NFL.COM
MEDIA KIT
2015

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2015 NFL Media Takeover:

Home Page

NFL Media Takeover: Home Page

Desktop, Tablet and Mobile Screens Sold Together on a Flat Fee Basis

Desktop

Leaderboard 728x90

Branded Poll Skin

Rectangle 300x250

NFL Media Takeover: Home Page

Desktop, Tablet and Mobile Screens Sold Together on a Flat Fee Basis (cont'd)

Tablet

Tablet 728x90 and 300x250
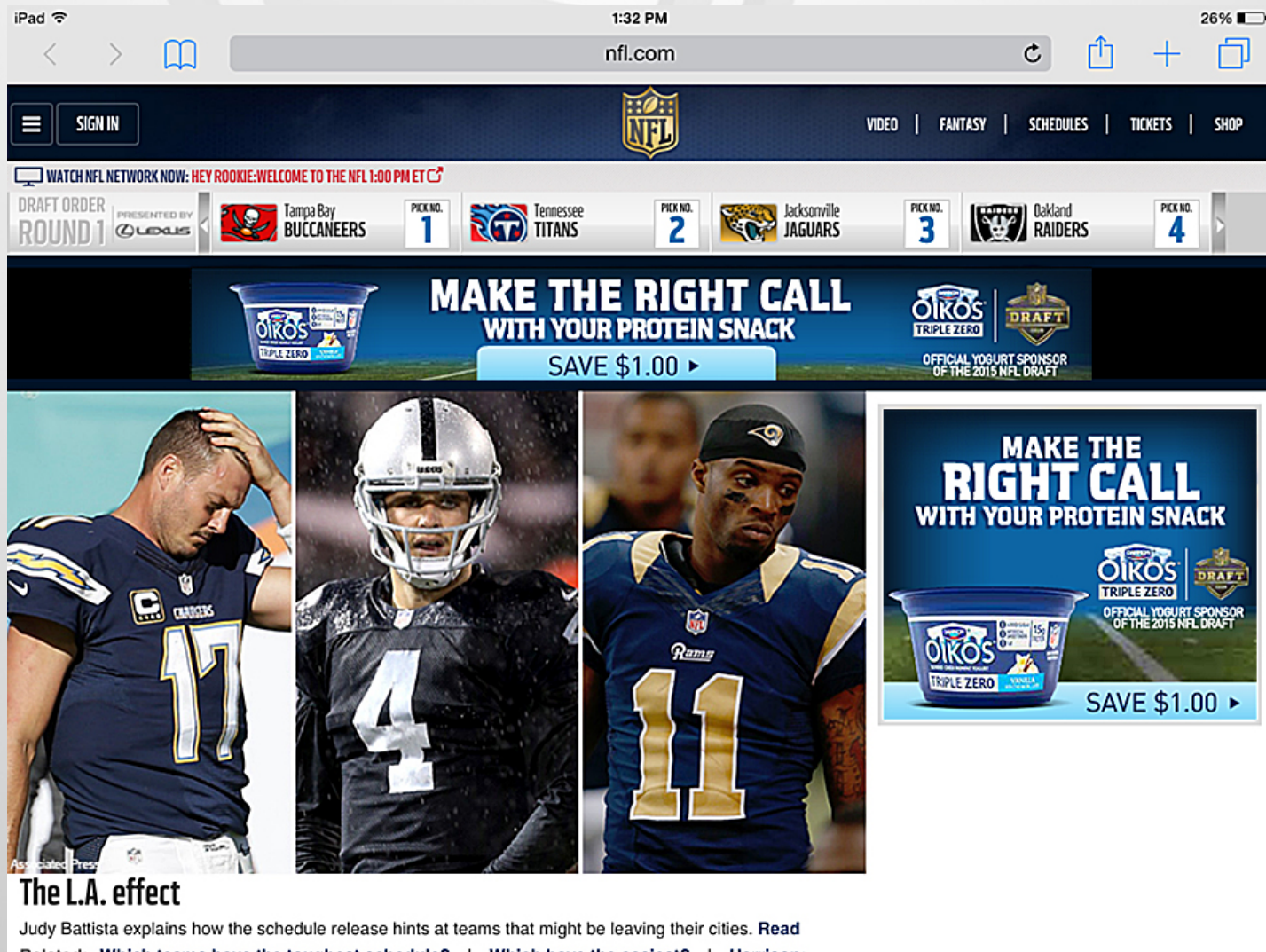
Mobile

Mobile 320x50, Mobile Branded Poll Skin

NFL Media:

Standard & Rich Media Specs

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NFL Media

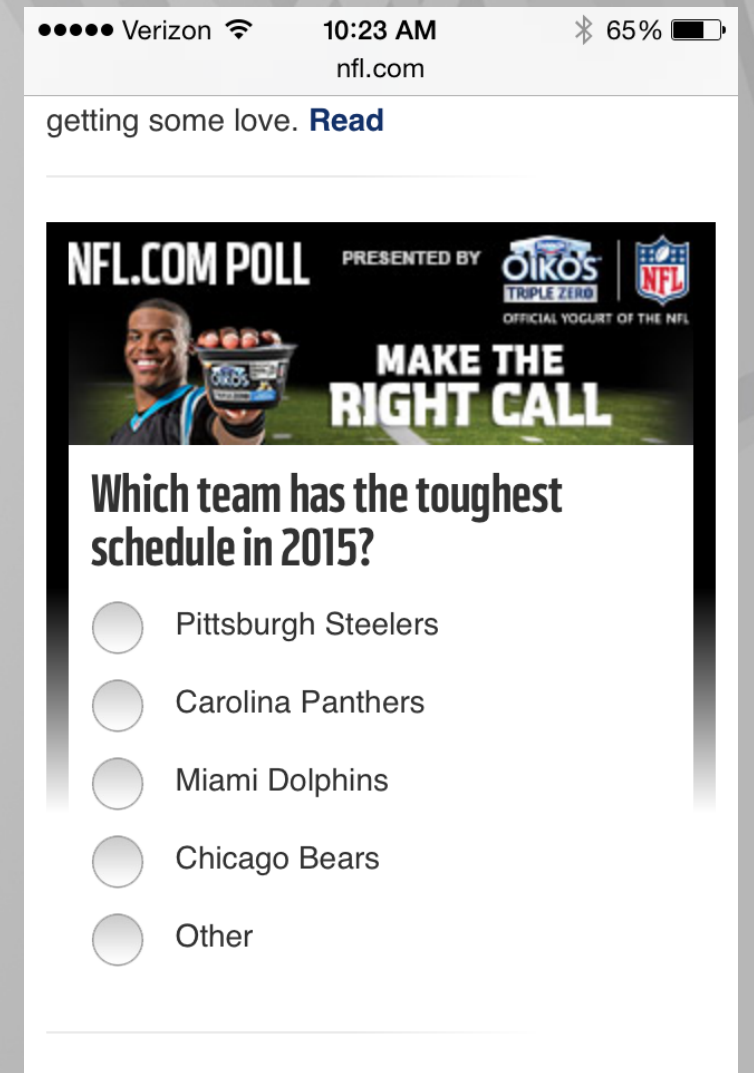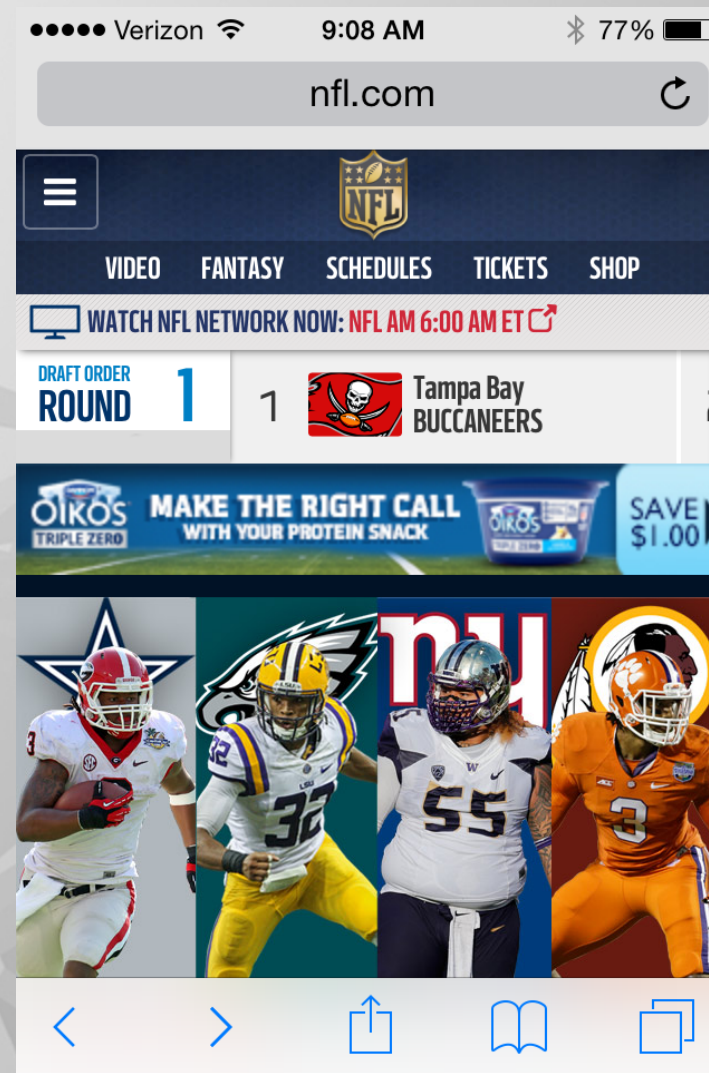## Standard Specs

