



**NFL.COM**

# 2014 MEDIA KIT



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ADDITIONAL INFORMATION

CLICK BUTTONS ABOVE TO BEGIN  
NAVIGATING THROUGH MEDIA GUIDE







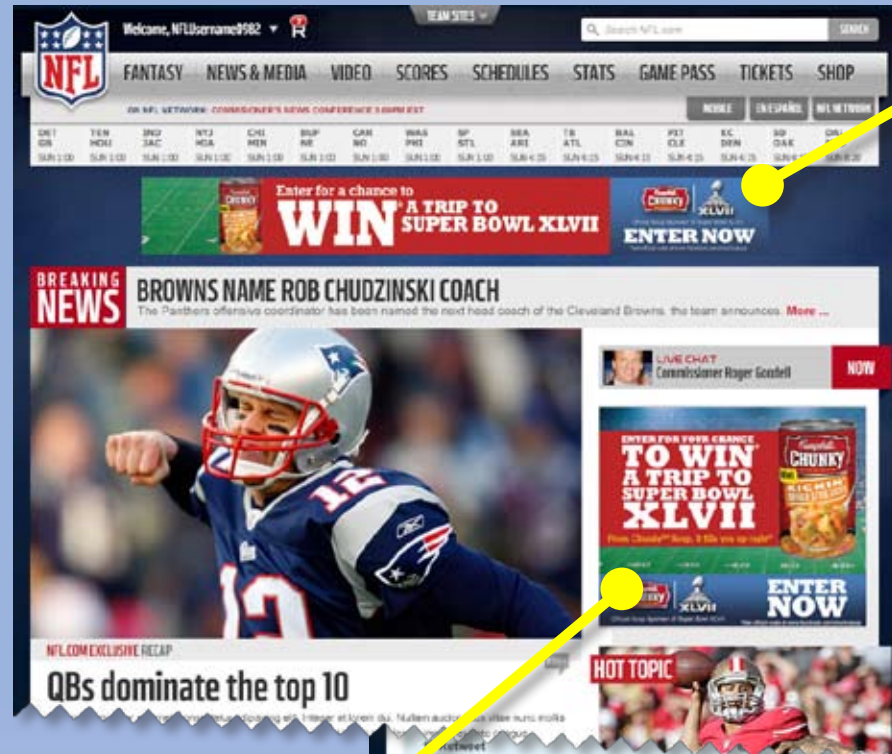
