



NFL.COM

2011 MEDIA KIT

START



Contents



NEW HOME PAGE



NFL MEDIA STANDARD IAB SPECS



NFL MEDIA STANDARD VIDEO SPECS



NFL MEDIA HIGH IMPACT & RICH MEDIA SPECS



NFL 2011 MOBILE MEDIA SPECS



Get Additional Information



**Click buttons
for navigation**



NFL.COM

**2011
REDESIGNED
NFL.COM HOME
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Home Page

Old

New

The screenshot shows the old NFL.com website layout. At the top, there's a navigation bar with 'touch' branding and a 'THOUGHT YOUR FANTASY SEASON WAS DUFFY?' banner. Below is a search bar and a main menu with categories like News, Video, Teams, Players, Scores, Schedules, Stats, Standings, Fantasy, NFL Network, Game Access, Tickets, and Shop. The main content area is divided into several sections: 'PLAYOFFS' with a 'Playoff Tickets' button, 'VIDEO NETWORK HIGHLIGHTS', 'HEADLINES' featuring a 'Sound off: Final rankings' article, 'ANALYSIS & OPINIONS' with articles like 'Lombardi: Snyder failed to hire a leader', 'SPOTLIGHT' on 'Live chat: Ash Brian Brink', 'VOTE: ROOKIE OF THE WEEK' for Zach Miller, 'BY THE NUMBERS' for the 2009 season, and 'FANTASY 2009' with a 'PLAYOFF CHALLENGE' button. A 'NEW FIERY GRILLED WINGS' advertisement is also visible.

The screenshot shows the new NFL.com website layout, which is more modern and data-driven. It features a prominent 'RAISE YOUR GAME' banner for Fantasy Football. The main content area is filled with various articles and widgets, including 'Eagles happy with pick', 'Stafford needs to stay healthy in 2011', 'Chargers push hamstring in camp', 'NFL Fantasy Football', 'Fantasy Breakout', 'Fantasy Poll', and 'Fantasy Highlights'. There are also sections for 'Fantasy 2009' and 'Fantasy 2010'. The layout is more vertical and uses a grid system to organize content. A 'NEW FIERY GRILLED WINGS' advertisement is also present.





NFL.COM

**NFL MEDIA
STANDARD IAB
SPECS**

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NFL Media

Standard Specs

Dimension	728x90, 300x250, 160x600, 300x600
Accepted File Types	SWF, Gif/JPEG, Rich Media
File Size	45k 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 accepted 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.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

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	0	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	3	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	14	0	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

Paul Brown Stadium

Sunday, October 25 FOX DIRECTV 713

Atlanta Falcons **Dallas Cowboys**

21 FINAL 37

Watch Replay

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

FAN RATING: 80
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	21	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

300x250 Ad Units



Example Editorial Sponsorship

Mobile En Español e631h | Connect: [Facebook] [Twitter] | Sign Out Fans

SEARCH NFL.COM

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

NO GB PIT BAL ATL CHI CIN CLE IND HOU TEN JAC BUF KC PHI STL DET TB CAR ARI MIN SD SEA SF NYG WAS DAL NYJ NE MIA OAK DEN THU 8:30 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 4:15 SUN 4:15 SUN 4:15 SUN 8:20 MON 7:00 MON 10:15


THE NFL EXTRA POINTS REWARDS CREDIT CARD
THE OFFICIAL CARD OF THE NFL **APPLY NOW**

INSTANT DEBATE PRESENTED BY **EXTRA POINTS**

Reaction split on whether Pryor decision was right move

NFL.com
Published: Aug. 18, 2011 at 01:10 p.m. Updated: Aug. 18, 2011 at 02:56 p.m. Liked: 0 Comments: 32

READ DISCUSS



Chuck Cook/US Presswire

Terrelle Pryor, a multi-purpose threat, started at quarterback for three seasons at Ohio State.

The NFL ruled Thursday morning that Terrelle Pryor would be eligible for the supplemental draft but will be ineligible to practice or play for the first five weeks of the season. What do you make of NFL Commissioner Roger Goodell's decision?

Jason La Canfora
NFL Network

Smart solution by NFL
The NFL understands the significance of setting new precedents, and Pryor's situation presented some challenges. This explains why it took so long to find a resolution and why the original supplemental draft date was postponed.

