
BIG PLAYS: 14

RECAP BOX SCORE WATCH

Faulkner Stadium

Sunday, October 25 FOX DIRECTV 713

Atlanta Falcons Dallas Cowboys

21 FINAL 37

Watch Replay

	1	2	3	4	OT
ATL	7	0	0	7	0
DAL	0	17	7	13	0

FAN RATING: 60
BIG PLAYS: 13

RECAP BOX SCORE WATCH

Cowboys stadium

Sunday, October 25 FOX DIRECTV 714

New Orleans Saints Miami Dolphins

46 FINAL 34

Watch Replay

	1	2	3	4	OT
NO	3	7	14	22	0
MIA	14	10	10	0	0

FAN RATING: 90
BIG PLAYS: 21

RECAP BOX SCORE WATCH

Sun Life Stadium

Sunday, October 25 NBC

Arizona Cardinals New York Giants

24 FINAL 17

Watch Replay

	1	2	3	4	OT
ARI	0	10	14	0	0
NYG	0	14	0	3	0

FAN RATING: 73
BIG PLAYS: 13

RECAP BOX SCORE WATCH

Giants Stadium

Monday, October 26 ESPN DIRECTV 206

Philadelphia Eagles Washington Redskins

27 FINAL 17

Watch Replay

	1	2	3	4	OT
PHI	14	13	0	0	0
WAS	0	10	0	7	0

FAN RATING: 42
BIG PLAYS: 9

RECAP BOX SCORE WATCH

FedEx Field

NFL.com's social media hub and link to the community.

300x600 Ad Unit

The screenshot shows the NFL.com website interface. At the top, there's a navigation bar with the NFL logo, search bar, and various menu items like NEWS, VIDEO, TEAMS, etc. Below this is a banner for 'SHOW YOU'RE A TRUE FAN' with 'NFL EXTRA POINTS' and a 'REGISTER NOW' button. The main content area is divided into two columns: 'COMBINE BLOG' on the left and 'NEWS' on the right. The 'COMBINE BLOG' section has a date filter set to 'Wednesday, Mar. 3' and lists several articles from previous dates (Mar. 2, Mar. 1, Feb. 28). The 'NEWS' section has a date filter set to 'Tuesday, Jun. 29' and lists several news items from previous dates (Sunday, Feb. 28, Saturday, Feb. 27, Monday, Feb. 22). A large advertisement is positioned on the right side of the page, featuring a green background with white text and logos. The ad text reads: 'ON LOCATION', 'CLICK HERE FOR INFO', 'THE OFFICIAL SOURCE FOR NFL EVENT EXPERIENCES', and includes logos for 'NFL', 'XLV', 'INTERNATIONAL SERIES', 'PRO BOWL', and '75TH DRAFT 2011'.

Blog feeds are updated with the latest NFL News relevant to that category.



Example Editorial Sponsorship

Branded Header

The header of the NFL website features the NFL logo on the left, a navigation menu with links for NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, FANTASY, and SHOP. A search bar is located on the right. A 728x90 Ad Unit is positioned below the navigation, featuring the NFL logo and the text "SHOW YOU'RE A TRUE FAN" with a "REGISTER NOW" button.

728x90
Ad Unit

ANATOMY OF A PLAY

PRESENTED BY **GMC SIERRA**

Anatomy of a Play: Belichick goes for it

0 | tweet | Share

By Greg Smith | NFL Films

Published: Nov. 18, 2009 at 02:10 p.m. Updated: Nov. 18, 2009 at 10:54 p.m. Liked: 10 | Comments: 84

PRINT LIKE EMAIL

READ DISCUSS



HEADLINES

LATEST COMMENTED LIKED

- NFL suspends Chargers' Jackson for three games | [View](#)
 - Police: Eagles QB Vick not ruled out as suspect in shooting
 - Lions lose interest in acquiring Haynesworth | [Suh ready](#)
 - Steelers aren't close to deal with Adams | [O-line options](#)
 - Jets' interest in QB Russell is minimal | [Brunell backlash?](#)
 - Novel idea: Jets coach Ryan writing book for 2011 release
 - Texans' Slaton says he'll be OK for training camp | [Blogs](#)
 - Report: Titans' Simms arrested in NYC on marijuana charge
- More News > [Subscribe](#)

Bill Belichick is not a coach that makes his game-day decisions based on emotion. He makes them based on what gives the Patriots the best chance of success. That is exactly what he did on fourth-and-2 with 2:08 remaining last Sunday night in Indianapolis.