# 2014 NFL MEDIA TAKEOVER: HOMEPAGE



# NFL MEDIA TAKEOVER: HOME PAGE

ALL 3 SCREENS SOLD TOGETHER ON A FLAT FEE BASIS

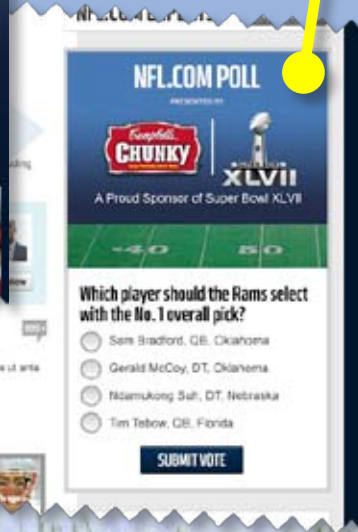
DESKTOP



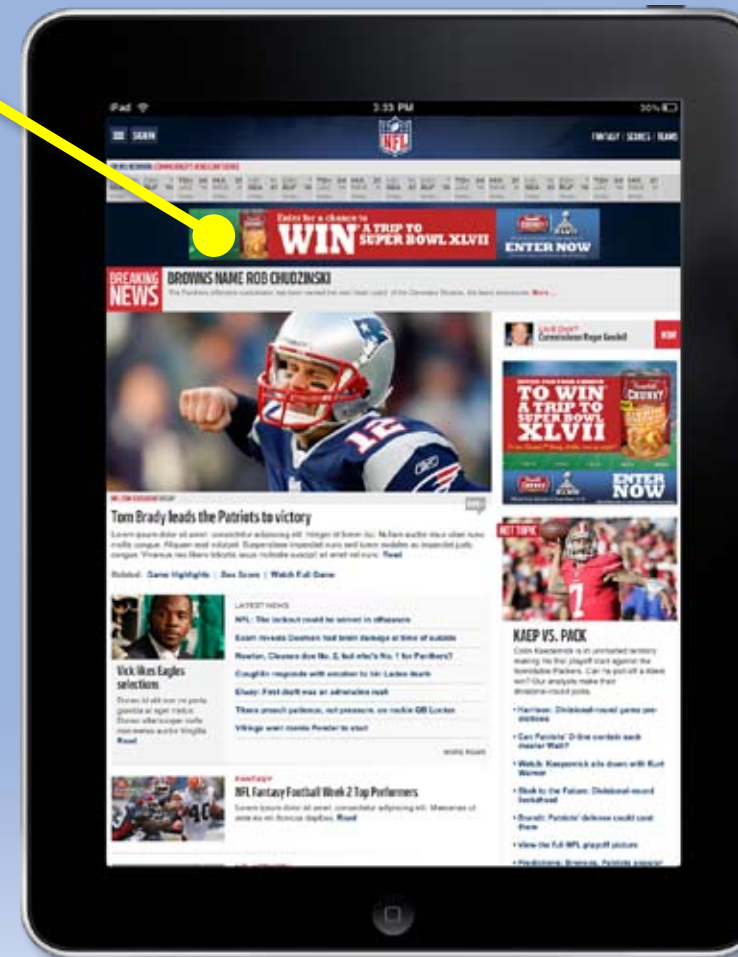