This is a smart solution, I believe. The league isn't depriving Pryor of the chance to earn a living in 2011, but there are costly stipulations involved. The timing alone -- with just two days to pull off a pro day or find a way to showcase himself for teams and scouts -- hurts Pryor big time. This is a decision that could later be applied to others in a similar case.

But the inability to play or practice for the first five weeks won't matter that much if you are drafting Pryor now -- and it's going to be a late-round pick at best -- then it has to be for the future. He wasn't going to be able to do more than hold a clipboard the first five weeks. Pryor is going to be a developmental project, whether it's at quarterback or if he's one day turned into a receiver.

By essentially suspending Pryor for the first five weeks of the regular season, the NFL makes clear its displeasure with how this situation unfolded, but also doesn't force the young man to wait until next March to at least find out where he will play and earn whatever signing bonus and salary he is able to attain now.

Charles Davis
NFL Network

NFL decision sets dangerous precedent
Count me among those who are surprised that the NFL is upholding the five-game suspension that Terrelle Pryor was set to serve had he stayed at Ohio State. What a precedent. At first blush, it makes you ponder the implications for other college players who get into trouble at their schools. Will their transgressions follow them into the NFL? What exactly is punishable by the NFL? Pryor has truly become a case study.

Steve Wyche
NFL.com

Goodell sends strong message
By basically transferring Terrelle Pryor's five-game suspension from Ohio State to the NFL, Commissioner Roger

HEADLINES
LATEST COMMENTED LIKED
Rogers: Sanchez's GG photo spread 'embarrassing'
Eagles' Maclin, Smith could play Sunday; Hanson re-signs
T.O. says DJax shouldn't play without new Eagles deal
Steelers push to extend Polamalu, who calls Reed 'best'
Disappointed Forte moves on without Bears extension

Redskins S Landry doesn't expect to play against Giants
Packers still king in inaugural NFL Media Power Poll
Jags release Garrard; McCown now QB | Titans unfazed
More News > **Subscribe**

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THE OFFICIAL CARD OF THE NFL **APPLY NOW**

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VIDEO 1/2
More Videos >

PHOTOS 1/8
More Photos >

NFL SHOP 1/2
More Gear >

728x90

Branded Header

:15/:30Preroll

300x250





NFL.COM

**NFL MEDIA
VIDEO SPECS**

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NFL Media

Video Specs

Dimension / Ratio Size	16:9 Ratio Video sizes 640x360
Accepted File Types	VAST Compliant 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)
- 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



Pre-roll Video and 300x250 Co-ad

Pre-roll Video

The screenshot shows the NFL.com homepage with a video player in the center. The video player is displaying a pre-roll advertisement for McDonald's with the text "i'm lovin' it" and the Golden Arches logo. Below the video player, there is a news article titled "Ogbonnaya runs for 2nd TD" with a "Like" and "Share" button. To the right of the article is a 300x250 co-ad for McDonald's honey mustard sauce, featuring the text "Introducing... honey mustard" and the Golden Arches logo. The page also features "McNuggets Saucy Challenge" banners on the left and right sides, and a "WATCH EVERY GAME" banner at the bottom left.

300x250



Sponsored Video Channel

Branded Header & Skin

Preroll


300x600


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 it, a 'SUPER BOWL JOURNEY' banner features a large image of a Marine in uniform. A 'Preroll' box highlights this banner area. The main content area includes a video player for 'Super Bowl Journey: Thursday night lights' with a description and metadata. Below the video is a 'PLAYOFF CHALLENGE' advertisement for '8 PLAYERS 4 ROUNDS' presented by 'MONSIEUR'. Further down, there are three video thumbnails: 'Super Bowl Journey: Good to', 'Super Bowl Journey: Sky's the', and 'Super Bowl Journey: It had to be'. Below these is an 'NFL GAMEDAY' section presented by 'LEXUS' with three more thumbnails: 'Let's go Primetime', 'Wild Card rematches', and 'NFL GameDay: Chiefs vs. Broncos'. At the bottom, there's a 'JACKSONVILLE JAGUARS' section with three thumbnails. A '300x600' box highlights a large advertisement for 'MARINES THE FEW, THE PROUD' on the right side of the page. The page also features a 'RELATED HEADLINES' section with several news items.




Syndicated Video Players









ADVERTISEMENT

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.

