



NFL.COM

2012 MEDIA KIT

START

TABLE OF CONTENTS



HOME PAGE



NFL MEDIA STANDARD IAB SPECS



NFL MEDIA STANDARD VIDEO SPECS



NFL MEDIA HIGH IMPACT
& RICH MEDIA SPECS



NFL 2012 MOBILE STANDARD
& RICH MEDIA SPECS



ADDITIONAL INFORMATION

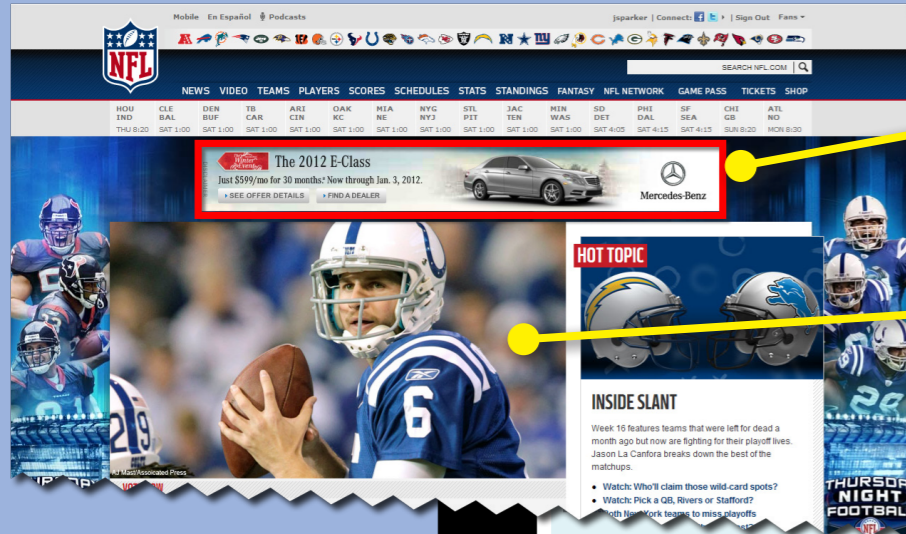
**CLICK BUTTONS ABOVE TO BEGIN
NAVIGATING THROUGH MEDIA GUIDE**



2012 NFL.COM HOME PAGE

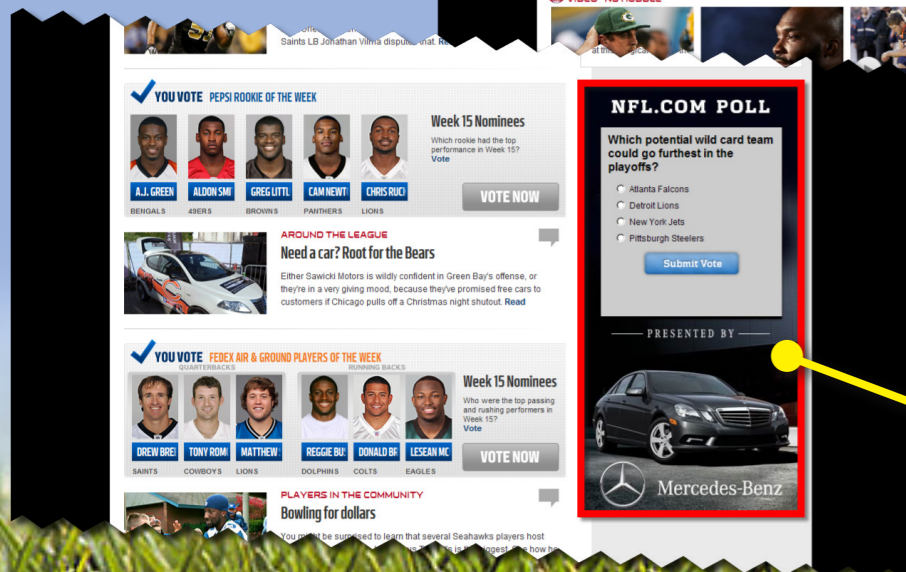
HOME PAGE

2011



728X90
AD UNIT

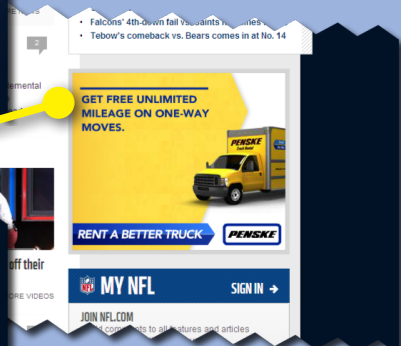
SPONSORED
PREROLL



300X250
AD UNIT

SPONSORED
POLL

NEW FOR 2012





NFL MEDIA: STANDARD IAB SPECS

Standard Specs

Dimension: 728x90, 300x250, 160x600, 300x600

Accepted File Types: SWF, Gif/JPEG, Rich Media

File Size: 50k 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; 10 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 Eyeblander are preferred Rich Media Partners