300X250  
AD UNIT

728X90  
AD UNIT

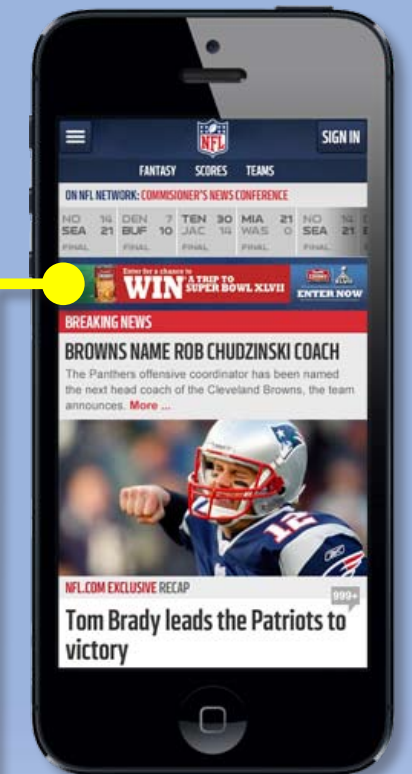
SPONSORED  
POLL



TABLET



MOBILE

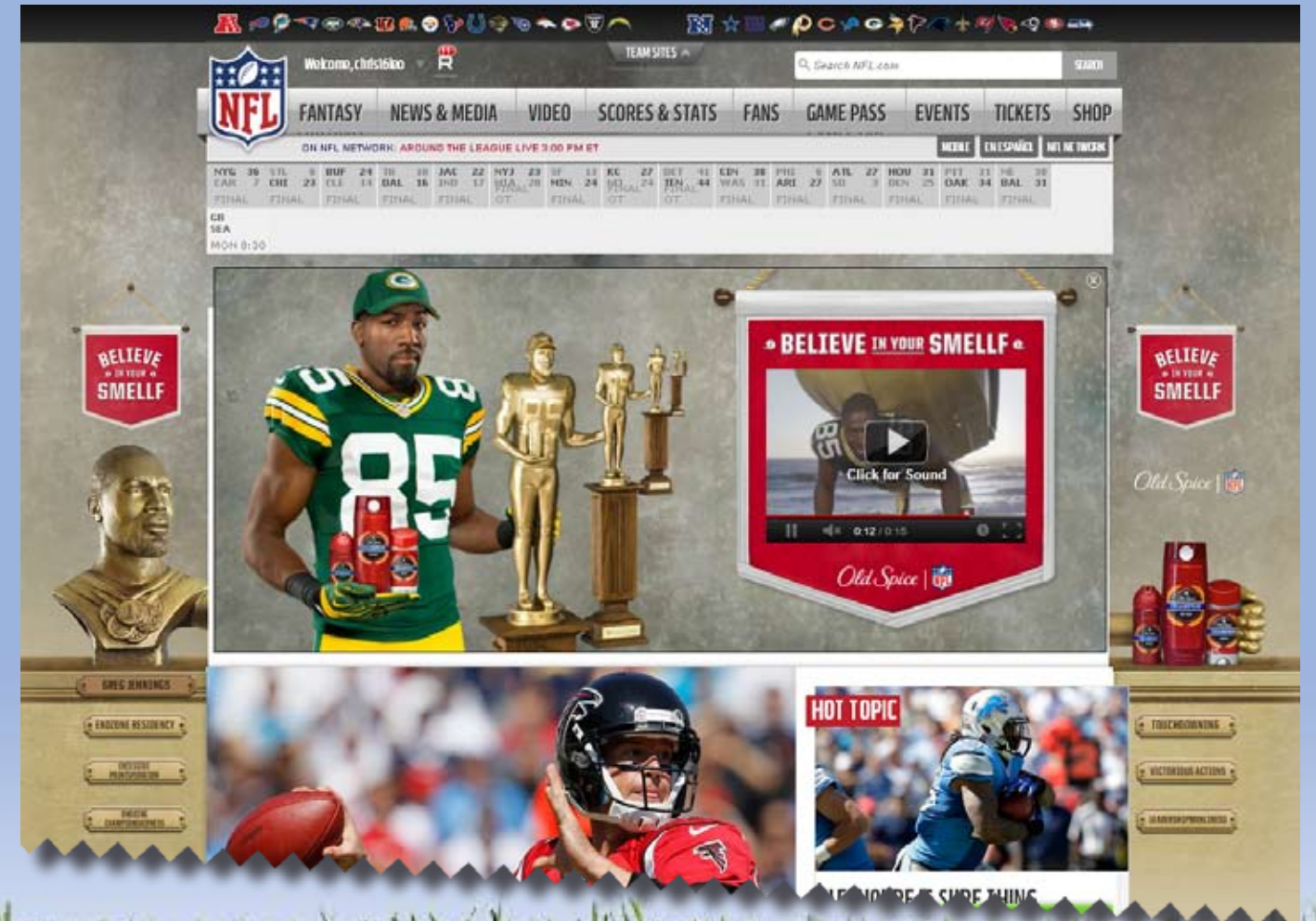
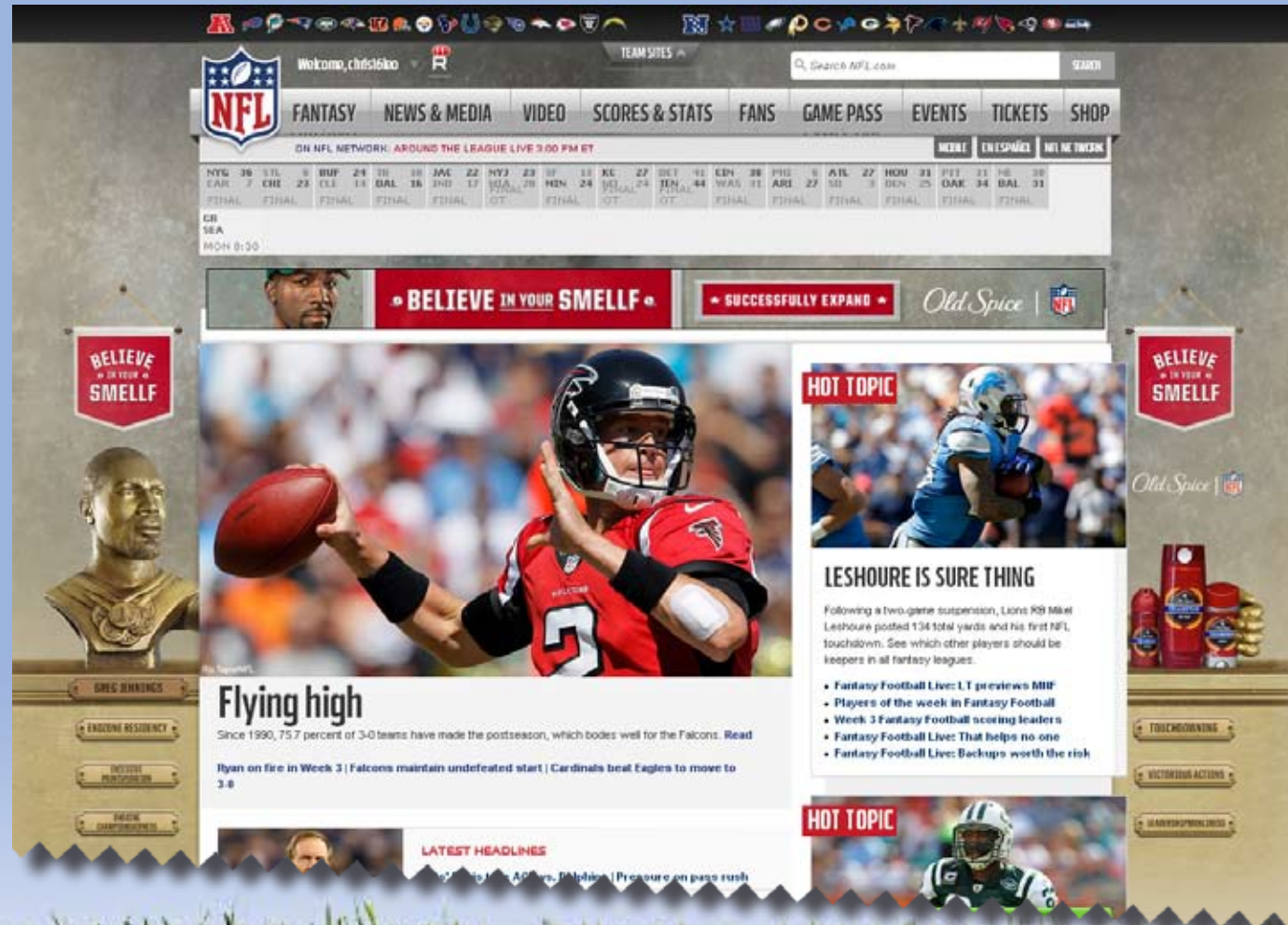