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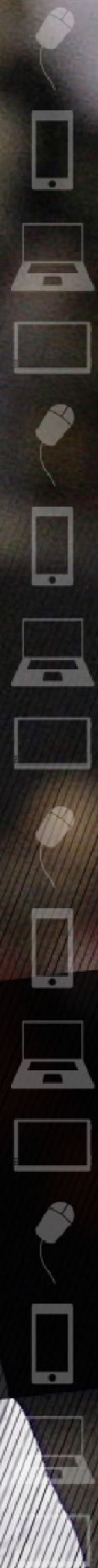


NFL.COM

**NFL MEDIA
HIGH IMPACT
RICH MEDIA**

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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 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



Rich Media Specs

EXPANDING LEADERBOARD

- Max Expansion: 985x200
- Expansion Direction: Down & Out on either side
- 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

BILLBOARD

- Max Dimensions: 970x250
- Does not expand
- Max File Size: Unlimited
- FPS: 24
- Animation Length: 00:15



Home Page Example 1: Roadblock with Centerpiece, Skin Panels, Expanding 728x90 & 300x250.

Mobile En Español | malich | Connect | Sign Out Fans

SEARCH NFL.COM

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

NE	31	PHI	14	WAS	16	KC	13	DET	30	CAR	10	ARI	20	ATL	13	NO	14	OAK	3	TEN	16	BUF	10	MIN	20	CIN	7	SD	20	CHI	13
TB	14	PIT	24	IND	3	BAL	31	CLE	28	MIA	20	GB	28	JAC	15	HOU	27	SF	17	STL	17	DEN	24	SEA	7	NYJ	27	DAL	7	NYG	41

CATCH THE FAIRY GODFATHER
GET EVERY GAME, EVERY SUNDAY. ONLY ON DIRECTV.

FANTASY FOOTBALL
Free Sign Up

THIS SEASON NOW INCLUDED AT NO EXTRA CHARGE ONLY ON DIRECTV
Get DIRECTV →

DIRECTV

PLAY NFL.COM FANTASY FOOTBALL
Find a fantasy slot
Sign up now to play Fantasy Football on NFL.com and prepare to draft a team to win your championship. Read
Prepare to draft | Watch: Top 3 fantasy QBs | What we learnt in preseason Week 2 | WR rankings

HOT TOPIC
THE RAIDER WAY

Mobile En Español | Sign In: NFL | Register Fans

SEARCH NFL.COM

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

NE	31	PHI	14	WAS	16	KC	13	DET	30	CAR	10	ARI	20	ATL	13	NO	14	OAK	3	TEN	16	BUF	10	MIN	20	CIN	7	SD	20	CHI	13
TB	14	PIT	24	IND	3	BAL	31	CLE	28	MIA	20	GB	28	JAC	15	HOU	27	SF	17	STL	17	DEN	24	SEA	7	NYJ	27	DAL	7	NYG	41

CATCH THE FAIRY GODFATHER
GET EVERY GAME, EVERY SUNDAY. ONLY ON DIRECTV.

GET EVERY GAME, EVERY SUNDAY ONLY ON DIRECTV
GET DIRECTV

GET DIRECTV

Big win, big loss
Steelers lock up another LB, giving Timmons an extension
Bucs' Talib, Titans' Britt set to meet with Goodell on Tuesday
Gholston rips Rex, says he never got a fair shake with Jets
Browns, OT Thomas agree on seven-year, \$84M extension

all, QB Terrelle Pryor was a third-round pick in the supplemental draft. Now he has to focus on playing and acting like a pro.

- Photo Essay: Raiders' draft highs and lows
- Watch: Pryor thankful for chance to play
- Raiders draft Pryor in third round