Our Anatomy of Play segment focuses on the specifics of the play itself. How the Patriots chose to align and protect and what the Colts did to shut it down.

Conventional football opinion suggests that going for it in that situation, is an extremely risky call because if you don't convert, then the opposing offense gets great field position.

That opinion doesn't account for two things: 1. If you convert, which would happen more than half the time, you win; 2. If you don't convert, there is still a 40 percent chance of stopping the other team from scoring a touchdown, and you win.

Probability experts have lauded Belichick for his decision and have proven that the likelihood of the Patriots winning went up roughly 9 percent when Belichick elected to run an offensive play rather than punt (going for it gave New England a 79 percent chance of victory, while punting gave them a 70 percent chance).

Yes, the odds say that the riskier call, even though it was the statistically correct decision, doesn't mean you should always go for it.

On Monday, I polled 62 co-workers on their opinion of Belichick's call. The votes broke down as follows:

- Like/Love the call -- 10 (16 percent)
- Don't mind the call -- 19 (31 percent)
- Hate the call -- 33 (53 percent)

Those numbers might mean nothing, but they could mean everything.

It's rare that a call can be so polarizing that it could be hated so strongly, but this is one of those rare cases. If about half the viewing public hated the call then it wouldn't be crazy to assume that roughly half of the Patriots players hated the call as well. After the game, ex-Patriot Rodney Harrison flat-out said it was "the worst decision" he's ever seen Belichick make.

Think you know football? Test your knowledge at GMC Sierra's Engineered to Win Challenge and enter each week for a chance to win a 2010 GMC Sierra.



> Click here

Fixed PreRoll

A 300x600 Ad Unit featuring a green background with a silhouette of a man in a hat and glasses. The text reads "EXCLUSIVE NFL FAN OFFER" and "LOMBARDI". Below that, it says "A NEW AMERICAN PLAY ON BROADWAY" and "GET TICKETS" with a ticket icon.

300x600
Ad Unit





NFL Media Video Specs



NFL.COM

Video Specs	
Dimension / Ratio Size	16:9 Ratio Video sizes 640x360
Accepted File Types	Uncompressed mov or quicktime Compressed FLV
File Size	4MB Max File Size
Third Party Served	NO; SITE SERVED
Looping Restrictions	None; ad does not animate
Audio Accepted	Yes
Turn Around Time	5 to 10 Business Days

PLEASE NOTE THE FOLLOWING:

- **Video Gallery: 300x250 Companion Ad (can be served by 3rd party)**
- **Video Gallery: 300x600 Companion Ad (Can be served by 3rd party)**
- **Pre-Roll will also run in NFL Syndicated Video Players: Yahoo! and MySpace with a 300x250 Companion Ad**
- **FLV files must include low, medium and high bandwidths**
- **File size CANNOT exceed 4MB**
- **SPONSORED VIDEO CHANNELS: Skin / Branded Header is created by NFL; A style guide, eps Logo, 1x1, and click thru URL are needed to create. Assets must be received 1 month prior to launch**



Video Landing/ Listings Page

« NFL.com Homepage Register | Sign In | Fans | NFL Shop

NFL VIDEO Search Videos...

