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MEDIA
KIT
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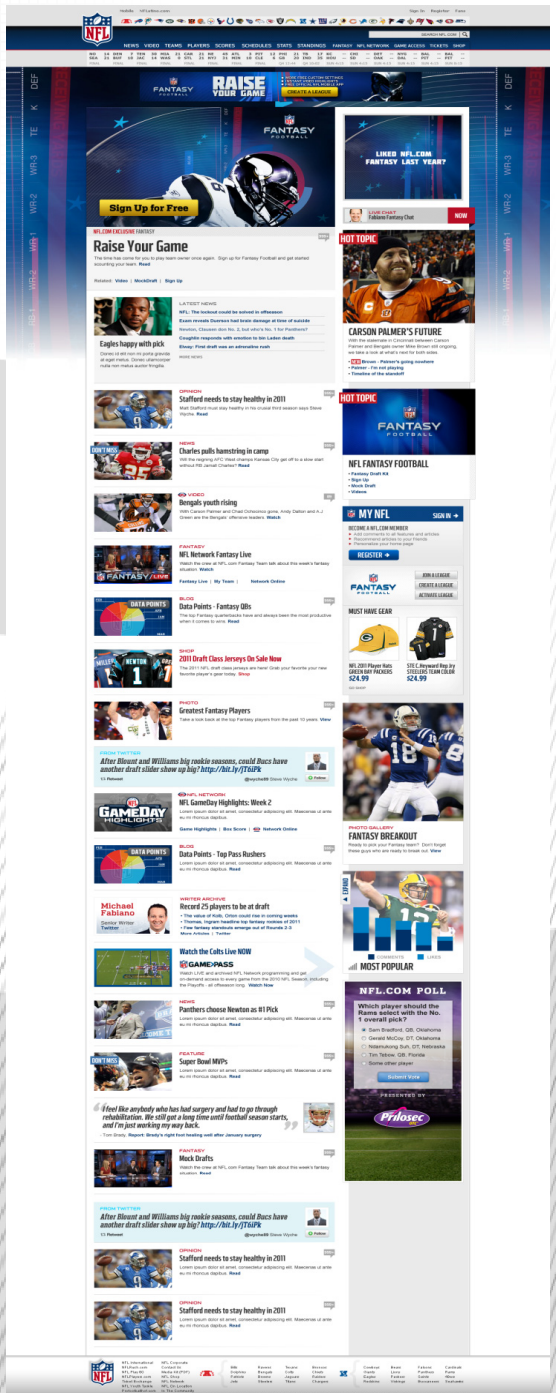
Home Page

Old

New



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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