- Dimensions: 728x90, 300x250, 160x600, 300x600, 970x90

- Accepted File Types: SWF, HTML5, GIF/JPEG, Rich Media

- File Size: 100K Flash/HTML5, 20K GIF, 300K Rich Media

- 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

- 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 and Side Panels: Created by NFL; need style and side panels guide, eps logo, 1x1 tracking pixel and click thru URL (need assets 1 MONTH PRIOR TO LAUNCH)

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Game Center/News Page

Super Leaderboard 970x90

Scores Page

Rectangle 300x250

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EXAMPLE: EDITORIAL SPONSORSHIP

Branded Header, 728x90, Pre-Roll, 300x600, 320x50

NFL Media:

Standard Video Specs

NFL Media

Standard Specs

- Length/Dimension/Ratio Size - :15s, 640x360, 16:9
- Accepted File Types:
  - Desktop – Accept MPEG-4 files, QuickTime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST/VPAID Compliant. VPAID cannot run on NFL NOW or Team Sites
  - m.NFL.com – Accept MPEG-4 files, QuickTime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST Compliant as long as .mp4 and/or .mov files are included along with .flv
  - NFL Mobile – Accept MPEG-4 files, QuickTime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST Compliant as long as .mp4 and/or .mov files are included along with .flv
- File Size: Up to 50MB for :15s
- Third Party Served: Yes, if VAST/VPAID
- Looping Restrictions: None; ad does not animate

Please Note the Following

- Video Gallery: 300x250 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

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Preroll Video and 300x250 Co-Ad

Sponsored Video Channel

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Syndicated Video Players

LOCAL SYNDICATION

NFL Mobile:

Standard & Rich Media Specs

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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: JPEG (for still image) or Rich Media

- FIle Size: 20K (JPEG), 300K (Rich Media)