Home Shows Teams Game Highlights Spotlight Events All Videos Feedback >

BROWNS' QB SITUATION

Should Jake Delhomme be the Browns' starting QB? Warren Sapp and Jamie Dukes have the answer. (2:48)

[Watch Now >](#)

[Discuss](#) | [Cleveland Browns Channel](#)


FEATURED VIDEOS 1 / 4




Coach Spotlight: Eric Mangini



Coach Spotlight: Chan Gailey



Ravens' 2010 outlook



ADVERTISEMENT

Most Recent | Most Viewed **<< NEW**


Displaying: 1 - 25 of 31138 Videos Per Page: 25




A defiant Cushing
Published: May 13, 2010 at 02:35 p.m.
Brian Cushing explains why he believes he is innocent of breaking NFL rules. 05:06




Rebuilding effort
Published: May 12, 2010 at 08:17 p.m.
Titans coach Jeff Fisher and QB Vince Young assist in the flood recovery efforts in Nashville. 01:54




Coach Spotlight: Tom Cable
Published: May 12, 2010 at 08:11 p.m.
Tom Cable explains why the Raiders are on the right track and how he's righting the ship. 03:35



Cowboys' 2010 outlook
Published: May 12, 2010 at 07:47 p.m.
Are the Cowboys built to win a Super Bowl? The NFL Total Access crew discusses. 06:45



Around the League
Published: May 12, 2010 at 07:41 p.m.
Will Favre have surgery? Is Westbrook headed to St. Louis? Jason La Canfora answers. 03:02



Cold Super Bowl?
Published: May 12, 2010 at 07:39 p.m.
Jamie Dukes and Warren Sapp debate the weather woes of a northern Super Bowl city. 02:53

UNLOCK HIGHER QUALITY VIDEO

Improve the NFL.com viewing experience. Get free access to higher quality video by installing Akamai NetSession. [FAQ](#) | [Technical Info](#)

[DOWNLOAD >](#)

DELIVERED BY AKAMAII

TEAM CHANNELS

AFC EAST		
AFC NORTH		
AFC SOUTH		

Video is accessible from nearly every page of NFL.com.



Pre-roll Video and 300x250 Co-ad

Pre-roll Video

The screenshot shows the NFL.com homepage. At the top, there's a navigation bar with "NFL VIDEO" and a search bar. Below the navigation is a large video player area. A yellow box highlights a "Pre-roll Video" placeholder with the Verizon logo and "PRE-ROLL VIDEO" text. Below the video player is an article titled "Giving back to Samoa" by the Cincinnati Bengals. To the right of the article is a "300x250 Co-ad" for NFL Mobile, featuring a smartphone and the text "TEXT NFL to 8915 FOR COMPLETE ACCESS WITH NFL MOBILE". Below the article are three related headlines: "Bengals welcome Jones", "Bengals to sign Pacman?", and "Around the League". To the right of these headlines is a "Sponsored 300x250 Ad Unit" for Penny Stocks. At the bottom of the page, there are social media icons and the NFL logo with "NFL.COM".

300x250



YAHOO! Syndicated Video Player

New User? Sign Up | Sign In | Help Get the New, Safer IE8 Yahoo! Mail Web Search


YAHOO! SPORTS Search Web Search

Home **NFL** MLB NBA NHL College NASCAR Golf UFC Boxing Soccer Tennis Action Sports More Blogs Video Shop Fantasy

NFL Home Scores & Schedule Standings Stats Teams Players Injuries Odds Video Photos Rumors Blog Picks Ranker Tickets

Sports Search POPULAR SEARCHES: Dick Jauron Allen Iverson Zack Greinke Charlie Weis Troy Polamalu

Fuzzy picture



Donovan McNabb's Eagles are stumbling. The Giants have fallen. Aside from the Saints and Vikings, who's NFC playoff bound? [Analysis](#)

Blog: QB rankings | PFW: Manning still leads MVP race | Rookie meter

Fallout: Belichick's decision

- Silver: Bad company
- Cole: Tough situation
- Wetzel: Don't blame Bill
- Coaches question call

Faulty equation

Big free-agent signing plus disappointing offense led to the Bills firing coach Dick Jauron. [Blog](#) [Analysis](#)

Emotional guy

Coach Rex Ryan let the tears flow when addressing the Jets on Monday. [Blog](#)