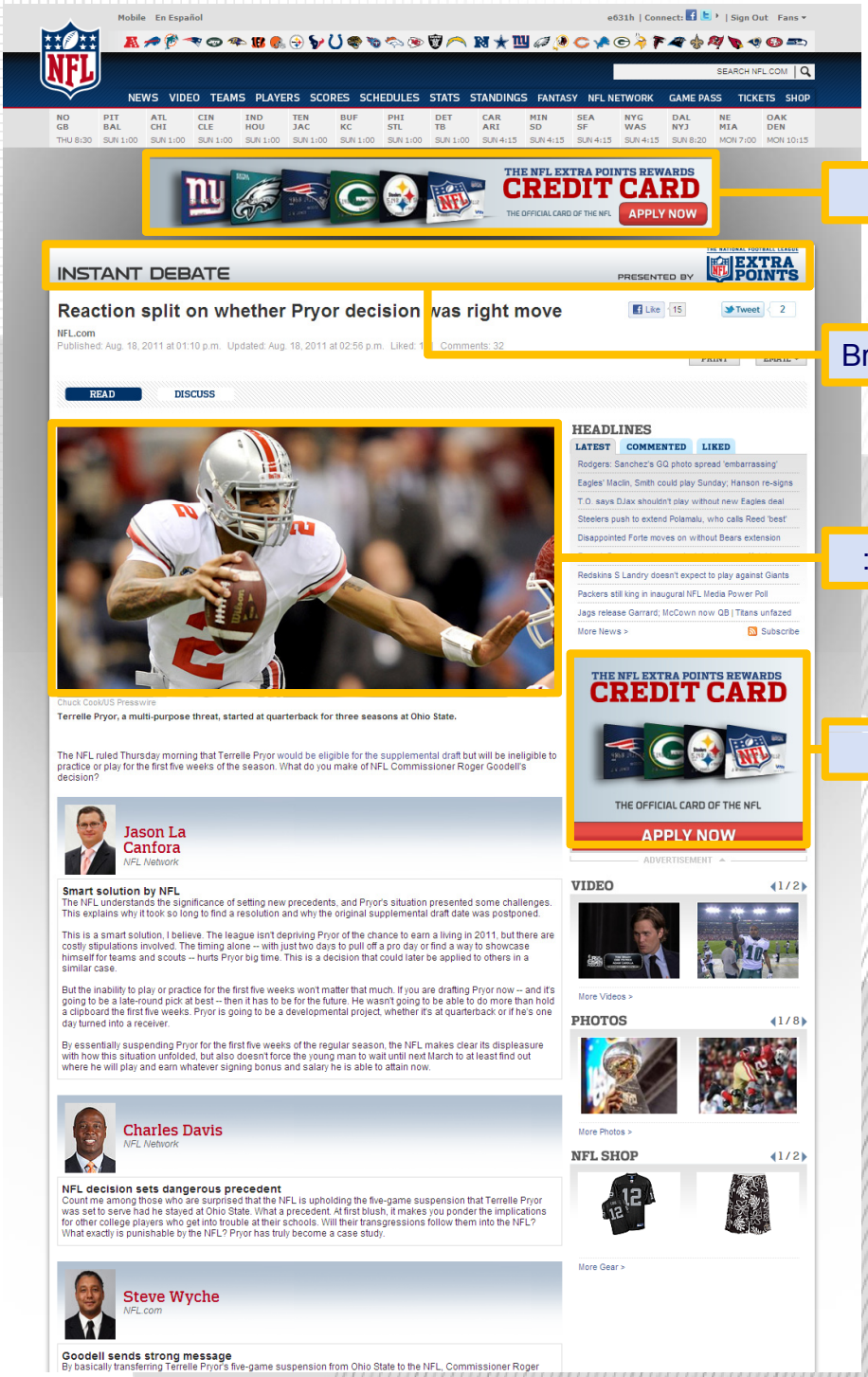
PLEASE NOTE THE FOLLOWING:

- 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 Eyeblaster 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

300x250
Ad Units

Example
Editorial Sponsorship



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NFL Media

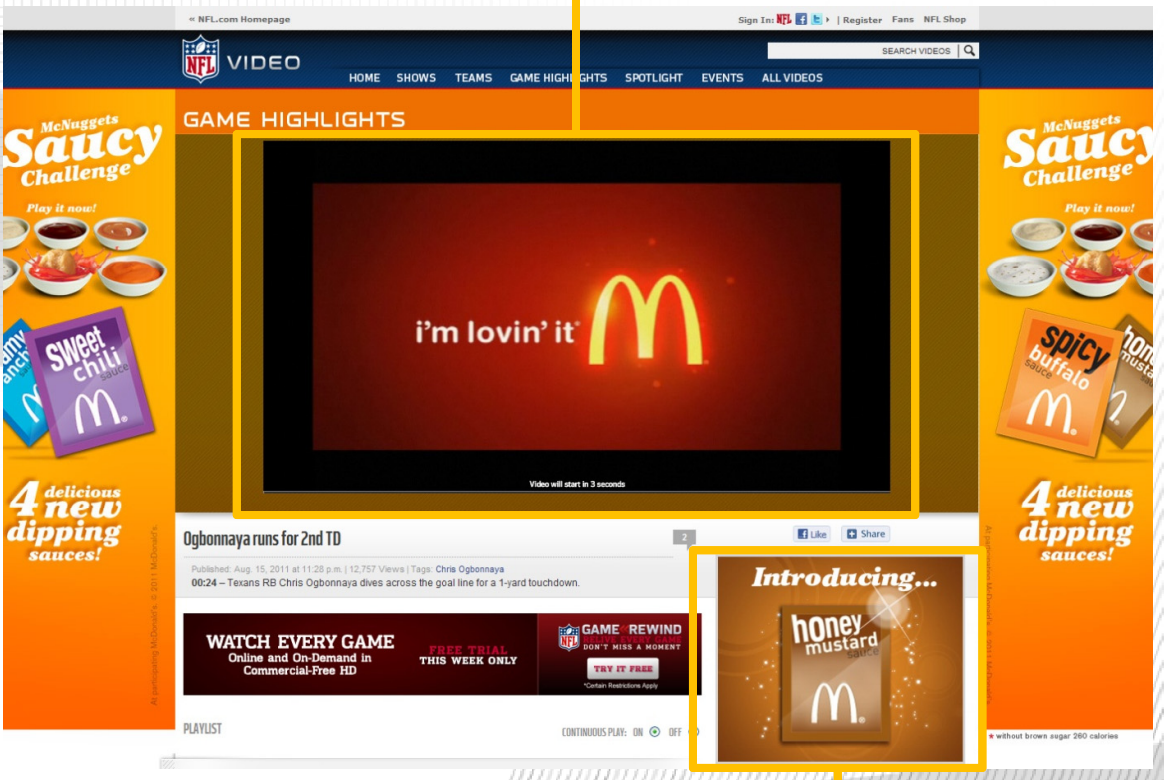
Video Specs	
Dimension / Ratio Size	16:9 Ratio Video sizes 640x360
Accepted File Types	VAST Compliant Uncompressed mov or quicktime Compressed FLV
File Size	4MB Max File Size
Third Party Served	NO; SITE SERVED
Looping Restrictions	None; ad does not animate
Audio Accepted	Yes
Turn Around Time	5 to 10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

