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#### 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







# Home Page Example 1

New Location of Leaderboard 728x90

New Doublewide Centerpiece Promotion

Redesigned Spotlight section

300x250 Ad Unit

Redesigned Video section

Upgraded Branded Home Page Poll





















# Home Page Example 2

New Location of Leaderboard 728x90

New Triple-wide Centerpiece Promotion

300x600 Ad Unit

Upgraded Branded Home Page Poll





















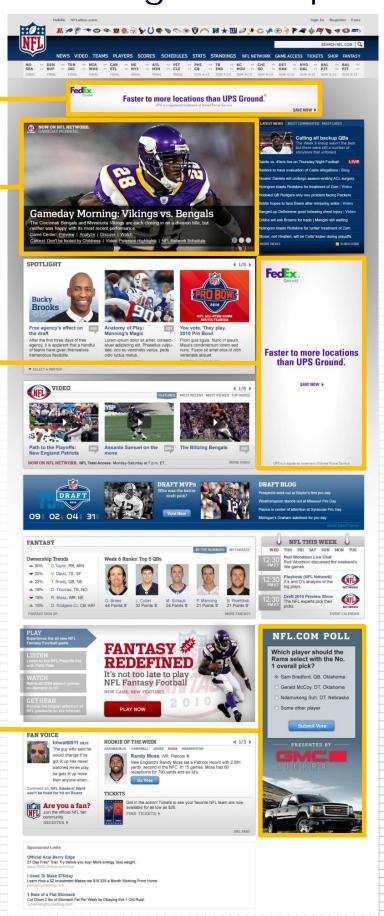
# Home Page Example 3

New Location of Leaderboard 728x90

New Doublewide Centerpiece Promotion

300x600 Ad Unit

Upgraded Branded Home Page Poll























### **NFL** Media

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
<b>Looping Restrictions</b>	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)













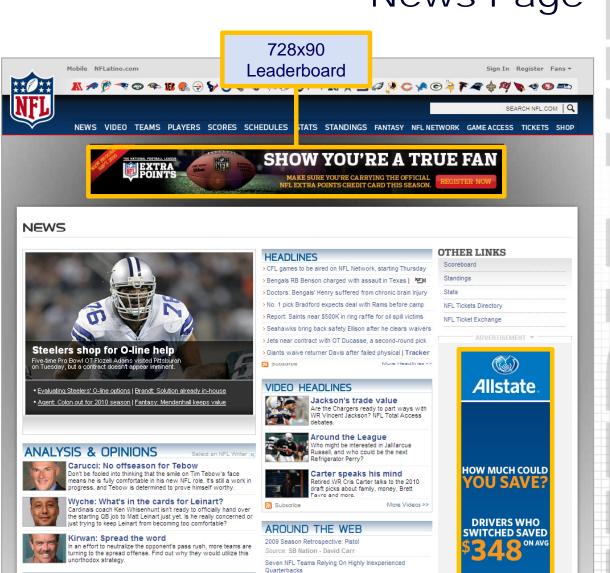








# News Page



**SPOTLIGHT** 



NFL-USO coaches tour grounded in Germany Brad Childress, John Fox, Marvin Lewis and Andy Reid are visiti the troops as part of the NFL's USO coaches tour. But their flight from Germany to Afghanistan encountered an unexpected delay



Training camp dates and locations
The end of June can mean only one thing: Training camp is just around the corner. Find out when and where the Giants and the NFL's 31 other teams will report.



Five players fighting for their NFL lives NFL.com will follow five players -- LeGarrette Blount, Ricky Foley, Alex Boone, Gary Banks and Cody Grimm -- and their progress and setbacks this summer as they strive to make NFL rosters. Source: SB Nation User Blog: Brian Galliford

No shortage of chatter surrounding Chargers, Jackson

Deal between Steelers, OT Adams isn't imminent despite

NFL: Buccaneers announce public training camp schedule Source: Naples Daily News Stories: NFL

#### PRESS ROOM

- . CFL games to be aired on NFL Network, starting
- Nickelodeon, NFL team up on new animated short-form series
- · Celebrate America with a 'Hard Knocks' marathon
- Youth Football Fund awards grants for summer camps
- USA Football drafts NFL players for summer internships