- D-line coach steps down

Fantasy focus

A rash of injuries among star RBs thrusts Justin Forsett into the spotlight. [Waivers](#) [Studs](#) [Duds](#) [More](#)

Headlines

- Fewell replaces Jauron as Bills coach | [Watch](#)
- Bengals sign former Chiefs RB Johnson
- Browns WR Cribbs sits out practice
- Chiefs' Bowe gets 4-game drug suspension
- Dolphins top rusher Brown out Thursday
- Jets WR Edwards pleads not guilty
- Tomlin: Polamalu questionable 'at best'
- Bills TE Fine done for season

More News | Transactions | My Sports News | Video

STAY INFORMED. BREAKING NEWS. OPINIONS. Follow Us

Fantasy Football Who's Hot?

Hot Not QB RB WR TE K

1. Peyton Manning
2. Tom Brady
3. Donovan McNabb

ADVERTISEMENT


The medicine in Advil® is the #1 doctor recommendation for Joint Pain.*



Relief doesn't get any Better than this.

Click here to Save \$1...


NFL VIDEO



Advertisement - your video will play in 9 seconds

REVEAL YOUR GX ACTION HERO NAME

CLICK HERE



EXPLORE THE LEXUS GX

VISIT **NFL.COM** FOR MORE:

VIDEOS NEWS BLOGS PHOTOS

Pro Bowl highlights
Monday, February 1, 2010 | 12:06 AM
Matt Schaub takes home the Pro Bowl MVP as the AFC defeats the NFC 41-34.

Sounds of the Pro Bowl
Sunday, January 31, 2010 | 11:56 PM
Check out the sights and sounds from the 2010 NFL Pro Bowl in Miami Florida.

Brian Dawkins INT
Sunday, January 31, 2010 | 9:41 PM
Brian Dawkins intercepts a pass from Donovan McNabb and tries to keep the ball alive with a lateral.

© 2009 NFL Enterprise LLC. NFL and the NFL shield are registered trademarks of the National Football League. The team names, logos, and uniform designs are registered trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. NFL footage © NFL Productions LLC. [PRIVACY POLICY](#)

myspace Syndicated Video Player

myspace.
Web | Search POWERED BY Google

Home Browse People Find Friends Local Music Video Games More
Log In Sign Up

NFL **NFL.COM**

[Add to Friends](#)
[Add to Favorites](#)
[Update Status](#)
[Forward to Friend](#)



PLAYOFFS

GAME REWIND

See every Playoff game, every play, and every touchdown again and again!

SIGN UP NOW





Wild Card Can't-Miss Play: Cards' pull it out
Karllos Dansby recovers an Aaron Rodgers fumble and rumbles 17-yards for the game-winning score.



NFL GameDay: Ravens vs. Patriots highlights
The Ravens run past the Patriots as they rack up 234 yards on the ground in a 33-14 victory.



NFL GameDay: Packers vs. Cardinals highlights
In the highest-scoring game in NFL postseason history, the Cardinals beat the Packers 51-45 in OT.



Ray Rice interview
Ray Rice discusses his big performance vs. Patriots and facing the Colts in the divisional playoffs.

BLOG HEADLINES

GRAB THIS

Coming Soon!





FRIENDS

Official NFL's Friend Space (Top 7)
Official NFL has 4156 friends.

Tom



Mut



Hey!