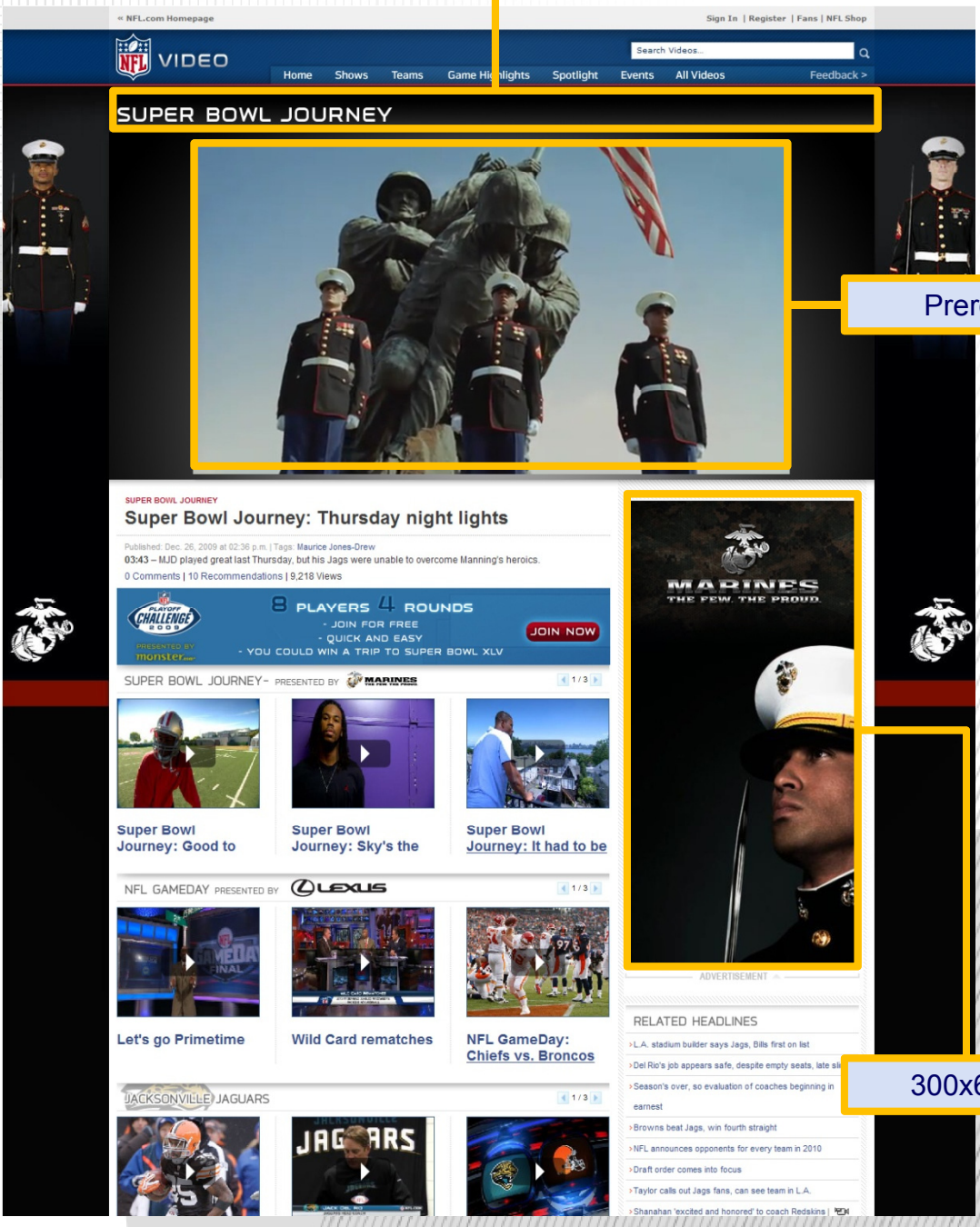
Pre-roll Video



300x250

Sponsored Video Channel

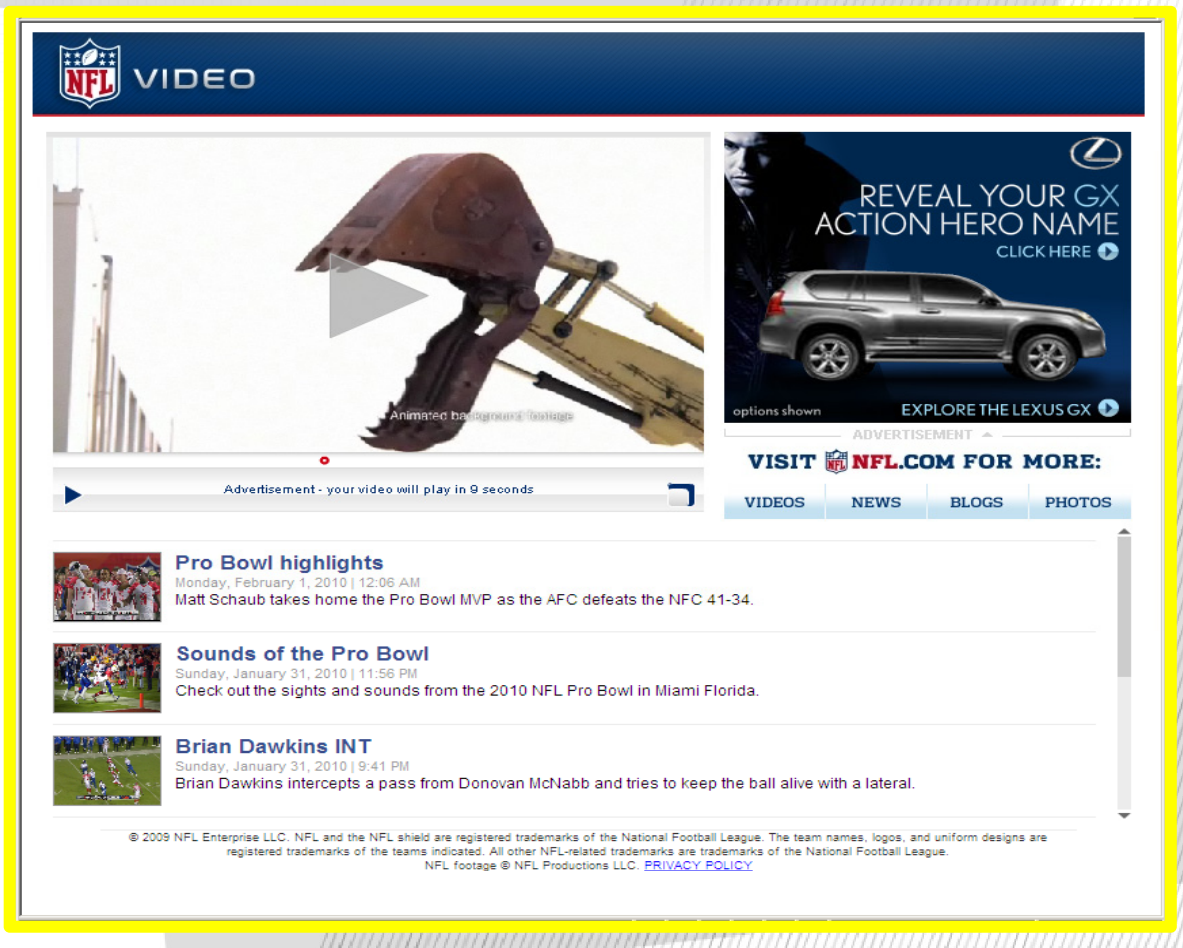
Branded Header & Skin



Preroll

300x600

Syndicated Video Players



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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

