



NFL.COM

2013 MEDIA KIT

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ADDITIONAL INFORMATION

CLICK BUTTONS ABOVE TO BEGIN
NAVIGATING THROUGH MEDIA GUIDE



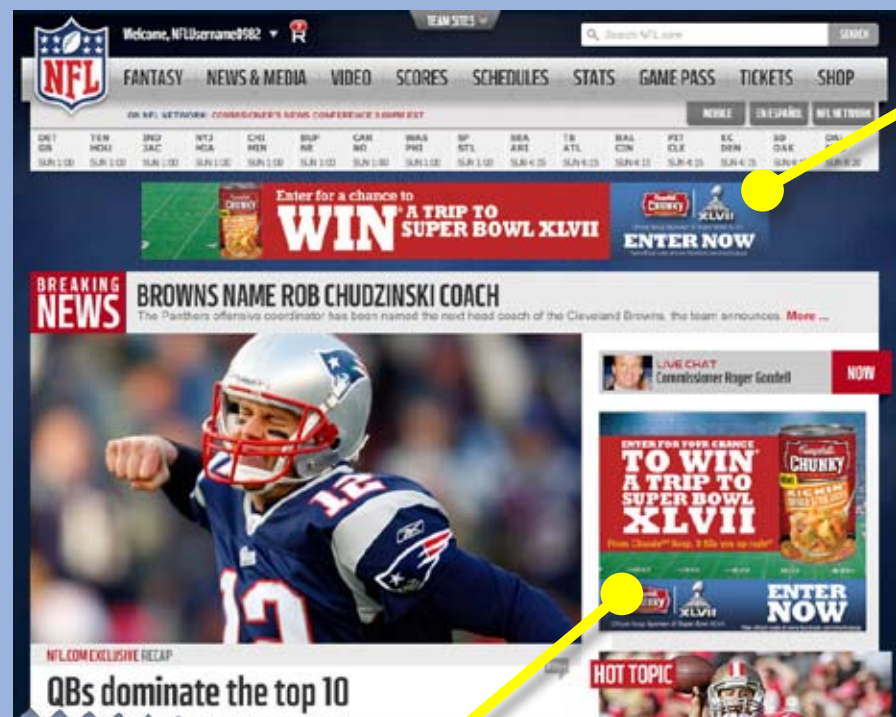


2013 NFL MEDIA TAKEOVER: HOMEPAGE

NFL MEDIA TAKEOVER: HOME PAGE

ALL 3 SCREENS SOLD TOGETHER ON A FLAT FEE BASIS

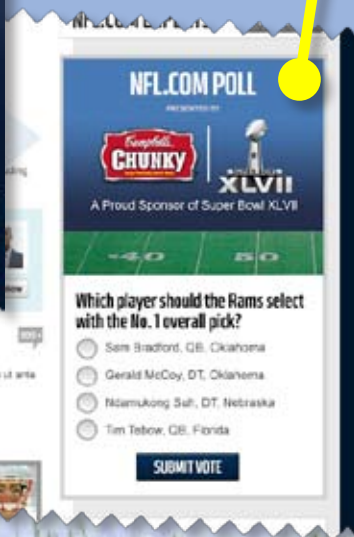
DESKTOP



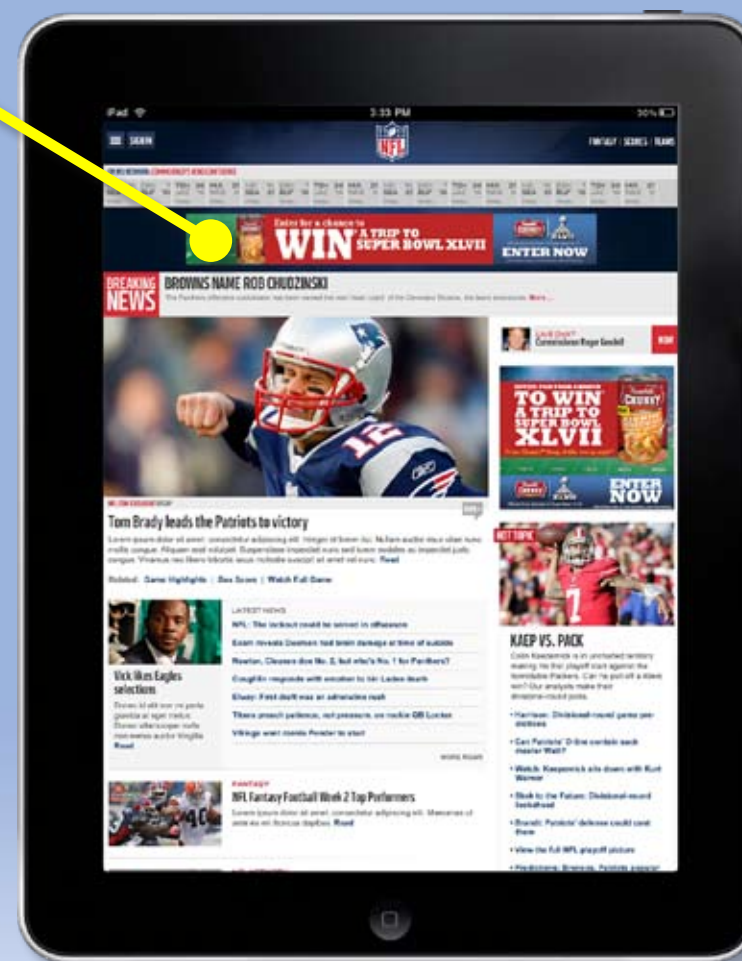
728X90
AD UNIT

SPONSORED
POLL

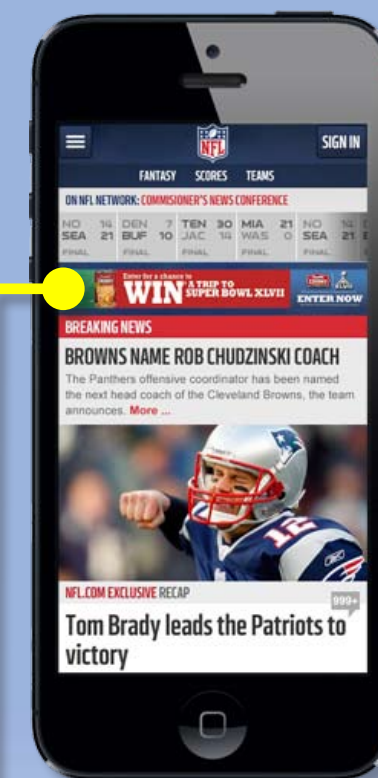
300X250
AD UNIT



TABLET



MOBILE



320X50
AD UNIT

HOME PAGE EXAMPLE 1: ROADBLOCK WITH CENTERPIECE, SKINNED PANELS, EXPANDING WINDOW SHADE AND 300X250

The screenshot shows the NFL.com home page with a roadblock layout. At the top, there's a navigation bar with the NFL logo and links for FANTASY, NEWS & MEDIA, VIDEO, SCORES & STATS, FANS, GAME PASS, EVENTS, TICKETS, and SHOP. Below this is a scoreboard for the week of October 24, 2011, listing various NFL teams and their game results. The main content area features a large centerpiece image of Matt Ryan in a red Atlanta Falcons uniform, holding a football. To the left of the centerpiece is a vertical panel with a bust of Greg Jennings and the text "Flying high". To the right is a "HOT TOPIC" panel titled "LESHOURE IS SURE THING" with a sub-image of Mike Leshoure. The layout is framed by "BELIEVE IN YOUR SMELL" banners and Old Spice branding. At the bottom, there are "LATEST HEADLINES" and "HOT TOPIC" sections.

This screenshot is similar to the first one but includes a video player in the centerpiece area. The video player shows a player in a green and yellow uniform (likely Aaron Rodgers) standing next to several trophies. The video player has a "Click for Sound" button and a progress bar. The rest of the layout, including the navigation bar, scoreboard, and side panels, is identical to the first screenshot.