- 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

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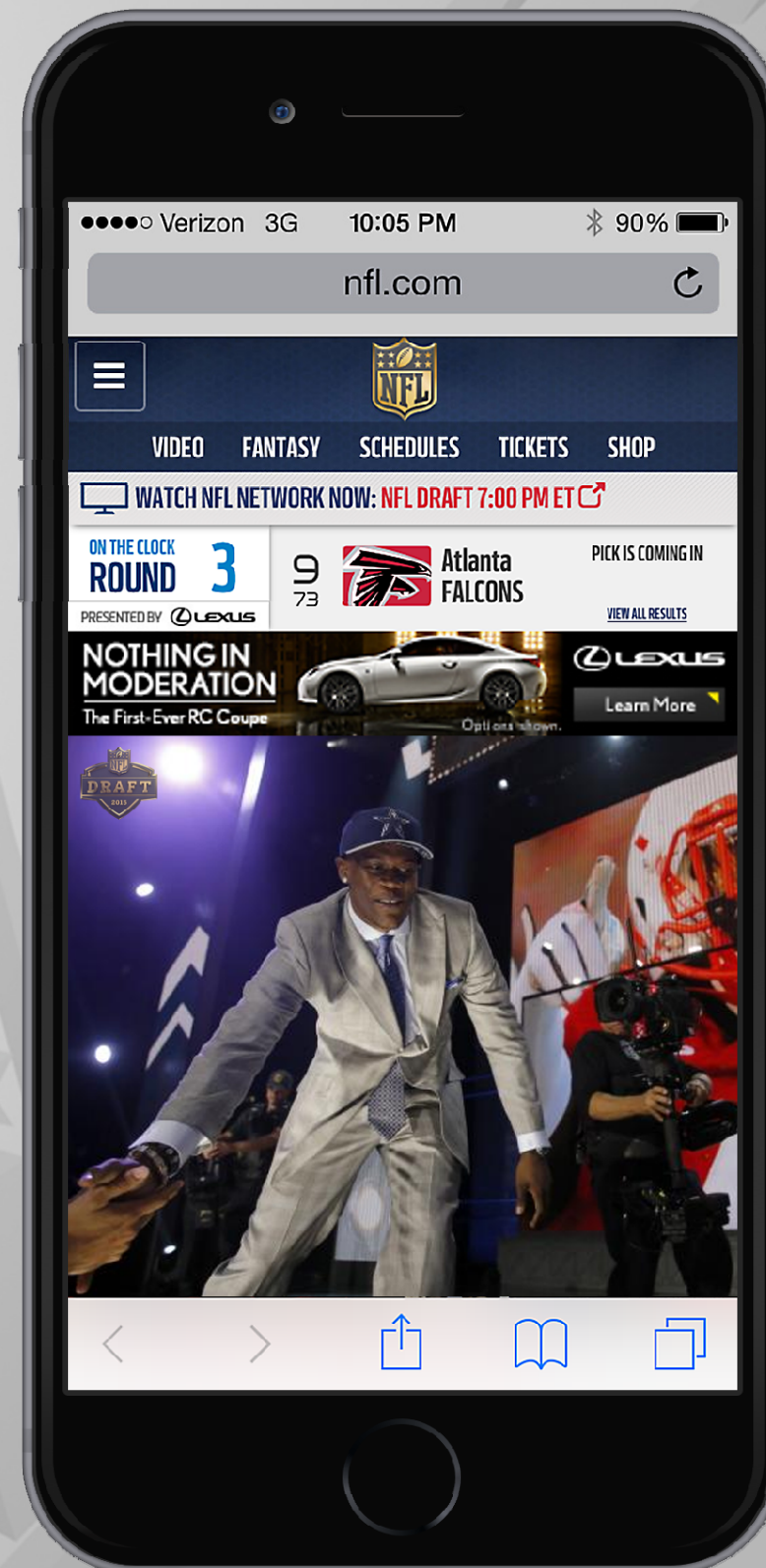
NFL Mobile App

Standard Specs

- Dimension: 320x50 and 300x250

- Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

- Accepted File Types: JPEG (for still image) or Rich Media

- File Size: 20K (JPEG), 300K (Rich Media)