320X50  
AD UNIT



# HOME PAGE EXAMPLE 1:

## ROADBLOCK WITH CENTERPIECE, SKINNED PANELS, EXPANDING WINDOW SHADE AND 300X250







# 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 Eye-blaster 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 'SCORES' section with tabs for PRESEASON and REGULAR SEASON, and a dropdown for the year 2013. The main content area displays game listings for Week 1, including matchups like Ravens vs. Broncos and Dolphins vs. Browns. Each game listing includes the date, time, and a 'GAME CENTER' link. There are also two advertisements: one for 'NFL SHOP' featuring a Dallas Cowboys jersey and another for 'THE BIGGEST JERSEY SELECTION ANYWHERE' featuring two red jerseys. A yellow callout box points to the 'NFL SHOP' advertisement, indicating it is a 300x250 ad unit.

300X250  
AD UNIT



# EXAMPLE: EDITORIAL SPONSORSHIP

The screenshot shows the NFL.com homepage with a navigation bar, a search bar, and a main article titled "GREATNESS ON THE ROAD" by Jim Reineking. The article features a video player for "WK II Robert Griffin III highlights" and a "What Others Are Reading" sidebar. A yellow callout points to the article's header area.

728X90  
AD UNIT

BRANDED  
HEADER

:15 – :30  
PREROLL

300X600  
AD UNIT

The screenshot shows a mobile view of the NFL.com article. The article content is visible, including the headline and the beginning of the text. A "Draft Xtra" advertisement is overlaid on the right side of the screen. The ad features the NFL Draft logo, the State Farm logo, and text promoting exclusive live video analysis and other content. A yellow callout points to the advertisement area.





# 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

WELCOME, christ6leo

TEAM SITES

SEARCH NFL.com

FANTASY NEWS & MEDIA VIDEO SCORES & STATS FANS GAME PASS EVENTS TICKETS SHOP

ON NFL NETWORK: NFL AM [4HR][R] 10:00 AM ET

MOBILE EN ESPAÑOL NFL NETWORK

NEVER SAY NEVER: TRAINING CAMP PRESENTED BY GMC

GMC WE ARE PROFESSIONAL GRADE

Video will start in 2 seconds

PLAYLIST CONTINUOUS PLAY: ON OFF

FEATURED NEVER SAY NEVER: TRAINING CAMP VIDEOS

PLAYING UP NEXT

GMC NEVER SAY NEVER

BRANDED  
HEADER

:15-:30  
PREROLL

SPONSORED  
SKIN

300X600  
AD UNIT

**GMC**

NEVER SAY NEVER  
LEGENDS

EVERY LEGEND HAS THEIR  
NEVER SAY NEVER MOMENT.