Branded Headers: Created by NFL; need style guide, eps logo, 1x1 tracking pixel and click thru URL (need assets 1 MONTH PRIOR TO LAUNCH)

SCORES PAGE

Mobile NFL.com Sign In Register Fans

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

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

ADVERTISMENT

Game	Score	Final	Score
Green Bay Packers vs Cleveland Browns	31	FINAL	3
San Francisco 49ers vs Houston Texans	21	FINAL	24
San Diego Chargers vs Kansas City Chiefs	37	FINAL	7
Indianapolis Colts vs St. Louis Rams	42	FINAL	6
New England Patriots vs Tampa Bay Buccaneers	35	FINAL	7

Game	Score	Final	Score
Minnesota Vikings vs Pittsburgh Steelers	17	FINAL	27
Buffalo Bills vs Carolina Panthers	20	FINAL	9
New York Jets vs Oakland Raiders	38	FINAL	0
Chicago Bears vs Cincinnati Bengals	10	FINAL	45
Atlanta Falcons vs Dallas Cowboys	21	FINAL	37

300X250
AD UNIT

EXAMPLE: EDITORIAL SPONSORSHIP

The screenshot shows the NFL.com homepage. At the top, there's a navigation bar with the NFL logo, language options, and user account links. Below that is a search bar and a menu with categories like NEWS, VIDEO, TEAMS, etc. A table of game schedules is visible. A large banner for the NFL Extra Points Rewards Credit Card is featured. Below the banner is an 'INSTANT DEBATE' section with the headline 'Reaction split on whether Pryor decision was right move'. A yellow callout points to the '728X90 AD UNIT' which is the banner area. Another yellow callout points to the 'BRANDED HEADER' which is the 'PRESENTED BY EXTRA POINTS' text.

728X90
AD UNIT

BRANDED
HEADER

The screenshot shows an article page on NFL.com. The main content is a photo of Terrelle Pryor in a white jersey with the number 2, holding a football. Below the photo is a caption: 'Terrelle Pryor, a multi-purpose threat, started at quarterback for three seasons at Ohio State.' A yellow callout points to the ':15 -- :30 PREROLL' which is the video player area. Another yellow callout points to the '300X250 AD UNIT' which is a smaller version of the NFL Extra Points Rewards Credit Card banner located on the right side of the page, below the 'HEADLINES' section.

:15 -- :30
PREROLL

300X250
AD UNIT



NFL MEDIA: STANDARD VIDEO SPECS

Standard Specs

Dimension / Ratio Size: 16:9 Ratio Video sizes 640x360

Accepted File Types: VAST Compliant, Uncompressed .mov or quicktime, Compressed FLV, iRoll

File Size: 4MB Max File Size

Third Party Served: Yes, if VAST

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)

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

PREROLL VIDEO AND 300X250 CO-AD

The screenshot shows the NFL.com homepage with a central video player. The video player displays a McDonald's advertisement with the text "i'm lovin' it" and the Golden Arches logo. The video is flanked by two vertical banners for "McNuggets Saucy Challenge" featuring dipping sauces. Below the video player, there is a news article titled "Ogbonnaya runs for 2nd TD" and a "WATCH EVERY GAME" promotion. A 300x250 advertisement for "Introducing... honey mustard" is positioned at the bottom right of the page.