160x600 Ad Unit

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

























# Scores Page

















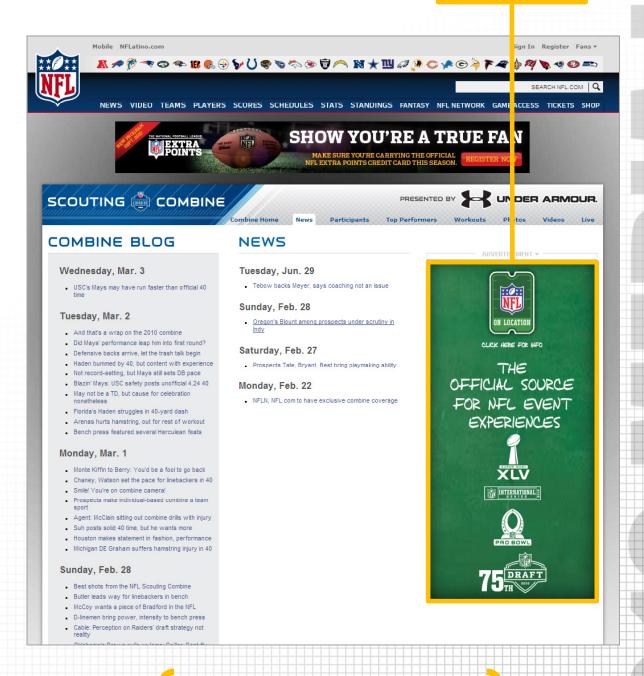




# Blogs

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

300x600 Ad Unit



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













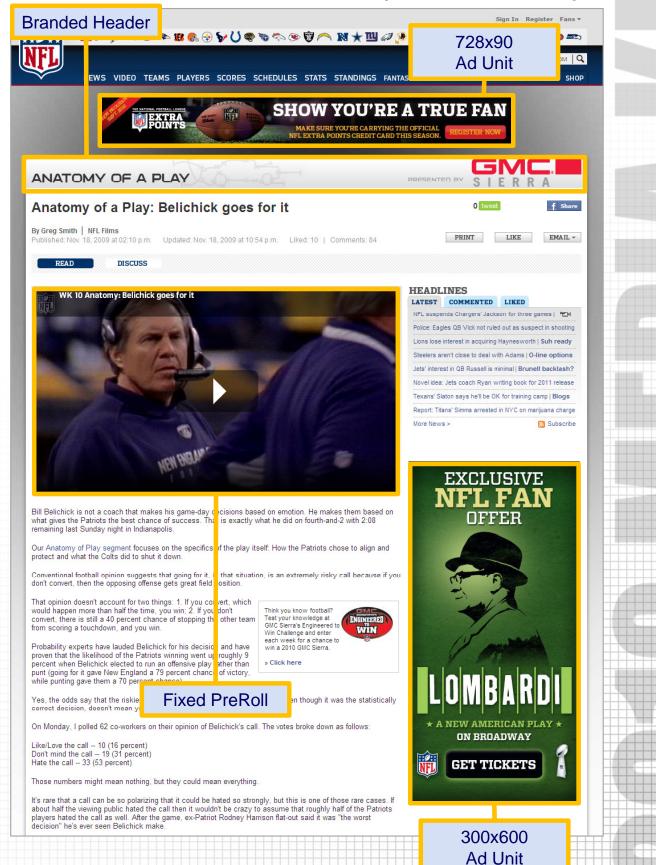








# Example Editorial Sponsorship

























### **NFL** Media

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











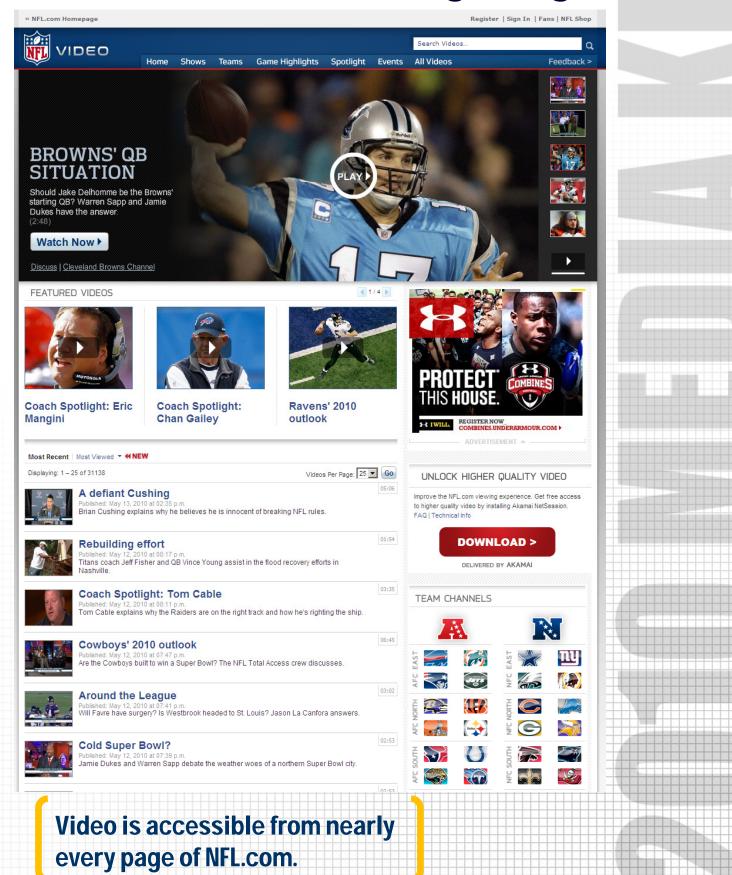








# Video Landing/ Listings Page















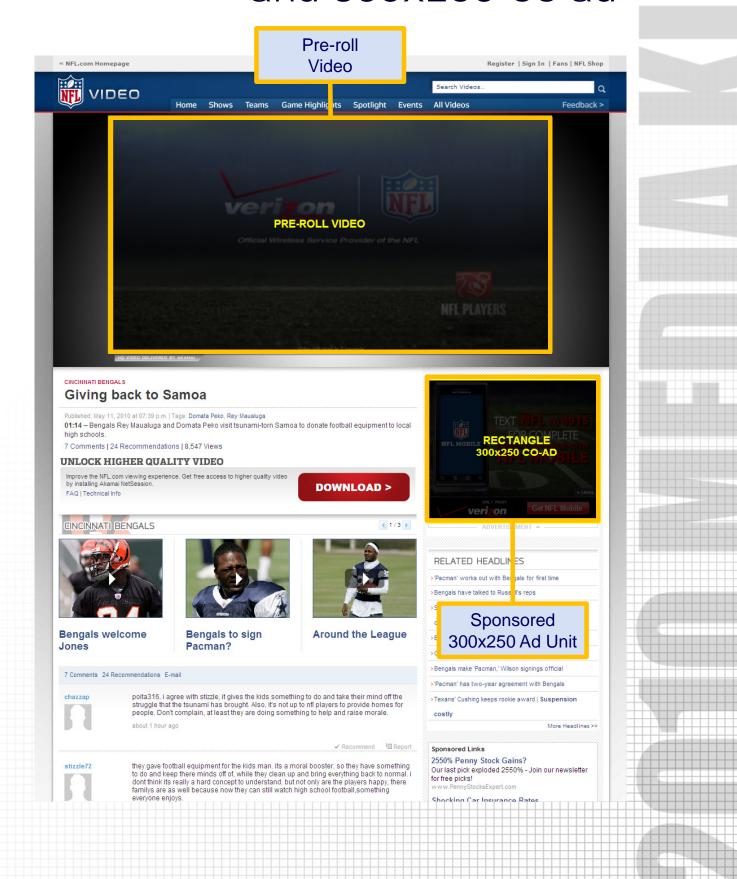