Jason



ap



Brett



pxlmxr



View Official NFL's Friends: All | Online | New

KARLOS DANSBY

Sponsored Video Channel

Sponsor Branded Header

The screenshot shows the NFL.com Video channel interface. At the top, there's a navigation bar with 'NFL VIDEO' and a search box. Below that, a 'SUPER BOWL JOURNEY' banner is presented by 'MARINES THE FEW. THE PROUD.'. The main content area features a large video player for 'Marines' with a yellow border. Below the video, there's a section for 'SUPER BOWL JOURNEY: Thursday night lights' with a 'JOIN NOW' button for a 'PLAYOFF CHALLENGE 2009'. To the right, there's a '300x250 Ad Unit' for 'BECOME A LEADER. BECOME A MARINE CORPS OFFICER.' Below the main content, there are several video thumbnails for 'Super Bowl Journey: Good to', 'Super Bowl Journey: Sky's the', and 'Super Bowl Journey: It had to be'. Further down, there are sections for 'NFL GAMEDAY PRESENTED BY LEXUS' and 'JACKSONVILLE JAGUARS'. On the right side, there are 'RELATED HEADLINES' and 'RELATED PHOTOS' sections. The page is framed by a dark blue border with Marine Corps imagery.

300x250
Ad Unit
(300x600 Ad Unit
also available)



2010
NFL
MEDIA
2010

NFL Media High Impact
Rich Media Placements



NFL.COM

High Impact Placements

Placement	Ad Size	Max Expanded Ad Size
Homepage Roadblock	728x90 & 300x250	985x200& 565x350
Team Site Takeovers	728x90, 300x250, 160x600	728x90,300x250, 160x600
Homepage Leaderboard Takeover	728x90	985x200
Homepage Window Shade	985x60	985x160

PLEASE NOTE THE FOLLOWING:

- No max file size if served by 3rd party
- Will only accept iFrame Rich Media from 3rd party vendors. Will NOT accept Javascript
- Agency is responsible for ALL Rich Media Fees
- DART, Atlas, Pointroll, Eyewonder and Mediaplex all accepted Rich Media Partners
- All placements must be user initiated and include play, pause, mute and close buttons
- Rich Media NOT permitted on the Team Sites
- Window Shade creative must be received 10 DAYS prior to launch



NFL.COM

Home Page Roadblock

Mobile NFLatino.com Sign In Register Fans

SEARCH NFL.COM

NEWS VIDEO TEAMS PLAYERS SCORES SCHEDULES STATS STANDINGS NFL NETWORK GAME ACCESS TICKETS SHOP FANTASY

NO SEA DEN BUF TEN JAC MIA WAS CAR STL NE NYJ ATL MIN PIT CLE PHI GB TB IND KC HOU CHI SD DET OAK NYG DAL BAL PIT BAL PIT

Expanded Home Page Leaderboard 985x200

Gameday Morning: Vikings vs. Bengals

The Cincinnati Bengals and Minnesota Vikings are each closing in on a division title, but neither was happy with its most recent performance.

Game Center: [Preview](#) | [Analyze](#) | [Discuss](#) | [Watch](#)

[Carucci: Don't be fooled by Childress](#) | [Video: Peterson Highlights](#) | [NFL Network Schedule](#)

Raiders to have evaluation of Cable allegations | [Blog](#)
Texans' Daniels undergo season-ending ACL surgery
Holmgren blasts Redskins for treatment of Zorn | [Video](#)
Hobbled QB Rodgers only one problem facing Packers
Boldin hopes to face Bears after reinjuring ankle | [Video](#)
Banged-up Delhomme following chest injury | [Video](#)
Cribbs will ask Browns for trade | Mangini waiting
Holmgren blasts Redskins for treatment of Zorn
Stover, not Vinatieri, will be Colts' kicker during playoffs

MORE NEWS SUBSCRIBE

Own NFL Tickets

Want to get to an NFL game this season? [Click here](#) to start your ticket search!

SPOTLIGHT

Michael Lombardi
NFL.com
★ ANALYSIS & OPINION ★

Fitzgerald remains a top fantasy wideout 560

Anatomy of Play: Manning's Magic 102

SELECT A WRITER

Expanded Rectangle 565x350

DRAFT 2010

09 DAY 02 04 31 SEC

DRAFT MVPs

Who was the better draft pick?
VS.
[Vote Now](#)

DRAFT BLOG

Prospects work out at Baylor's first pro day
Weatherspoon stands out at Missouri Pro Day
Paulus is center of attention at Syracuse Pro Day
Michigan's Graham sidelined for pro day