Home Page Example 2: Window Shade & Skin Panels

The screenshot shows the NFL.com website with a Green Lantern skin overlay. The navigation bar includes links for NEWS, VIDEO, TEAMS, PLAYERS, SCORES, SCHEDULES, STATS, STANDINGS, FANTASY, NFL NETWORK, GAME ACCESS, TICKETS, and SHOP. The main content area features a large hero image of Green Lantern on the left and a featured article titled "One Manning left behind" in the center. Below the article is a "SPOTLIGHT" section with three sub-articles: "A case in favor of the Bears still contending", "Explore 'The Top 100 Players of 2011' in depth", and "Pick Six: Most intimidating Raiders". To the right of the spotlight is a "GREEN LANTERN" graphic with the date "JUNE 17". Below this is a "Sunday 8PM ET" banner for "WHO WILL MAKE THE CUT? FIND OUT!". The "VIDEO" section includes four video thumbnails: "AFL: Wild finish in Utah", "Two surprising Top 10s", "Everything to Prove: Herzlich the gym rat", and "Gabe Carimi demonstrates his skills". The "FANTASY" section features "The 2011 Fantasy season is here!" and "Performance: Top 5 Defenses of 2010". The "NFL THIS WEEK" section lists upcoming games: "NFL Playoff Wild Card 2010 Week 15", "America's Game 2009 Patriots", and "Game of the Week Super Bowl XXXIII NE vs CAR". The "NFL.COM POLL" section asks "Will the Bears be a force to be reckoned with again in 2011?". The "FAN VOICE" section includes a quote from a fan and a "FROM THE FORUMS" section with discussion topics like "Center of NFL Discussion" and "Rumor Mill". The "NEW ARRIVALS" section promotes NFL merchandise. The "ARE YOU A FAN?" section encourages joining the NFL fan community. The "NFL SHOP" section features a "Visit NFL Shop" button. The "GREEN LANTERN" graphic at the bottom right includes the date "JUNE 17".



Home Page Example 3: Billboard Unit

Mobile En Español
Sign In | Register | Fans

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

NO GB	PIT BAL	ATL CHI	CIN CLE	IND HOU	TEN JAC	BUF KC	PHI STL	DET TB	CAR ARI	MEN SD	SEA SF	NYC WAS	DAL NYJ	NE MIA	OKC DEN
THU 8:00	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 4:15	SUN 4:15	SUN 4:15	SUN 4:15	SUN 8:20	MON 7:00	MON 10:15

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LET FANS OF EXTRA YARDAGE REJOICE.

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Welcome Tom Brady to the Patriots

There can be only one

Peyton Manning or Tom Brady? Both are elite QBs, but who is more valuable? Total Access debates. Watch Peyton Manning vs. Matt Ryan... (How many games will he miss?) (What's the...)

HOT TOPIC

THE REAL DREAM TEAM

We gave Michael Lombardi \$121 million and asked him to build the ultimate NFL roster. He came up with a top notch squad, one that's sure to spark debate.

- Expert picks: 2011 season predictions
- Lombardi: Divisional power rankings
- Wyche: How will rookie QBs fare?
- Wyche: Will the game change Cam?
- Team-by-team 2011 season previews





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**NFL 2011
MOBILE MEDIA
SPECS**