- 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

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NFL Mobile App on Tablet

Standard Specs

- Dimension: 160x600

- Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

- Accepted File Types: JPEG (for still image) or Rich Media

- File Size: 20K (JPEG), 300K (Rich Media)

- 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 LIVE Games

Standard Specs

- Length/Dimension/Ratio Size – :15s, 640x360, 16:9
- TNF/Authenticated Stream:
  - Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST/VPAID compliant
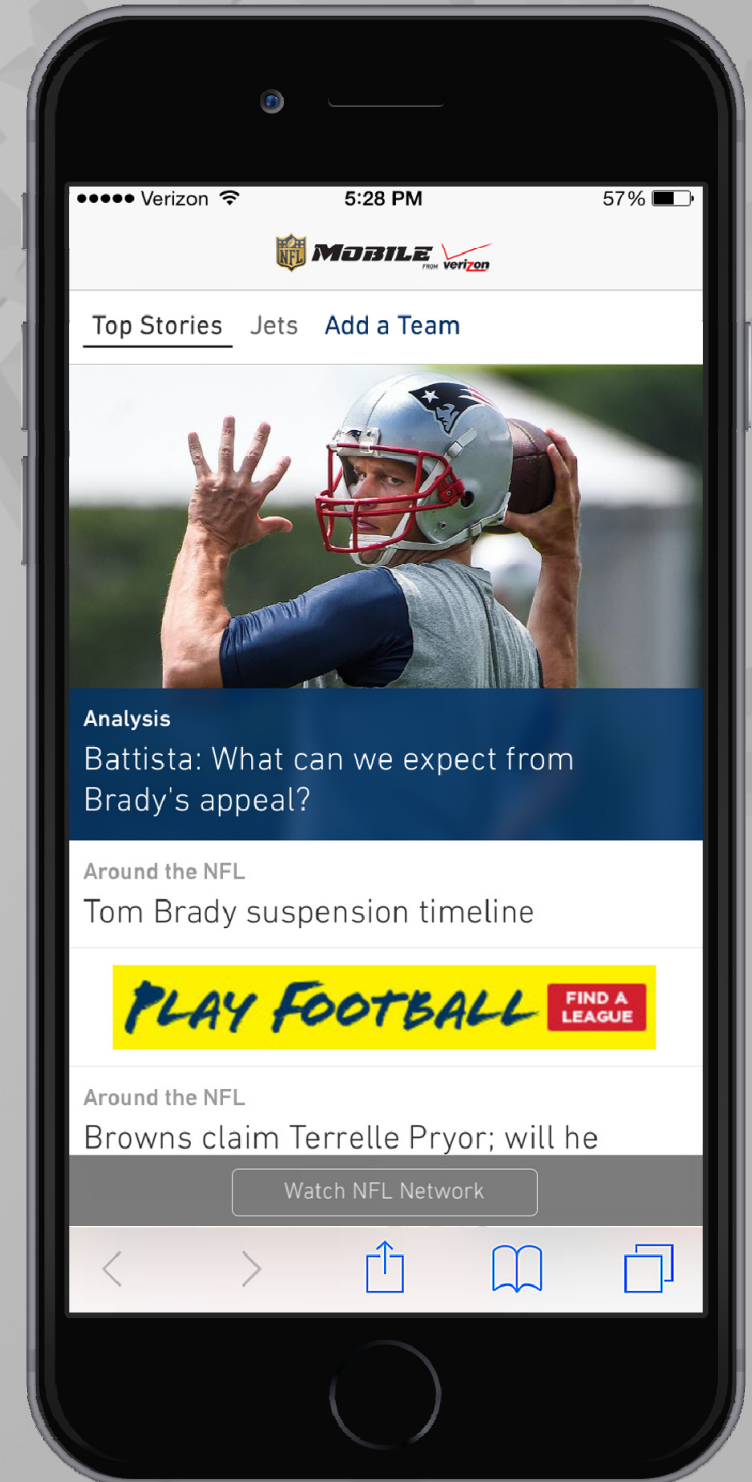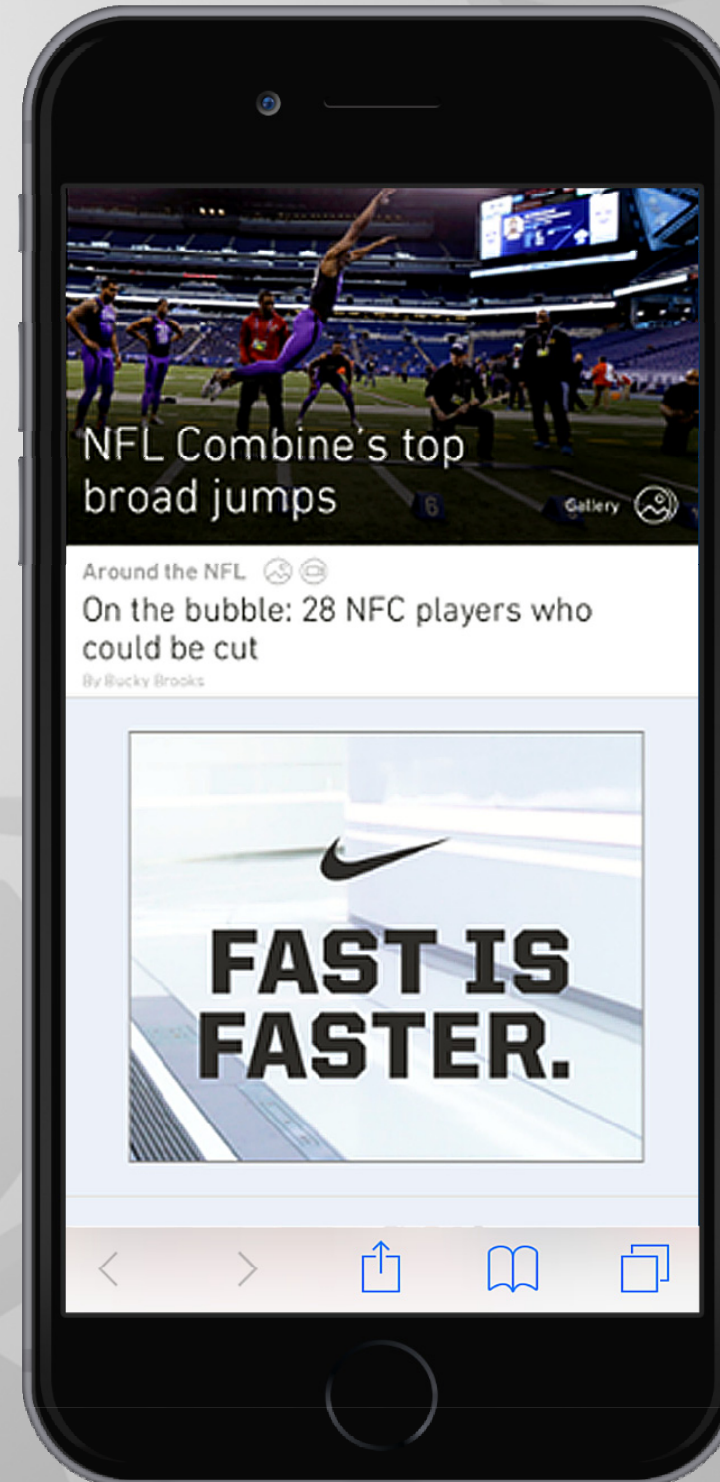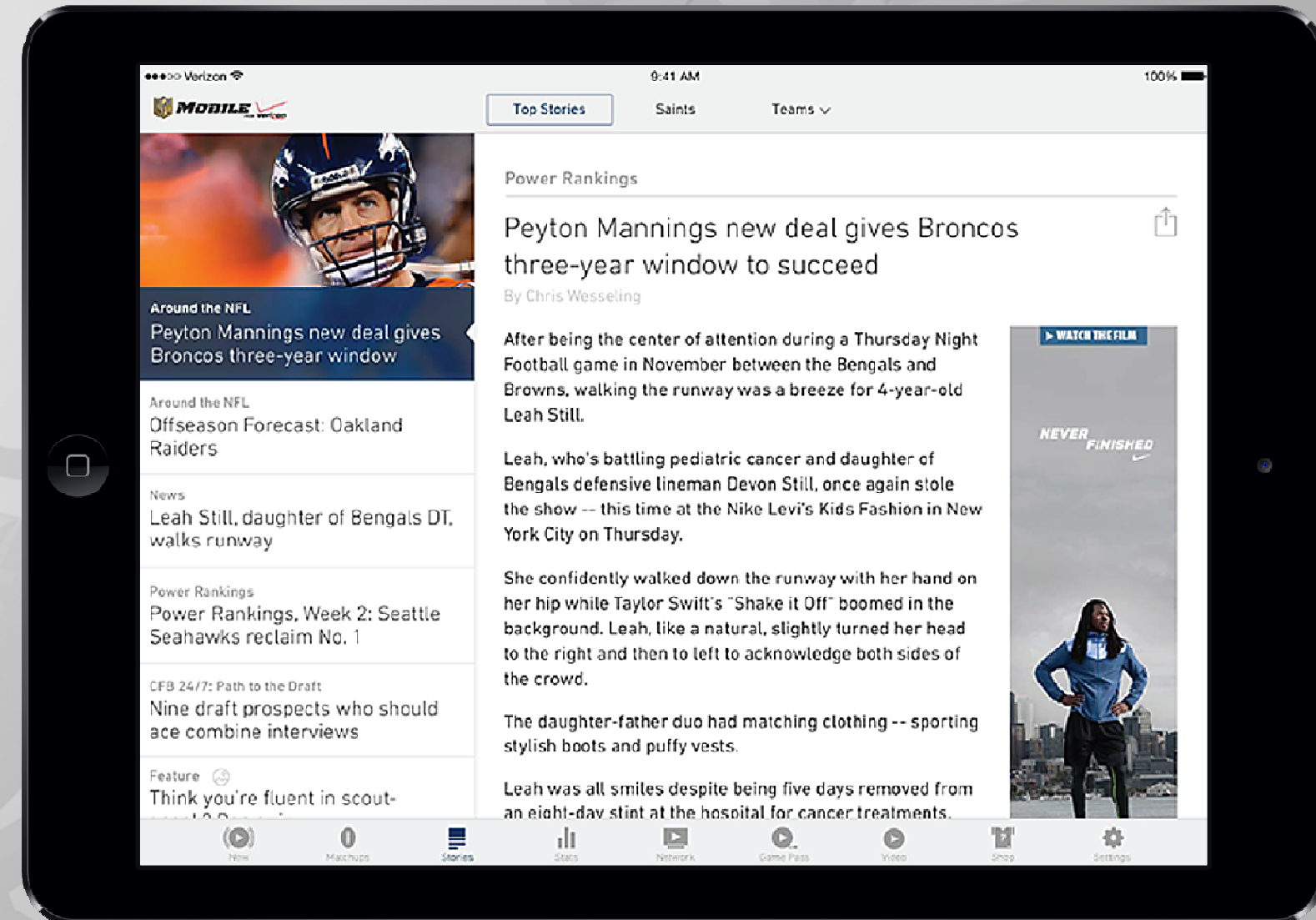 - Mobile/Tablet – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files
- Draft LIVE:
  - Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST/VPAID compliant
- Combine LIVE:
  - Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST/VPAID compliant
- Super Bowl LIVE:
  - Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST/VPAID compliant.

2015 NFL Network Schedule
Thursday Night Football

| November 5 | November 12 | November 19 | December 10 |
| December 17 | December 19* | December 24 | December 26* |

Kickoff at 8:25PM ET   NFL Network   NFL.com   NFL Mobile   * Games played on Saturday

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Additional Information

Please contact: NFLMediaSales@nfl.com

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