MORE DRAFT NEWS

VIDEO

1/5

FEATURED MOST RECENT MOST VIEWED MOST LIKED

[Path to the Playoffs: New England Patriots](#) 985

[Assante Samuel on the move](#) 999+

[The Blitzing Bengals](#) 250

[Titans vs. Seahawks](#) 313

NOW ON NFL NETWORK: NFL Total Access Monday-Saturday at 7 p.m. ET... MORE VIDEO



Home Page Leaderboard Takeover

Mobile NFLatino.com
Sign In Register Fans

NEWS VIDEO TEAMS PLAYERS SCORES SCHEDULES STATS STANDINGS NFL NETWORK GAME ACCESS TICKETS SHOP FANTASY

NO SEA FINAL

DEN BUF FINAL

TEN JAC FINAL

MIA WAS FINAL

CAR STL FINAL

NE NYJ FINAL

ATL MIN FINAL

PIT CLE FINAL

PHI GB SUN 4:15

TB IND SUN 4:15

KC HOU SUN 4:15

CHI SD SUN 4:15

DET OAK SUN 4:15

NYG DAL SUN 4:15

BAL PIT SUN 4:15

BAL PIT SUN 8:15

Expanded Home Page Leaderboard

985x200

Gameday Morning: Vikings vs. Bengals

The Cincinnati Bengals and Minnesota Vikings are each closing in on a division title, but neither was happy with its most recent performance.

Game Center: [Preview](#) | [Analyze](#) | [Discuss](#) | [Watch](#)

[Carucci: Don't be fooled by Childress](#) | [Video: Peterson Highlights](#) | [NFL Network Schedule](#)

Raiders to have evaluation of Cable allegations | [Blog](#)

Texans' Daniels undergo season-ending ACL surgery

Holmgren blasts Redskins for treatment of Zorn | [Video](#)

Hobbled QB Rodgers only one problem facing Packers

Boldin hopes to face Bears after reinjuring ankle | [Video](#)

Banged-up Delhomme following chest injury | [Video](#)

Cribbs will ask Browns for trade | [Mangini waiting](#)

Holmgren blasts Redskins for treatment of Zorn

Slover, not Vinatieri, will be Colts' kicker during playoffs

[MORE NEWS](#) [SUBSCRIBE](#)

Own NFL Tickets

Want to get to an NFL game this season? [Click here](#) to start your ticket search!

SPOTLIGHT

Michael Lombardi
NFL.com

★ ANALYSIS & OPINION ★

Fitzgerald remains a top fantasy wideout 560

Anatomy of Play: Manning's Magic 102

The best year ever for NFL quarterbacks 850

SELECT A WRITER MORE NEWS & FEATURES

Where do you want to sit? [StubHub!](#)

[see more events](#)

Jets @ Bengals

01/09/2010 starting at: \$25.00

Eagles @ Cowboys

01/09/2010 starting at: \$35.00

Ravens @ Patriots

01/10/2010 starting at: \$68.00

75th DRAFT 2010

09 DAY 02 PM 04 MIN 31 SEC

DRAFT MVPs

Who was the better draft pick?

VS.

[Vote Now](#)

DRAFT BLOG

Prospects work out at Baylor's first pro day

Weatherspoon stands out at Missouri Pro Day

Paulus is center of attention at Syracuse Pro Day

Michigan's Graham sidelined for pro day

MORE DRAFT NEWS

VIDEO

FEATURED
MOST RECENT
MOST VIEWED
MOST LIKED

Path to the Playoffs: New England Patriots 985

Assante Samuel on the move 999+

The Blitzing Bengals 250

Titans vs. Seahawks 313

NOW ON NFL NETWORK: NFL Total Access Monday-Saturday at 7 p.m. ET...