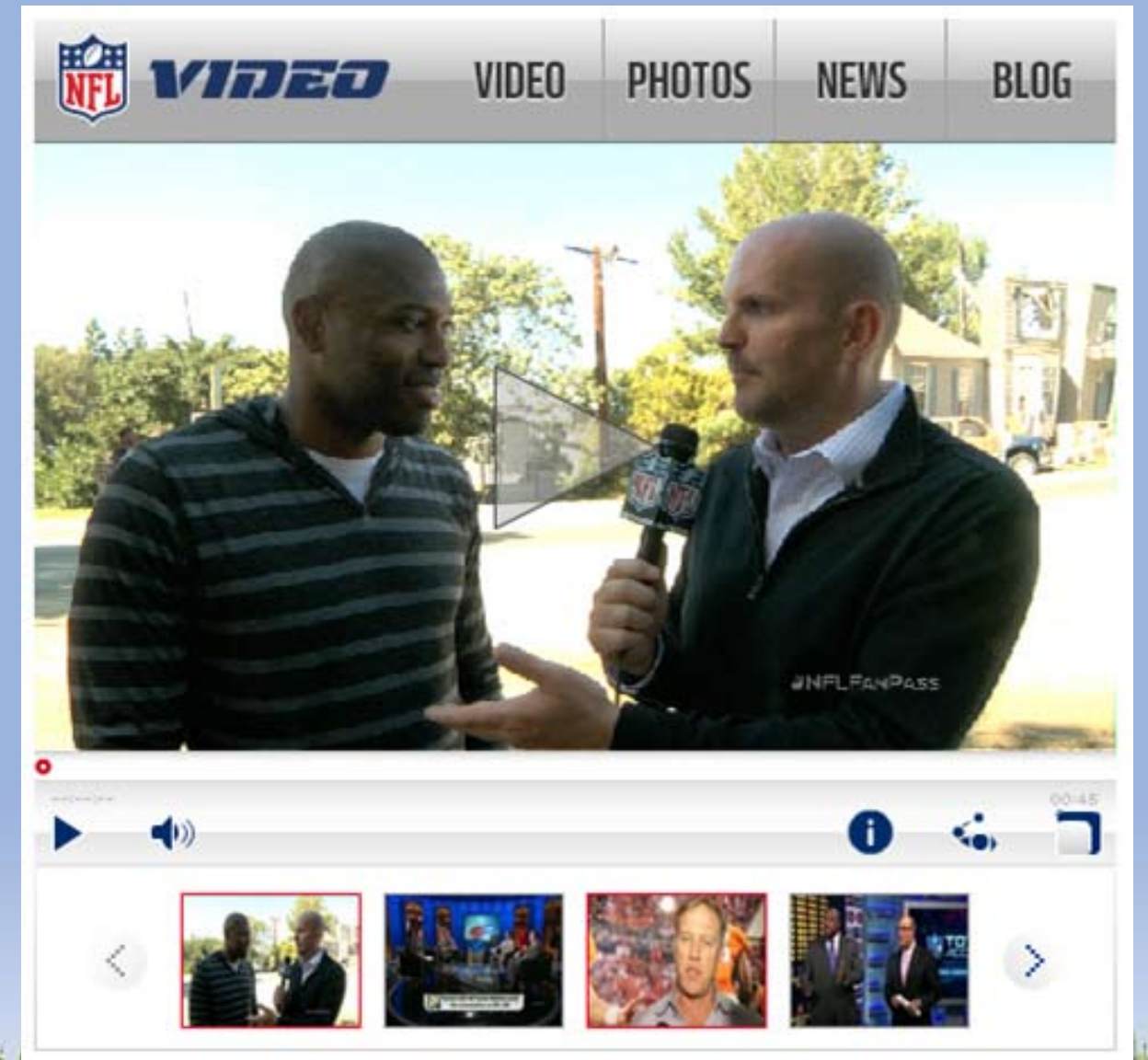
GMC. THE OFFICIAL VEHICLE OF THE NFL.