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2011 Wireless Platforms



m.NFL.com
Cross Carrier,
Mobile Web



NFL Mobile
Verizon only,
all major Smartphone

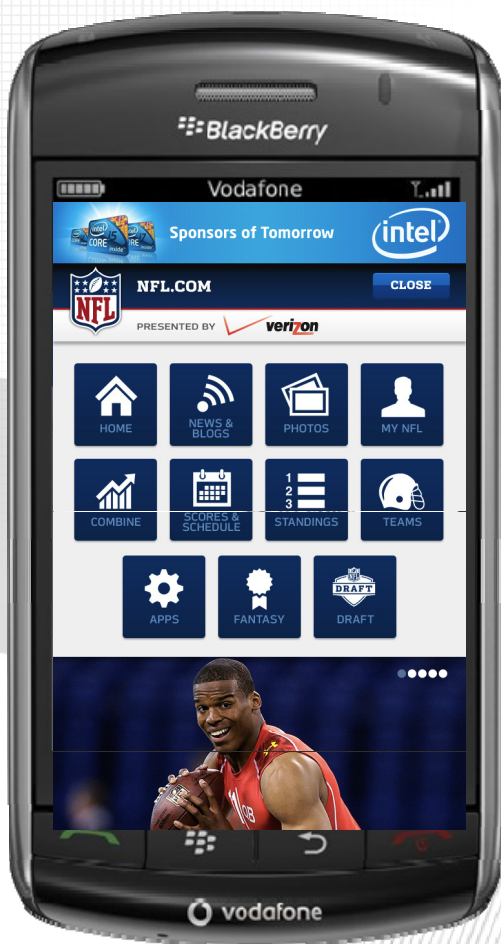


NFL 2011
Cross Carrier,
includes all
major Smartphone



Various Casual Games
Cross Carrier,
includes all
major smartphones





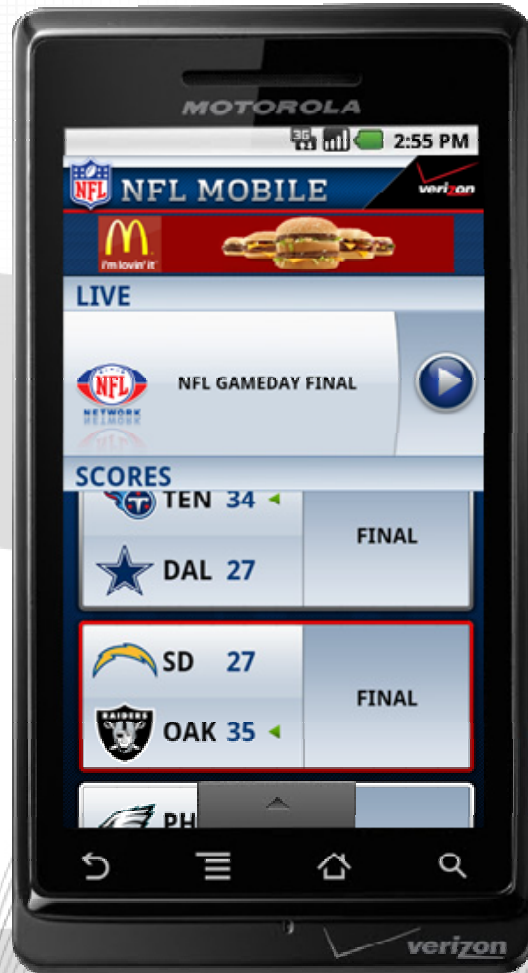
Dimension	320x50
Sponsorships	Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed.
Accepted File Types	GIF, PNG, JPEG (for still image); Animated GIF (for animated image)
File Size	<10KB file size
Third Party Served	Yes
Video Accepted	No
Turn Around Time	5 to 10 Business Days



NFL Mobile VZW



4G LTE



- There are NO ad placements within the application.
- 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.



NFL2011 App



Dimension	320x50
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	<ul style="list-style-type: none"> • 5 to 10 business days • Branded header assets are required 1 month prior to launch



NFL2011 on iPad



Dimension	728x90
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	<ul style="list-style-type: none"> • 5 to 10 business days • Branded header assets are required 1 month prior to launch



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NFL Casual Games

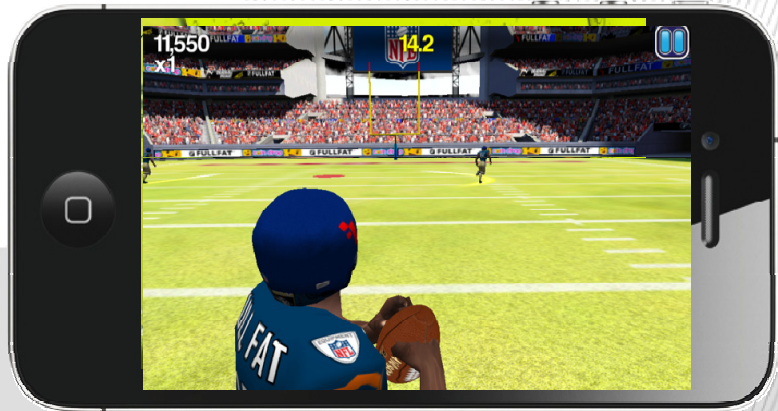
NFL Fan Cam



NFL Rivals



NFL Flick QB



- 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.



Mobile Ad Specifications 2011

Due to the limited screen sizes of mobile devices, it is important to provide as many creative sizes as possible for a campaign.

Profile	Screen Size	Ad Size	Specifics
X-Large	320x320	300x50 320x50	<5kb file size, 7.5kb for animated .gif Static .png, .jpg
Large	216x36	216x36	<3kb file size, 4.5kb for animated .gif Static .png, .jpg
	176x208	168x28	<2kb file size, 3kb for animated .gif Static .png, .jpg
Small	128x160	120x20	<1kb file size, 1.5kb for animated .gif Static .png, .jpg

X-Large

300x50
320x50



Large

216x36



168x28



Small

120x20



Animated Banners:

*Animated Banners are applicable to all sizes listed above and have infinite looping

* When sending animated banners, please also include static banners to run on handsets that don't support animation



PREVIOUS

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NFL.COM

2011 MEDIA KIT

 **BACK TO START**