MORE VIDEO

NFL.COM

KICKSTART

Team Site Takeover 728x90 and 300x250 ad units

THIS YEAR'S BEST PICK.
The 2011 GMC Sierra Denali HD **LEADERBOARD** 728x90

Steelers.com
The official site of the Pittsburgh Steelers

NEWS TEAM SCHEDULE & EVENTS TICKETS & STADIUM VIDEO & AUDIO HISTORY COMMUNITY FAN ZONE GET GEAR

EVENTS: Heinz Field Job Fair

Videos

- Agree to Disagree - Camp Preview
- Mina Camp 2010
- Agree to Disagree - Post Draft
- Inside the Steelers: Antwaan Randle El

Recent News

- Heinz Field Event Day Job Fair
- Hall of Fame Class of 2010 Presenters
- Hearing from Coach Mike Tomlin
- Tomlin to speak at coaching clinic
- Sweed placed on IR

STEELERS MESSAGE BOARDS

STEELERS TICKETS

SPRING EVENT

\$4,000 Down Payment Assistance* on '10 Cobalt

TOYOTA Quality Dependable Deals LOW PAYMENT LEASES Available Now! CLICK HERE for details

Pinnacle ARE YOU FAN ENOUGH?

TENNESSEE TITANS

CONGRATULATIONS CJZK and to all of his teammates! **2006**

TEAM NEWS MEDIA CENTER SCHEDULE TICKETS LP FIELD COMMUNITY FAN ZONE CHERLEADERS PRO SHOP

Roster Depth Chart Stats

Search TitansOnline.com

03. Titans Owner, NFL/NFLPA Donate \$400,000 to Aid in Flood Relief

Titans Owner K.S. "Bud" Adams and the NFL/NFLPA are giving \$400,000 to the Community Foundation of Middle Tennessee and the Red Cross to help those in need recover from Nashville's historic flooding. In addition, Titans players and staff will go out into the community next week to aid in recovery efforts. [Read More](#)

RELATED: VIDEO: Fisher on Nashville Floods Young Raising Money for Flood Relief

Headlines

- Coch Fisher's Thursday Minicamp Report
- Titans Deliver on Owner's Promise to Help Victims
- Jazzers Raise \$20,000 for Titans Foundation, Special Olympics of Tennessee
- Mavaae Busy Helping Flood Victims
- Season Ticket Renewal Deadline Extended to May 14
- Collins Foresees Opening 2010 Season With Titans
- Titans Select 2010 Cheerleading Squad
- Titans Owner, NFL/NFLPA Disaster Fund Donate \$400,000 to Charities in Wake of Nashville Floods
- Titans to Sponsor Blood and Bone Marrow Drive May 8
- Young Helping to Raise Money for Flood Victims
- Final Cheerleader Auditions Re-Scheduled for Sunday, May 9 at Limestone
- Titans Find Minor Damage to LP Field from Flooding

Featured Videos

- Vince Young on Nashville Flood Cleanup (2:37) Posted 19 hours ago
- Jeff Fisher on Nashville Flood Cleanup (3:33) Posted 19 hours ago

Featured Photos

- Titans Assist in Flood Cleanup Efforts
- 2010 Titans Cheerleader Final Auditions

If you died today, who would take care of your family?

RECTANGLE 300x250

10-Year Level Term Insurance Policy (any amount)

Age	18-25
Age	26-35
Age	36-45
Age	46-55
Age	56-65

For A Free Quote [CLICK HERE](#)

2010 Schedule

WEEK	DATE	GAME	RESULT/TIME
P1	Aug. 14	at Seahawks	9:00 PM CDT
P2	Aug. 23	Cardinals	7:00 PM CDT
P3	Aug. 28	at Panthers	7:00 PM CDT
P4	Sep. 02	Saints	7:00 PM CDT

VIEW FULL SCHEDULE

Window Shade Placement [985x60 expands to 985x160]

The image shows a mobile website interface for NFL.com. At the top, there is a navigation bar with the NFL logo, a search bar, and various menu items like NEWS, VIDEO, TEAMS, etc. Below this is a row of team abbreviations. A yellow box highlights a section of the page, and a yellow arrow points to a larger version of the same section below it, with the text "Expands to 985x160".