:15 -- :30
PREROLL

300X250
AD UNIT

SPONSORED VIDEO CHANNEL

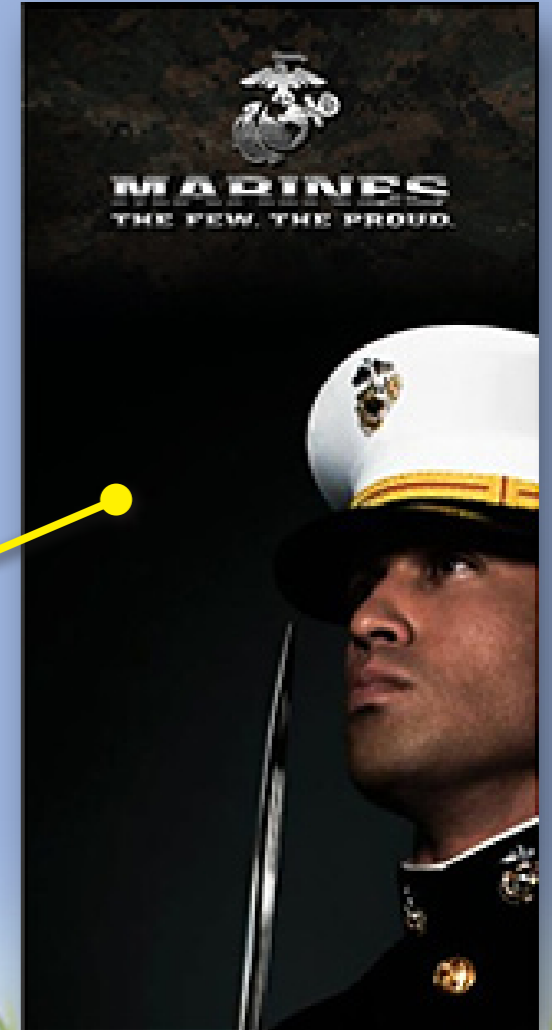
:15 -- :30
PREROLL

The screenshot shows the NFL.com video player interface. At the top, there's a navigation bar with 'NFL VIDEO' and a search bar. Below that, the video title 'SUPER BOWL JOURNEY' is displayed, followed by 'PRESENTED BY MARINES'. The video content shows a group of Marines in uniform standing in front of a large statue. Below the video, there's a title card for 'Super Bowl Journey: Thursday night lights' with a description and view count. A '300X600 AD UNIT' is visible in the bottom right corner of the video player, featuring the Marines logo and the slogan 'THE FEW. THE PROUD.'.

BRANDED
HEADER

300X600
AD UNIT

SPONSOR
SKIN



SYNDICATED VIDEO PLAYERS



The screenshot shows the NFL.com video player interface. At the top left is the NFL VIDEO logo. The main video player area shows a video with a play button and a progress bar indicating "Advertisement - your video will play in 9 seconds". To the right is an advertisement for the Lexus GX SUV with the text "REVEAL YOUR GX ACTION HERO NAME" and a "CLICK HERE" button. Below the video player is a navigation menu with "VIDEOS", "NEWS", "BLOGS", and "PHOTOS". A list of video highlights is displayed below the menu, including "Pro Bowl highlights", "Sounds of the Pro Bowl", and "Brian Dawkins INT". At the bottom, there is a copyright notice: "© 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".



NFL MEDIA: HIGH IMPACT & RICH MEDIA SPECS

HIGH IMPACT PLACEMENTS

Placement	Ad Size	Max Expanded Ad Size
Homepage Roadblock	728x90 & 300x250 or 300x600	985x200 & 565x350
Homepage Leaderboard Takeover	728x90	985x200
Billboard Placement	970x250	970x250

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 are preferred Rich Media Partners

All placements must be user initiated and include play, pause, mute and close buttons

Rich Media permitted on the Team Sites

Window Shade creative must be received 10 DAYS prior to launch

RICH MEDIA SPECS

Expanding Leaderboard	Streaming Leaderboard and Rectangle	Expanding Rectangle	Expanding Skyscraper	Max Expanded Ad Size
Max Expansion: 985x200	Max Expansion: 985x200 and 565x350	Max Expansion: 565x350	Max Expansion: 525x600	985x200 & 565x350
Expansion Direction: Down & Out on either side	Expansion Direction: Up and Left	Expansion Direction: Left	Expansion Direction: Left	985x200
Max File Size: Unlimited	Max File Size: Initial Load 100k; Max Load 300k	Max File Size: Unlimited	Max File Size: Unlimited	970x250
Max Panels: 4	Max Panels: 4	Max Panels: 4	Max Panels: 4	
FPS: 18	FPS: 18	FPS: 18	FPS: 18	
Animation Length: 00:15	Animation Length / Video Length: 00:15	Animation Length: 00:15	Animation Length: 00:15	