### Pre-roll Video and 300x250 Co-ad















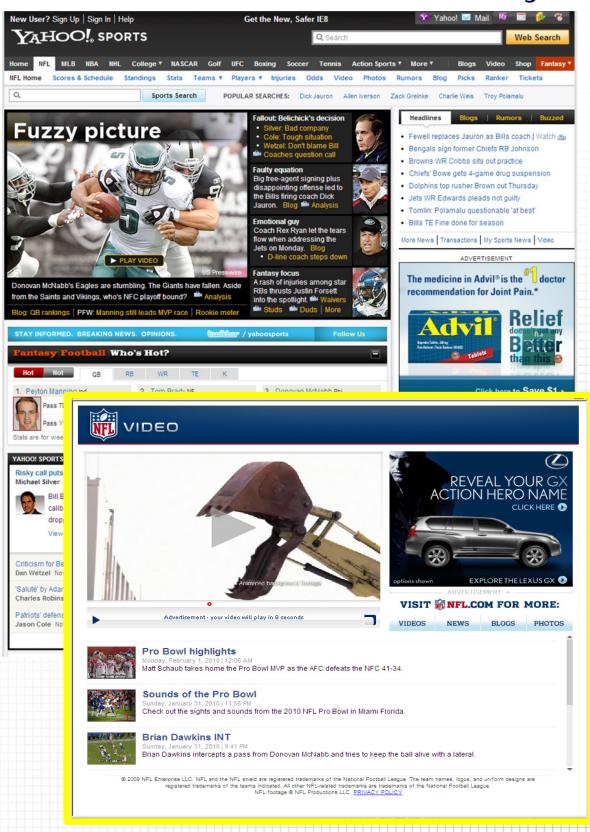








# YAHOO! Syndicated Video Player













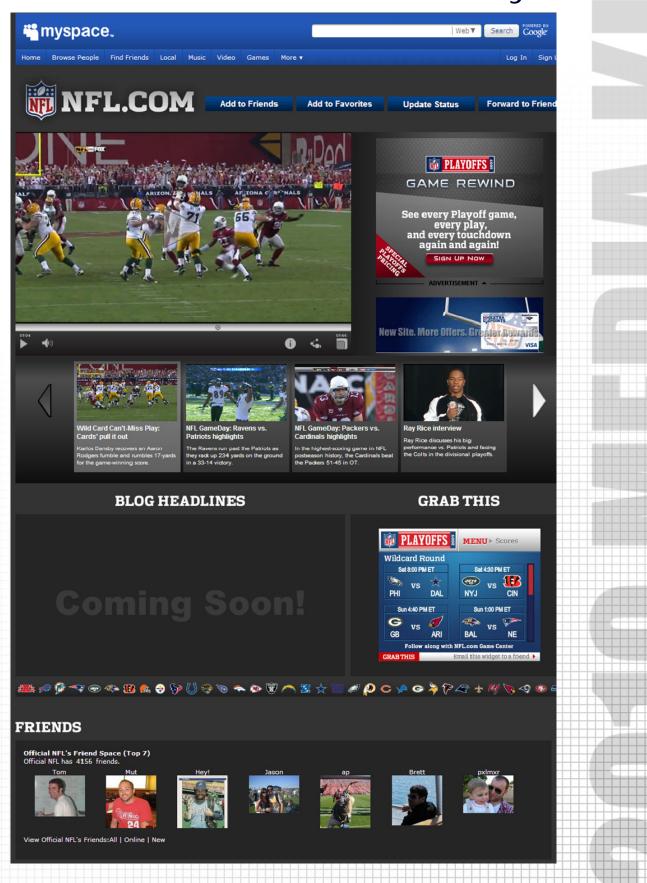








# myspace Syndicated Video Player













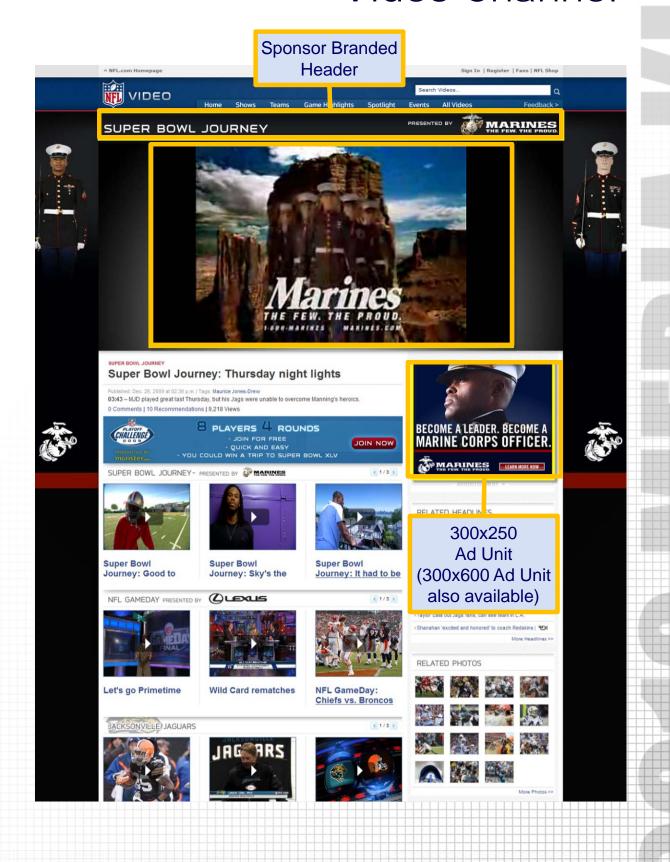








# Sponsored Video Channel























# 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











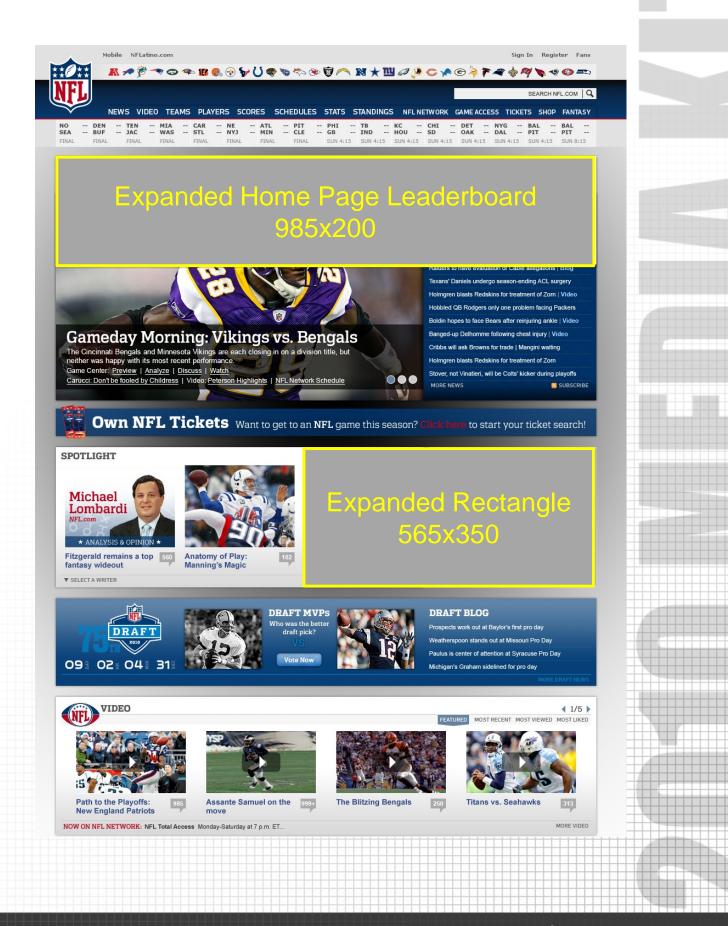








# Home Page Roadblock























### Home Page Leaderboard Takeover





















# Team Site Takeover 728x90 and 300x250 ad units













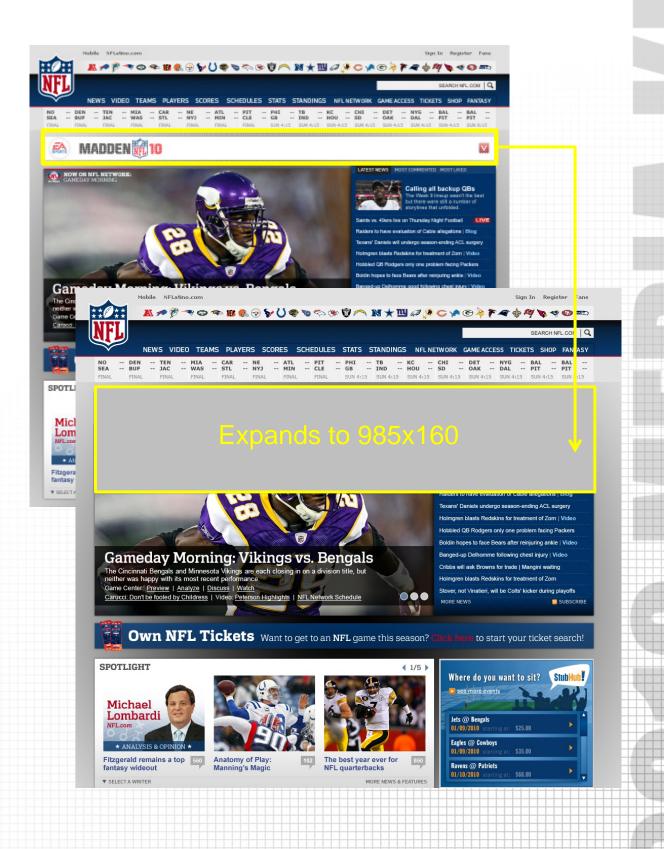








# Window Shade Placement [985x60 expands to 985x160]





















# 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























### 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 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)



















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 fullpage 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.

















### **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



















### **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.

















#### 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



















### 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 DARTcompliant.
- 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 Doubleclick 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.





















### 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 nonconformities or other issues, we will so advise you and request revised creative elements; in such event, the time



















### **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.

















#### 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

















### 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