Expands to 985x160

Gameday Morning: Vikings vs. Bengals
The Cincinnati Bengals and Minnesota Vikings are each closing in on a division title, but neither was happy with its most recent performance.
Game Center: [Preview](#) | [Analyze](#) | [Discuss](#) | [Watch](#)
[Carucci: Don't be fooled by Childress](#) | [Video: Peterson Highlights](#) | [NFL Network Schedule](#)

Own NFL Tickets Want to get to an NFL game this season? [Click here](#) to start your ticket search!

SPOTLIGHT

Michael Lombardi
NFL.com
★ ANALYSIS & OPINION ★
Fitzgerald remains a top fantasy wideout 560

Anatomy of Play: Manning's Magic 102

The best year ever for NFL quarterbacks 850

Where do you want to sit? StubHub!
see more events

- Jets @ Bengals 01/09/2010 starting at: \$25.00
- Eagles @ Cowboys 01/09/2010 starting at: \$35.00
- Ravens @ Patriots 01/10/2010 starting at: \$68.00



Rich Media Specs

EXPANDING LEADERBOARD

- Max Expansion: 985x200
- Expansion Direction: Down
- Max File Size: Unlimited
- Max Panels: 4
- FPS: 18
- Animation Length: 00:15

STREAMING LEADERBOARD and RECTANGLE

- Max Expansion: 985x200 and 565x350
- Expansion Direction: Up and Left
- Max File Size: Initial Load 100k; Max Load 300k
- Max Panels: 4
- FPS: 18
- Animation Length / Video Length: 00:15

EXPANDING RECTANGLE

- Max Expansion: 565x350
- Expansion Direction: Left
- Max File Size: Unlimited
- Max Panels: 4
- FPS: 18
- Animation Length: 00:15

EXPANDING SKYSCRAPER

- Max Expansion: 525x600
- Expansion Direction: Left
- Max File Size: Unlimited
- Max Panels: 4
- FPS: 18
- Animation Length: 00:15





Additional Information



NFL 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



NFL.COM

NFL Guidelines (cont'd)

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)

2010 WEEKLY



NFL.COM

NFL Terms and Conditions and Contacts

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 the agency is responsible for all Rich Media Fees
- We do NOT accept floating, pop-up, pop-under or full-page takeovers.
- 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.



NFL Terms and Conditions and Contacts

General Ad Requirements (cont'd)

- 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	525x600	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	300x250	525x600	39k	20k
	NFL Media (Rightrail) Pre-Roll	640x360 (16:9 ratio)	N/A	See Below	N/A
	NFL Media (Rightrail) Co-ad	300x600	525x600	N/A	20k



NFL Terms and Conditions and Contacts

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.
- No Expanding ads on the homepage – exception one-day homepage takeover/roadblock/window shade

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.



NFL.COM

NFL Terms and Conditions and Contacts

Flash Guidelines (cont'd)

- 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 get URL 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: Uncompressed FLV, MPEG, MOV, Quicktime or other un-encoded formats
 - Electronic: Compressed FLV files; need high, medium and low bandwidths
 - Pre-roll length: 15 or 30 seconds

Companion Ad:

- Ad sizes: 300x250 and 300x600
- Banners can be served by 3rd party

Survey Guidelines

- Pop under recruitment messages will not be accepted
- In-banner surveys are accepted; spawning surveys not accepted



NFL.COM

NFL Terms and Conditions and Contacts

Survey Guidelines (cont'd)

- 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 10 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:
 - PointRoll
 - DART Motif
 - Atlas
 - Mediaplex
 - Viewpoint Corp.
 - Eyewonder, Inc.
- 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.



NFL Terms and Conditions and Contacts

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
Rich Media	10 full business days prior to launch

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



NFL Terms and Conditions and Contacts

Review Process (cont'd):

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.



NFL.COM

NFL Terms and Conditions and Contacts

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.



NFL.COM

NFL Terms and Conditions and Contacts

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



NFL.COM

NFL Terms and Conditions and Contacts

Payment Liability (cont'd):

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

2010 WFLA-TV



NFL.COM