HOME PAGE EXAMPLE 1: ROADBLOCK WITH CENTERPIECE, SKIN PANELS, EXPANDING 728X90 AND 300X250

This screenshot shows the NFL.com homepage with a roadblock overlay. The roadblock is a large white box with a scalloped bottom edge that covers the main content area. It contains several promotional elements:

- Top Left:** "SUNDAY TICKET" logo.
- Center:** "CATCH THE FAIRY GODFATHER GET EVERY GAME, EVERY SUNDAY, ONLY ON DIRECTV." with a "Free Sign Up" button.
- Right Side:** "THIS SEASON NOW INCLUDED AT NO EXTRA CHARGE ONLY ON DIRECTV" with a "Get DIRECTV" button and the DIRECTV logo.
- Bottom Left:** "FANTASY FOOTBALL" section with a "Free Sign Up" button and a "Find a fantasy slot" link.
- Bottom Right:** "HOT TOPIC" section featuring a Raiders player and the headline "THE RAIDER WAY".

The background of the roadblock is a green field with a player in a Patriots uniform running with the ball.

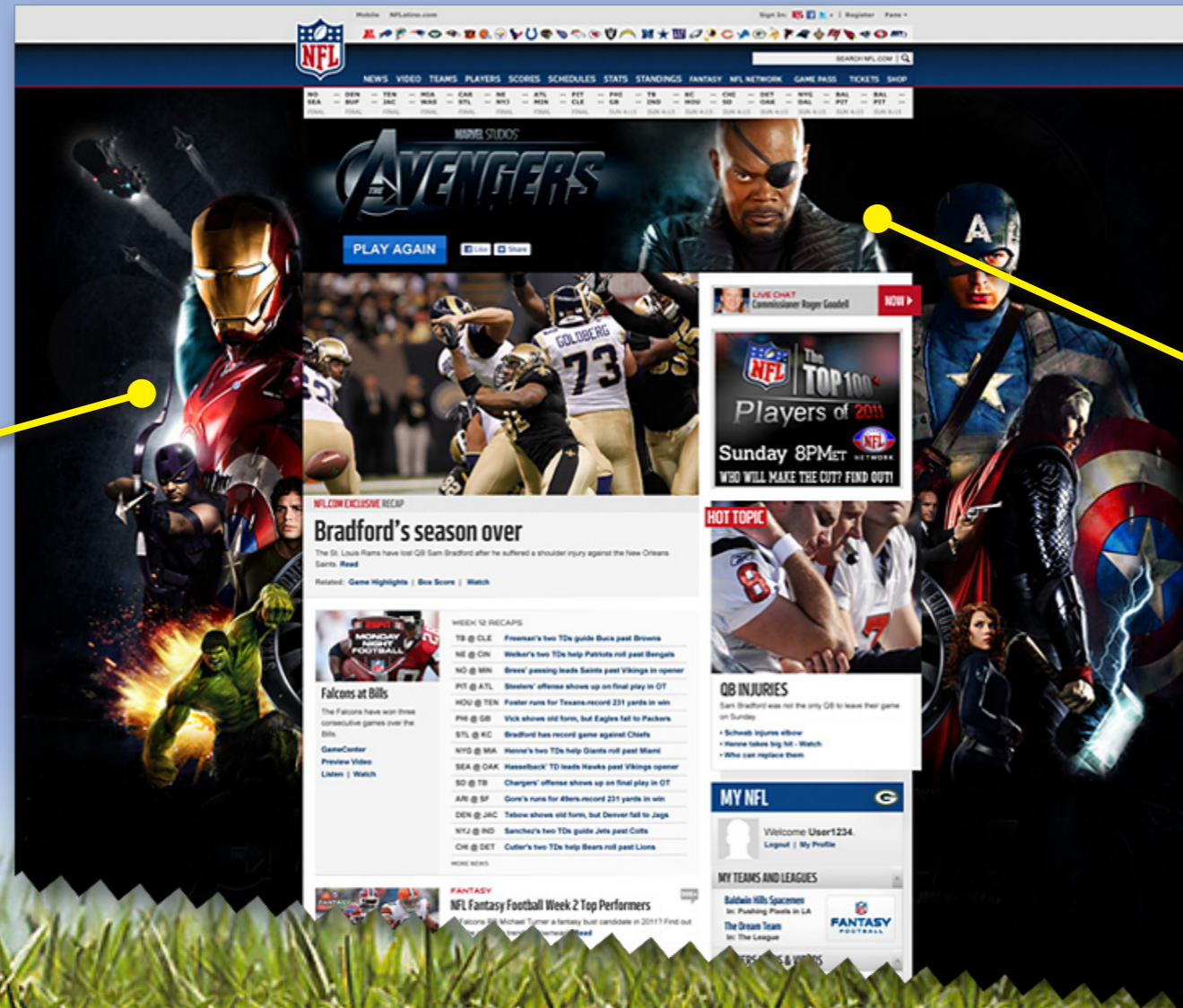
This screenshot shows the NFL.com homepage with an expanded roadblock overlay. The roadblock is a large white box with a scalloped bottom edge that covers the main content area. It contains several promotional elements:

- Center:** "GET EVERY GAME, EVERY SUNDAY ONLY ON DIRECTV" with a "GET DIRECTV" button and the DIRECTV logo.
- Right Side:** "CATCH THE FAIRY GODFATHER GET EVERY GAME, EVERY SUNDAY, ONLY ON DIRECTV." with a "GET DIRECTV" button and the DIRECTV logo.
- Bottom Left:** "SUNDAY TICKET" logo.
- Bottom Right:** "HOT TOPIC" section featuring a Raiders player and the headline "THE RAIDER WAY".

The background of the roadblock is a green field with a player in a Raiders uniform running with the ball.

HOME PAGE EXAMPLE 2: WINDOW SHADE AND SKIN PANELS

SPONSOR
SKIN



WINDOW
SHADE

HOME PAGE EXAMPLE 3: BILLBOARD UNIT


BILLBOARD
UNIT

Salute to Service Pro Bowl Ballot Mobile En Español Podcasts pressb25 | Connect: [f](#) [t](#) [+](#) | Sign Out Fans

SEARCH NFL.COM

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

OAK SD	NO ATL	TEN CAR	PIT CIN	STL CLE	BUF DAL	JAC IND	DEN KC	WAS MIA	ARI PHI	HOU TB	BAL SEA	DET CHI	NYG SF	NE NYJ	MIN GB
THU 8:20	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 1:00	SUN 4:05	SUN 4:15	SUN 4:15	SUN 8:20	MON 8:30



Official Military Appreciation Sponsor of the NFL.

[Find Out More](#)

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BREAKING NEWS **BUCCANEERS CLAIM HAYNESWORTH OFF WAIVERS**
One day after being cut by New England, Albert Haynesworth landed in Tampa Bay, GM Mark Dominik said Wednesday. [More ...](#)



PRO BOWL BALLOT
Vote for your Pro Bowl team **NOW**

HOT TOPIC

HOW THE WEST IS WON

The winner of the "Thursday Night Football" matchup between the Chargers and Raiders, which will be shown on NFL Network, can take sole possession of the AFC West lead.

- Get live TNF look-ins on NFL.com
- Game Center: Raiders-Chargers preview
- Watch: What's up with the Chargers?
- Watch: Who's better, Rivers or Palmer?
- Weddle: Chargers preparing for TNF opener
- Watch: Seymour takes stock of Raiders
- Watch: TNF Throwback: The Holy Roller

INSTANT DEBATE

Engaging battles

The first half of the 2011 NFL season has been packed with thrilling games. But which was the best? Read

[Top five special team plays](#) | [Top five catches](#)