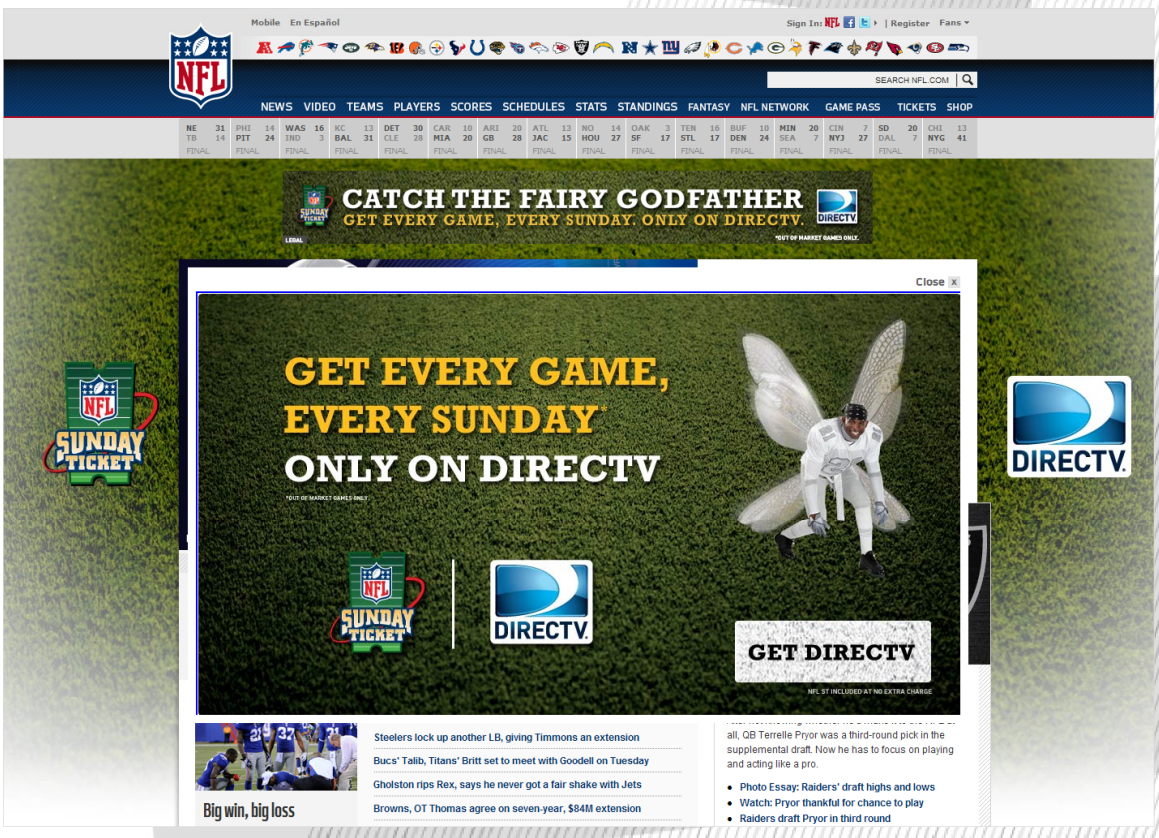
EXPANDING SKYSCRAPER

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

BILLBOARD

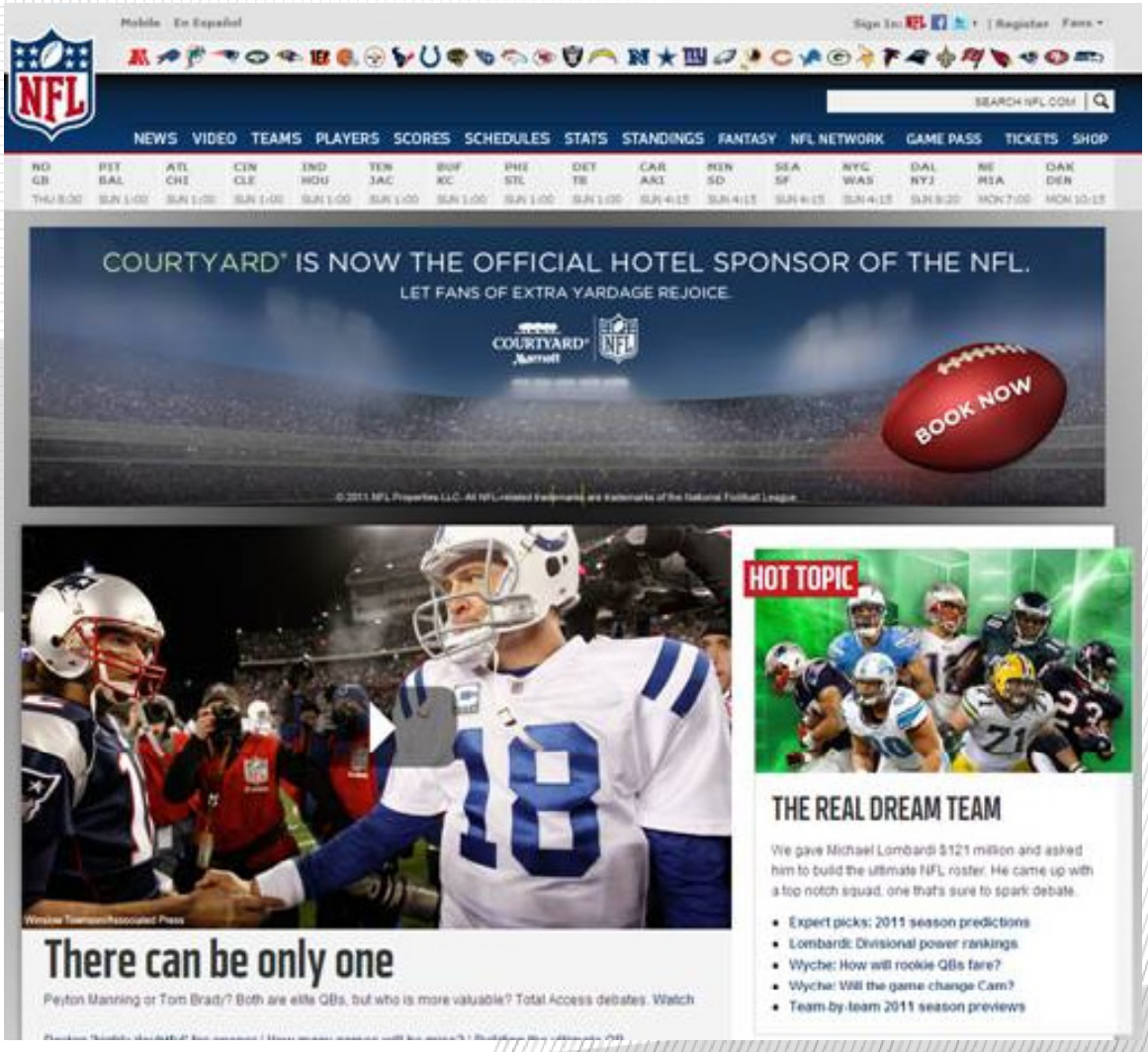
- Max Dimensions: 970x250
- Does not expand
- Max File Size: Unlimited
- FPS: 24
- Animation Length:00:15