NFL MEDIA: STANDARD IAB SPECS

NFL MEDIA

Standard Specs

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

Accepted File Types: SWF, GIF/JPG, 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, v. 10 or lower

Turn-Around-Time: 5 to 10 Business Days

Please Note the Following:

Will only accept iFrame Rich Media from 3rd party vendors. Will NOT accept Javascript

NO expanding placements on the Homepage, except during Homepage Takeovers

Agency is responsible for ALL rich Media Fees

DART, Atlas, Pointroll, Eyewonder and Eyeblaster 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)

All Flash-based Rich Media must have corresponding backup images to comply with non-Flash users

SCORES PAGE

The screenshot shows the NFL website's scores page for Week 1 of the 2013 regular season. The page features a navigation bar with links for FANTASY, NEWS & MEDIA, VIDEO, SCHEDULES, FANS, GAME PASS, EVENTS, TICKETS, and SHOP. Below the navigation, there's a search bar and a welcome message. The main content area is titled 'SCORES' and includes a filter for 'REGULAR SEASON' and a week selector for 'WEEK 1'. The page displays several game listings for Week 1, including Ravens vs. Broncos (8:30 PM ET) and Dolphins vs. Browns (1:00 PM ET). There are also advertisements for NFL merchandise, such as 'JUST IN! NEW NIKE STYLES' and 'THE BIGGEST JERSEY SELECTION ANYWHERE'. A yellow callout box points to a 300x250 ad unit.

300X250
AD UNIT

EXAMPLE: EDITORIAL SPONSORSHIP

728X90 AD UNIT

BRANDED HEADER

:15 – :30 PREROLL

300X600 AD UNIT

728X90 AD UNIT

BRANDED HEADER

:15 – :30 PREROLL

300X600 AD UNIT



NFL MEDIA: STANDARD VIDEO SPECS

NFL VIDEO

Standard Specs

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

Accepted File Types: VAST Compliant, Uncompressed .mov or Quick-time, Compressed FLV

File Size: 5MB for :15 and 10MB for :30

Third Party Served: Yes, if VAST

Looping Restrictions: None; ad does not animate

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

Compressed version required

Backup file required

SPONSORED VIDEO CHANNELS: Skin / Branded Header is created by NFL; A style guide, eps logo, 1x1, and click through URL are needed to create

Assets must be received 1 month prior to launch

PREROLL VIDEO AND 300X250 CO-AD

:15-:30
PREROLL

The screenshot shows the NFL.com website interface. At the top, there is a navigation bar with the NFL logo, 'Sign In | Register', and a search bar. Below this is a secondary navigation bar with links for FANTASY, NEWS & MEDIA, VIDEO, SCORES & STATS, FANS, GAME PASS, EVENTS, TICKETS, and SHOP. The main content area features a large video player displaying a Lexus advertisement for the 'Command PERFORMANCE Sales Event'. The video shows two silver Lexus cars on a track. Below the video player is a 'PLAYLIST' section with 'FEATURED VIDEOS' including 'Sandcastle: It's up to Leon to pick the Chiefs', 'Heath Evans dances like... Gronk', and 'Suggs unleashes on Patriots'. To the right of the featured videos is a '300X250 AD UNIT' for the same Lexus sales event. At the bottom, there is a 'TEAM CHANNELS' section.