WATCH NOW

STEVE TASKER  
WR/SPECIAL TEAMS



# 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

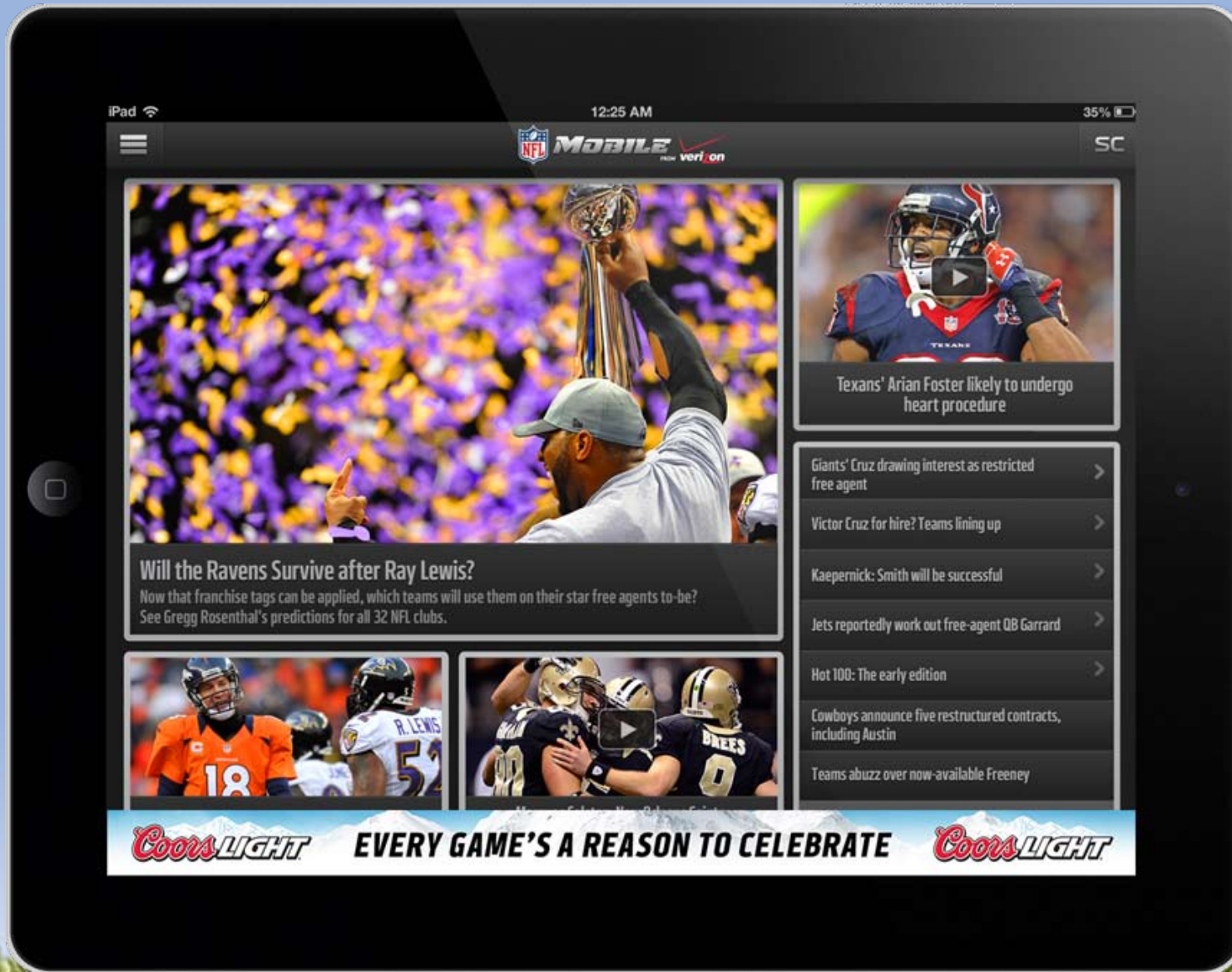
Third Party Served: Yes

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

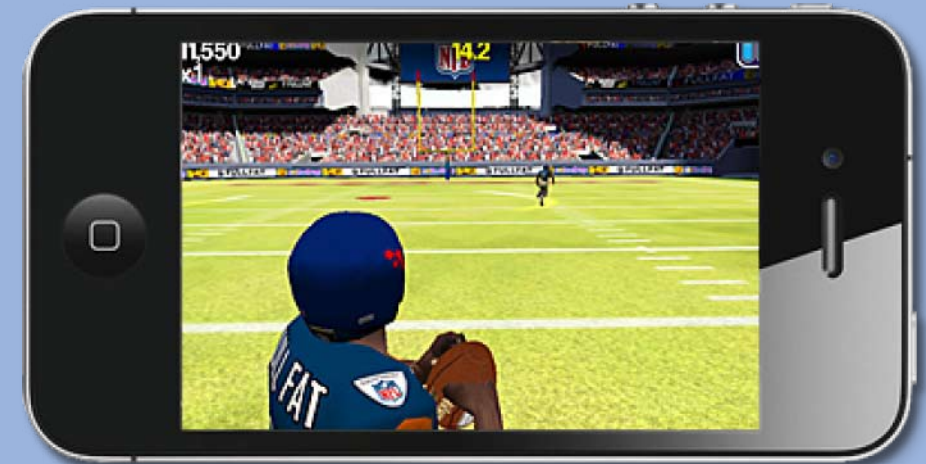
NFL FAN CAM



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



# ADDITIONAL INFORMATION

For additional info, please contact or click: [NFLMediaSales@NFL.com](mailto:NFLMediaSales@NFL.com)