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



Home Page Example 2: Window Shade & Skin Panels

Home Page Example 3: Billboard Unit



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2011 Wireless Platforms

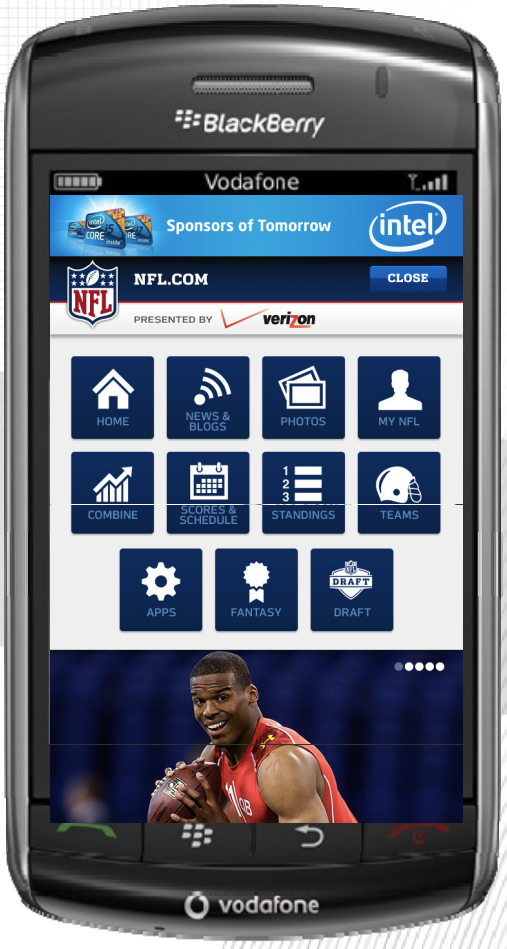
m.NFL.com
Cross Carrier,
Mobile Web

NFL Mobile
Verizon only,
all major Smartphone

NFL 2011
Cross Carrier,
includes all
major Smartphone

Various Casual Games
Cross Carrier,
includes all
major smartphones

m.NFL.com

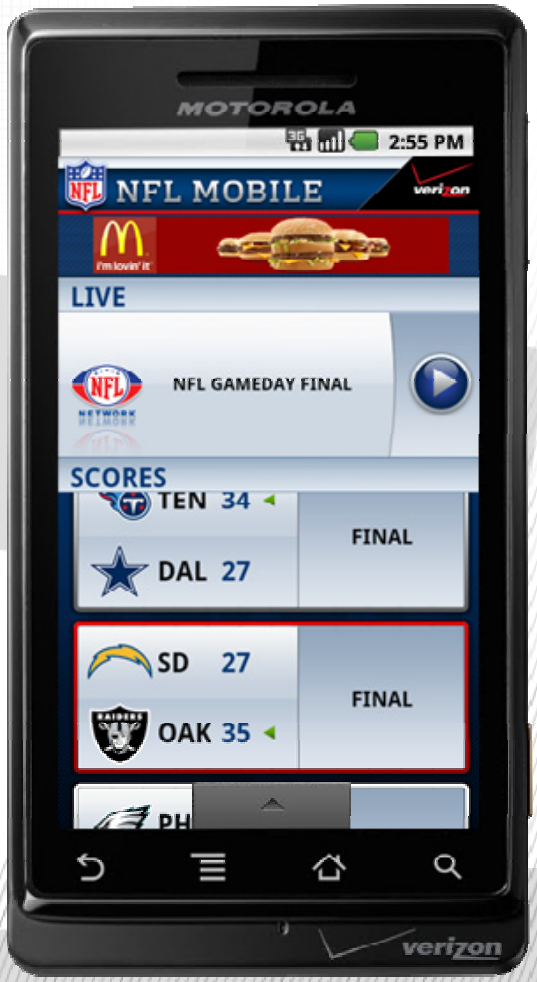


Dimension	**320x50**
Sponsorships	**Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed.**
Accepted File Types	**GIF, PNG, JPEG (for still image); Animated GIF (for animated image)**
File Size	**<10KB file size**
Third Party Served	**Yes**
Video Accepted	**No**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

NFL Mobile VZW

NFL MOBILE Only from verizon

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	• **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	• **5 to 10 business days** • **Branded header assets are required 1 month prior to launch**

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*

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