NFL 2012 MOBILE STANDARD & RICH MEDIA SPECS

2012 WIRELESS PLATFORMS

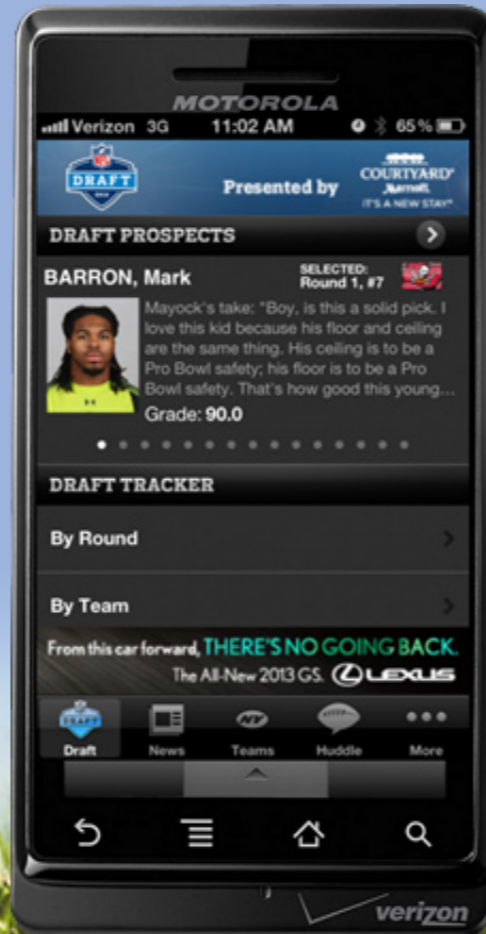
M.NFL.COM
CROSS CARRIER
MOBILE WEB



NFL MOBILE
VERIZON ONLY,
ALL MAJOR
SMARTPHONE

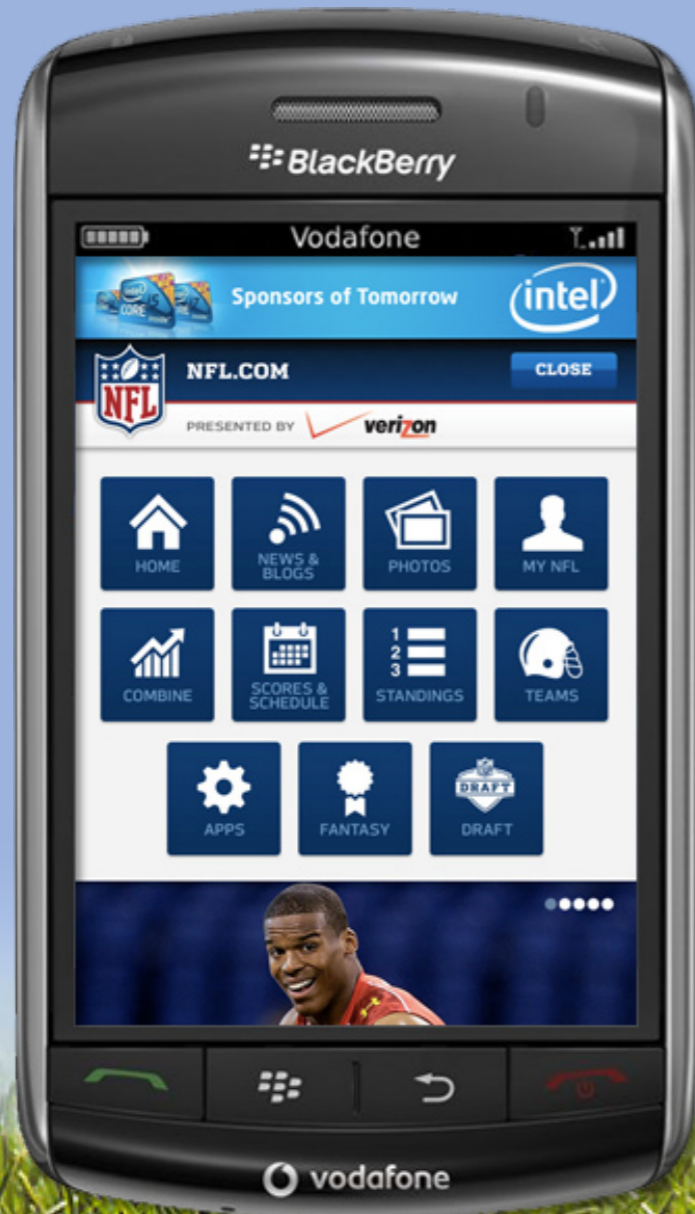


NFL 2012
CROSS CARRIER,
ALL MAJOR
SMARTPHONE



VARIOUS CASUAL GAMES
CROSS CARRIER,
ALL MAJOR
SMARTPHONE





Standard Specs

Dimension: 320 x 50

Sponsorships: Branded headers created by the NFL;
a style guide, EPS Logo, 1x1, and click thru URL are needed

Accepted File Types: GIF, PNG, JPEG (for still image);
Animated GIF (for animated image)

