



NFL.COM

MEDIA KIT

2015

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HOME PAGE

NFL MEDIA TAKEOVER: HOME PAGE

DESKTOP, TABLET AND MOBILE SCREENS SOLD TOGETHER ON A FLAT FEE BASIS

Desktop

Leaderboard 728x90

The screenshot shows the NFL.com desktop homepage. At the top, there is a navigation bar with the NFL logo, 'Sign In | Register', and a search bar. Below this is a menu with categories: FANTASY, NEWS, VIDEO, SCORES, SCHEDULES, STANDINGS, STATS, WATCH GAMES, TICKETS, and SHOP. A secondary navigation bar includes 'WATCH NFL NETWORK NOW: NFL AM 6:00 AM ET', 'NFL NETWORK', 'NFL NOW', 'MOBILE', 'EN ESPAÑOL', and 'HEALTH & SAFETY'. The main content area features a 'DRAFT ORDER ROUND 1' section with team logos and pick numbers: Tampa Bay Buccaneers (1), Tennessee Titans (2), Jacksonville Jaguars (3), and Oakland Raiders (4). Below this is a promotional banner for Oikos Triple Zero yogurt, titled 'MAKE THE RIGHT CALL WITH YOUR PROTEIN SNACK' and 'OFFICIAL YOGURT SPONSOR OF THE 2015 NFL DRAFT', with a 'SAVE \$1.00' button. The bottom section displays a 'PREDICT THE PICK' section with a 'NOW' button and a 'MAYOCK'S BEST FITS' section with images of players from Alabama, LSU, Washington, and Tennessee.

Branded Poll Skin

The screenshot shows a social media post featuring a branded poll skin. The poll is titled 'NFL.COM POLL' and is presented by Oikos Triple Zero, the official yogurt of the NFL. The poll question is 'Which team has the toughest schedule in 2015?'. The poll options are: Pittsburgh Steelers, Carolina Panthers, Miami Dolphins, Chicago Bears, and Other. The poll is displayed on a background image of a player holding a container of Oikos Triple Zero yogurt. The poll is part of a post by 'ffDarlington'.

Rectangle 300x250

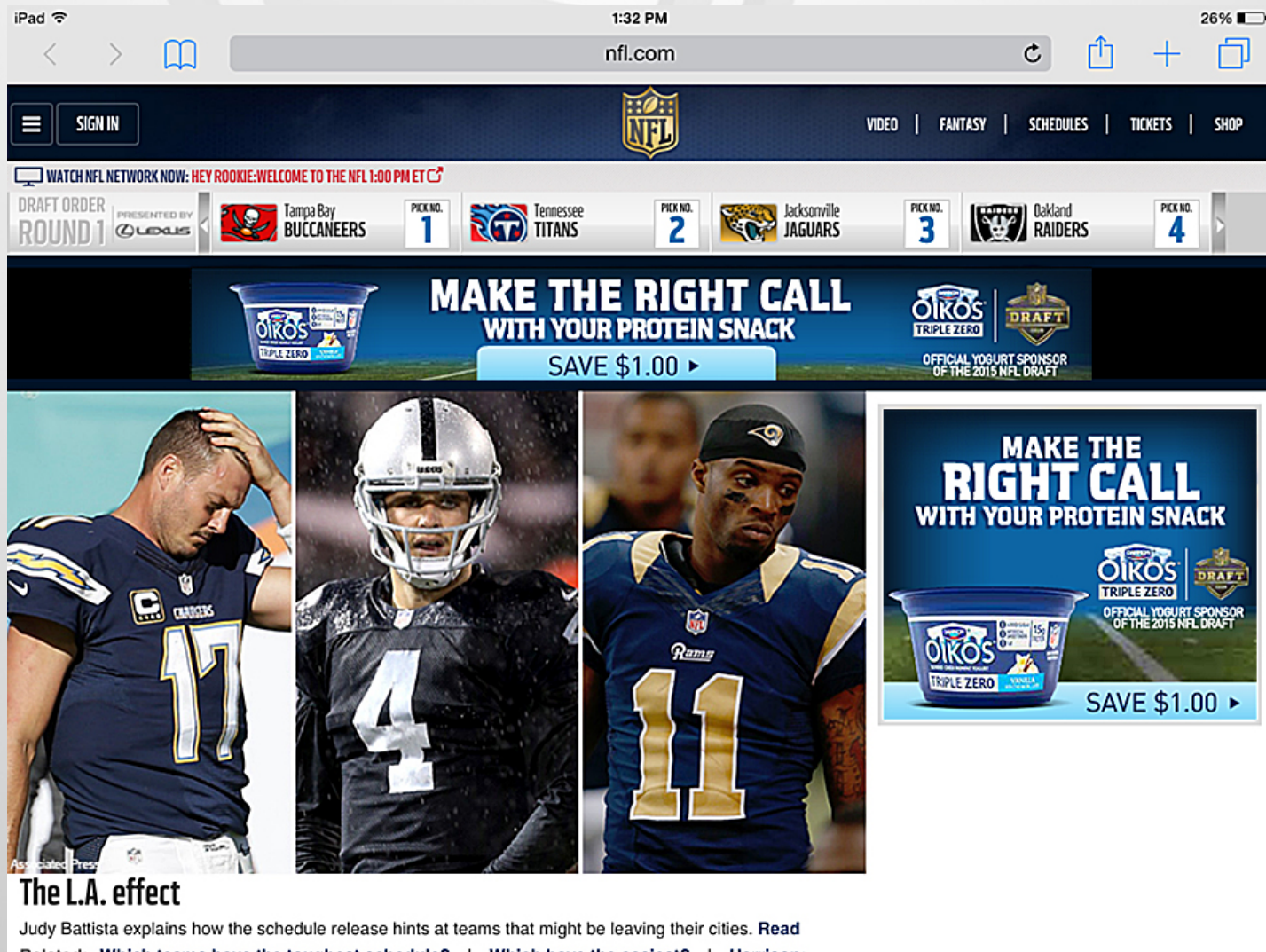
The screenshot shows a 300x250 advertisement for Oikos Triple Zero yogurt. The ad features a blue background with the text 'MAKE THE RIGHT CALL WITH YOUR PROTEIN SNACK' and 'OFFICIAL YOGURT SPONSOR OF THE 2015 NFL DRAFT'. A container of Oikos Triple Zero yogurt is shown with a 'SAVE \$1.00' button. The ad is part of a social media post by 'ffDarlington'.