300X250
AD UNIT

SPONSORED VIDEO CHANNEL

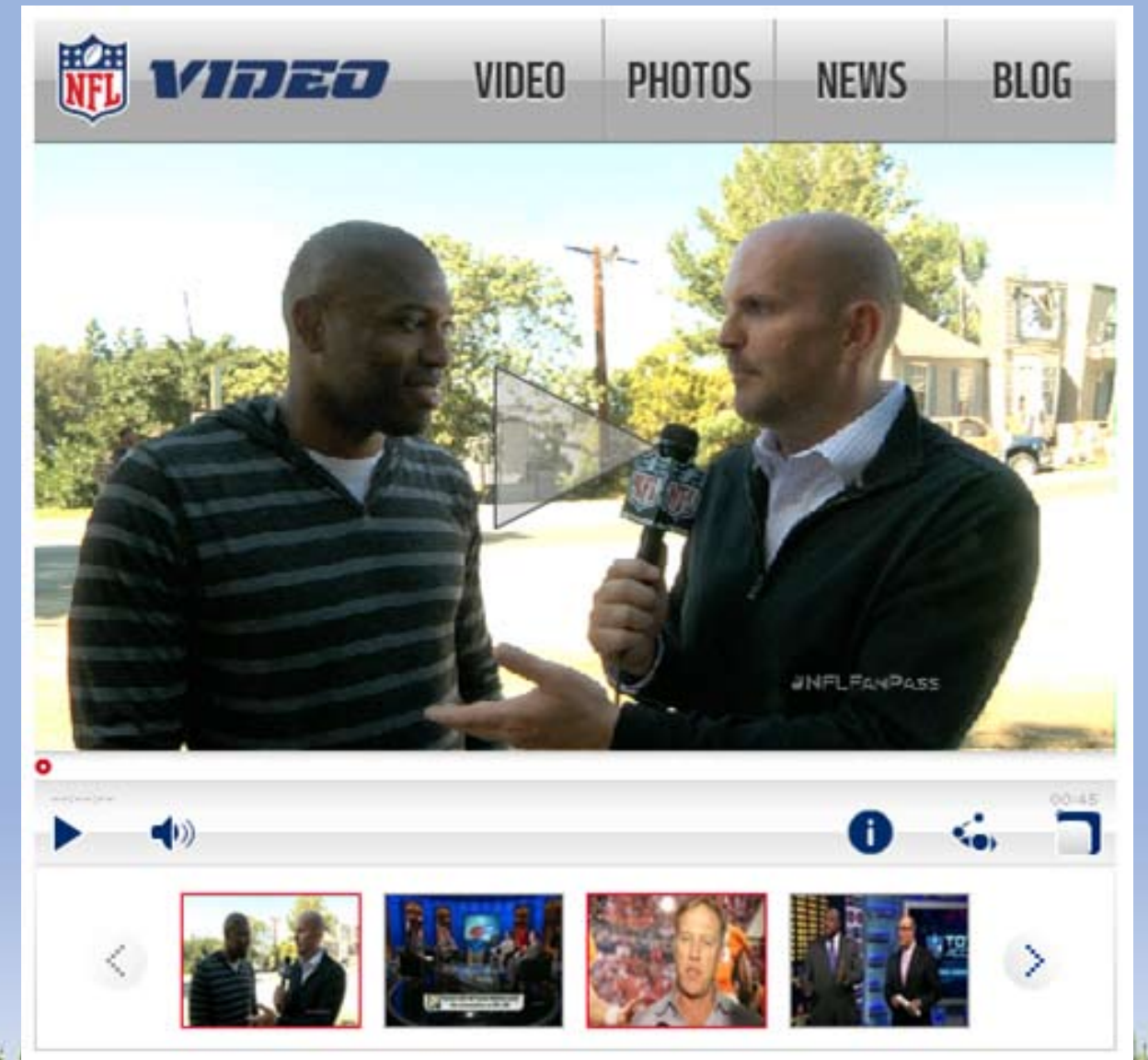
BRANDED
HEADER

:15-:30
PREROLL

SPONSORED
SKIN

300X600
AD UNIT

SYNDICATED VIDEO PLAYERS



LOCAL SYNDICATION

Key Perform Network Sites

The screenshot shows the Chicago Tribune website with the following content:

- Header: Chicago Tribune, CHICAGO BEARS, Sign In or Sign Up, Google Custom Search, WEEKLY AD
- Navigation: Home | News | Business | Sports | A&E | Lifestyles | Opinion | Real Estate | Cars | Jobs
- Banner: YET 63% OF SMALL, LOCAL BUSINESSES DON'T EVEN HAVE A WEBSITE
- Article 1: Bears' deadline to franchise tag Melton looms. Updated 38 minutes ago. The deadline for the Chicago Bears to place the franchise tag on Pro Bowl defensive tackle Henry Melton is fast approaching.
- Article 2: Reader Q&A: Dan Pompei's Bears mailbag. Bears columnist tackles questions about Manti Te'o, players to draft, players to cut, players to move and staying fit at 78. Photos: Notre Dame linebacker Manti Te'o.
- Article 3: Bears must ponder salary-cap puzzle. The Chicago Bears will have roughly \$11 million in room to operate when the NFL finally sets the salary cap for 2013, and that's before the possible restructuring of a couple of contracts that would create more space. Reader Q&A: Dan Pompei's Bears mailbag.
- Article 4: Packers' Finley won't accept pay cut.
- Promotions: WEAR CHI-RISH PRIDE Unique St. Patrick's Day T-Shirts and Hoodies. ORDER YOURS. Limited Time Offer!
- Footer: NFL.COM, NFL NETWORK, Guide Sport NFL NFL, Select a topic:

Key Perform Network Sites

NFL player is currently live on 21 sites and growing... plan to go-live with 41+ additional sites in the next couple of weeks

- Chicago Tribune
- NY Times
- NY Daily News
- Newsday
- LA Times
- Washington Times
- Denver Post
- SF Chronicle
- Independent Mail
- Boston Globe
- Boston Herald
- Sun Sentinel
- Daily Herald
- Buffalo News
- News Observer
- Pitt Post-Gazette
- Detroit News
- Detroit Free Press
- Hartford Courant



MOBILE STANDARD & RICH MEDIA SPECS



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: <50KB file size

Third Party Served: Yes

Video Accepted: No

Turn Around Time: 5 to 10 Business Days

NFL MOBILE 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)