File Size: <10KB file size

Third Party Served: Yes

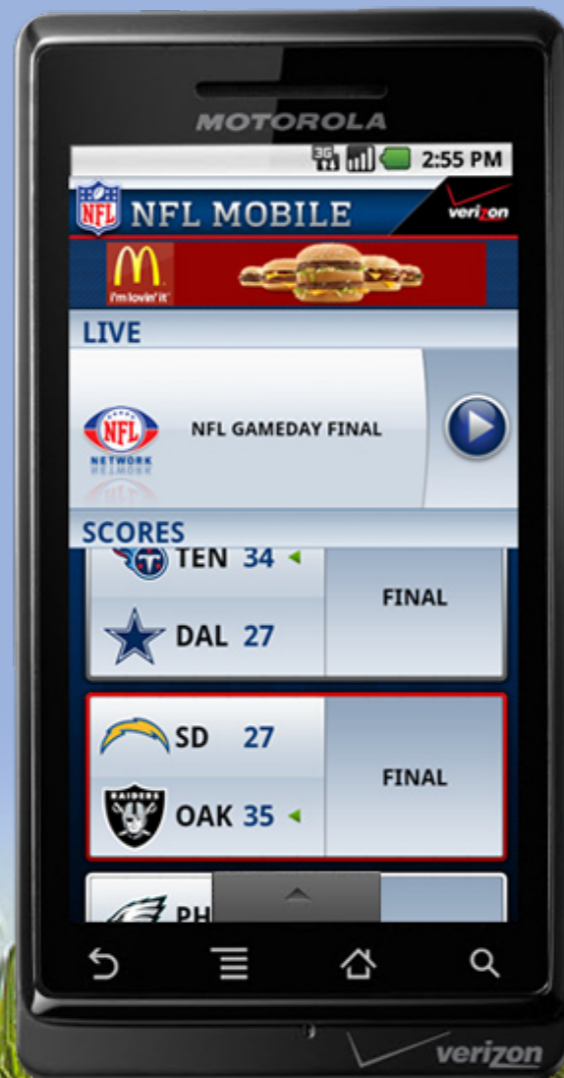
Video Accepted: No

Turn Around Time: 5 to 10 Business Days

NFL MOBILE VERIZON WIRELESS



4G LTE



Standard Specs

Dimension: 320 x 50

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

Accepted File Types: GIF, PNG, JPEG (for still image); Animated GIF (for animated image)

File Size: <10KB file size

Third Party Served: Yes

Video Accepted: No

Turn Around Time: 5 to 10 Business Days

Branded Header unit is created by the NFL

Style Guide, EPS Logo, 1x1 tracking pixels, and click thru URL must be provided by agency 1 month prior to launch

NFL2012 APP



Standard Specs

Dimension: 320 x 50

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

Accepted File Types: GIF, PNG, JPEG (for still image); Animated GIF (for animated image)

File Size: <10KB file size

Third Party Served: Yes

Video Accepted: No

Turn Around Time: 5 to 10 business days; branded header assets are required 1 month prior to launch

NFL2012 ON IPAD



Standard Specs

Dimension: 1024x66

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed.

Accepted File Types: GIF, PNG,

JPEG (for still image); Animated GIF (for animated image)

File Size: <10KB file size

Third Party Served: Yes

Video Accepted: Yes

Turn Around Time: 5 to 10 business days; branded header assets are required 1 month prior to launch

NFL CASUAL GAMES

NFL FAN CAM



NFL RIVALRY



NFL FLICK 08



Standard Specs

Available in iTunes store & Android Marketplace

Unit is created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed to create 1 month prior.

NFL LIVE GAMES



2012 NFL Network Thursday Night Football Game Schedule

3Q

September 13



September 20



September 27



4Q

October 4



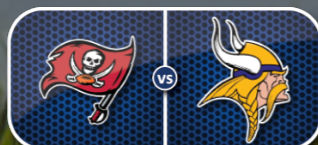
October 11



October 18



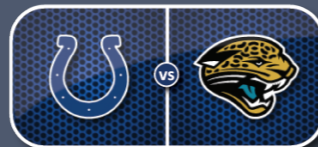
October 25



November 1



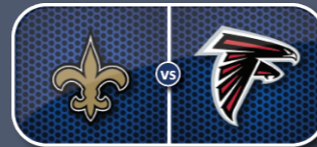
November 8



November 15



November 29



December 6



December 13



Standard Specs

Dimension: 16:9 Ratio Video sizes 640x360

Accepted File Types: VAST Compliant; Uncompressed .mov or Quicktime; Compressed .flv; iRoll

File Size: 4MB max file size

Third Party Served: Yes, if iVast

Looping Restrictions: None; ad does not animate

Audio Accepted: Yes

Turn Around Time: 5 to 10 Business Days

ADDITIONAL INFORMATION

For additional info, please contact or click: NFLMediaSales@NFL.com