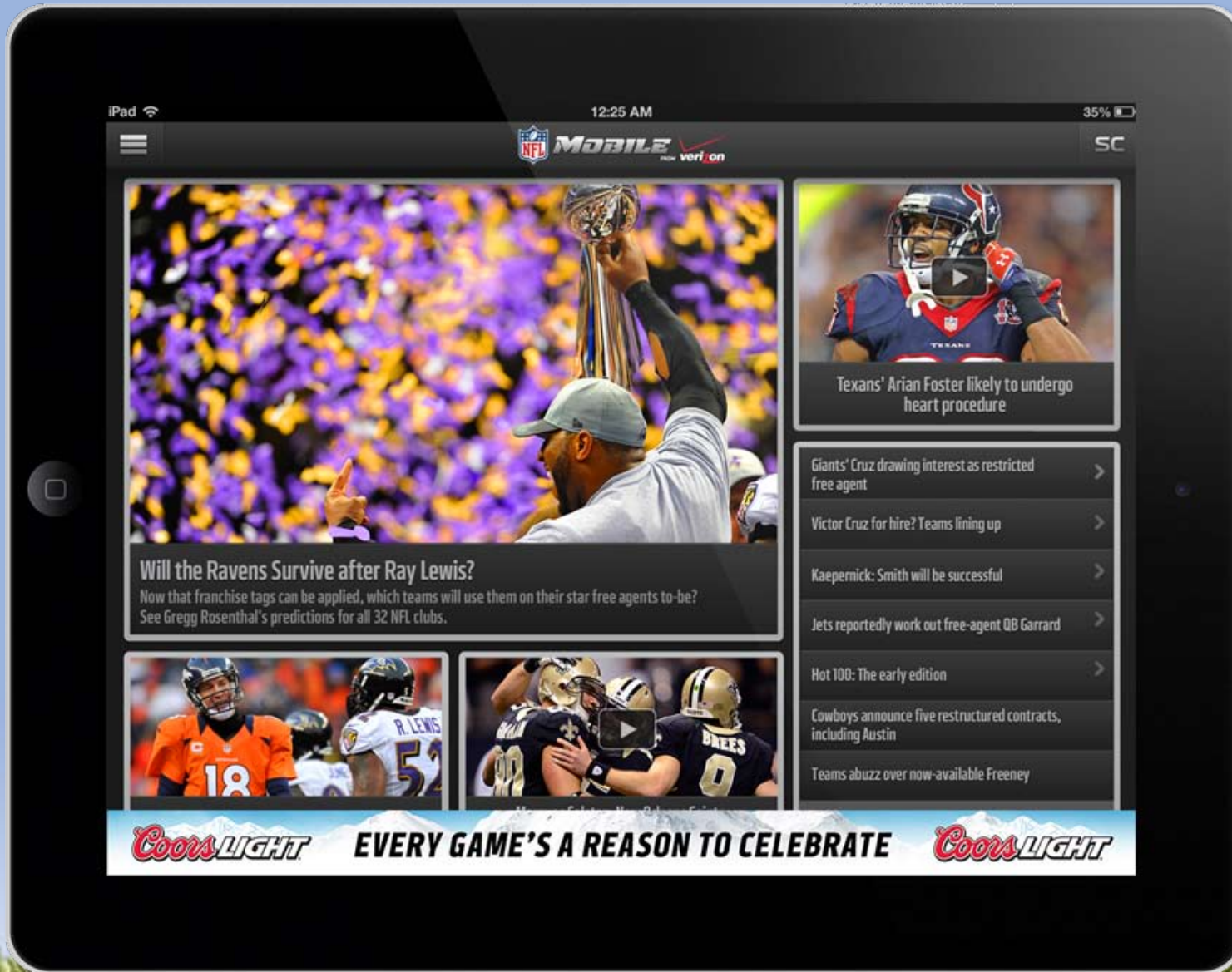
File Size: <50KB file size

Third Party Served: Yes

Video Accepted: No

Turn Around Time: 5 to 10 Business Days

NFL MOBILE APP ON TABLET



Standard Specs

Dimension: 1024 x 66

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: <50KB 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

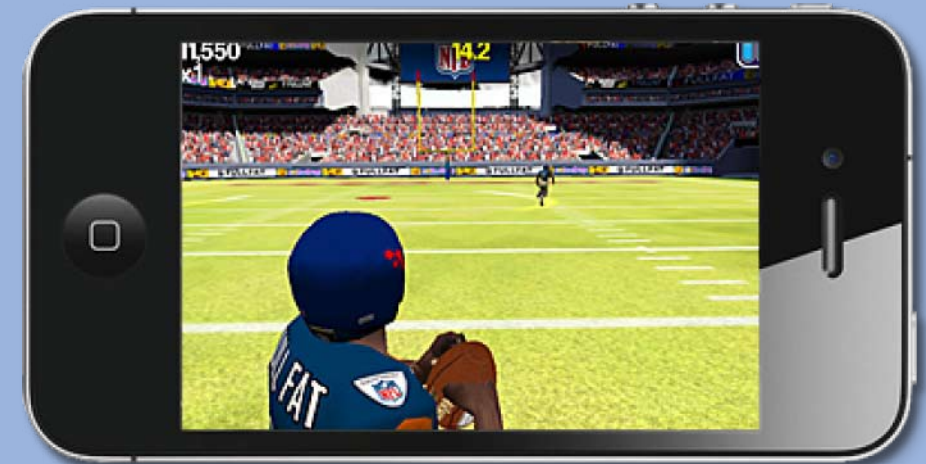
NFL FAN CAM



NFL RIVALRY



NFL FLICK 08



Standard Specs

Available in iTunes store and 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



2013 NFL Network Thursday Night Football Schedule

3Q

SEPT. 12 WEEK 2	SEPT. 19 WEEK 3	SEPT. 26 WEEK 4

4Q

OCT. 3 WEEK 5	OCT. 10 WEEK 6	OCT. 17 WEEK 7	OCT. 24 WEEK 8

OCT. 31 WEEK 9	NOV. 7 WEEK 10	NOV. 14 WEEK 11	NOV. 21 WEEK 12	DEC. 5 WEEK 14	DEC. 12 WEEK 15

*** ALL GAMES START AT 8:25 PM ET**

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