NFL MEDIA TAKEOVER: HOME PAGE

DESKTOP, TABLET AND MOBILE SCREENS SOLD TOGETHER ON A FLAT FEE BASIS (CONT'D)

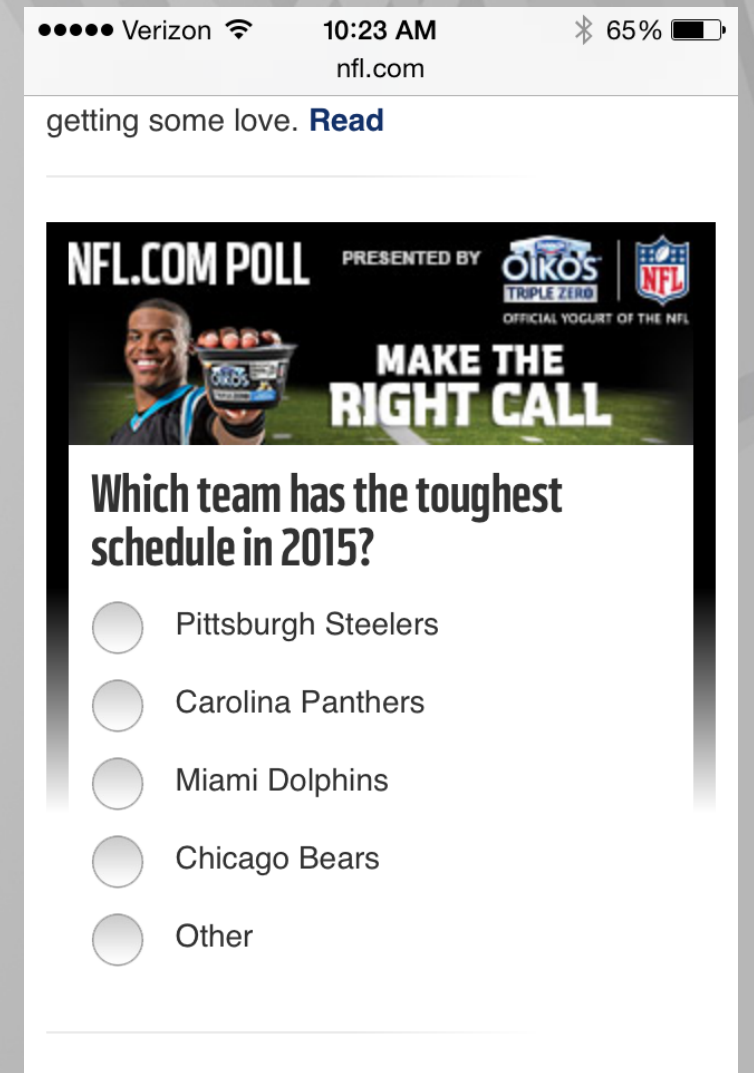
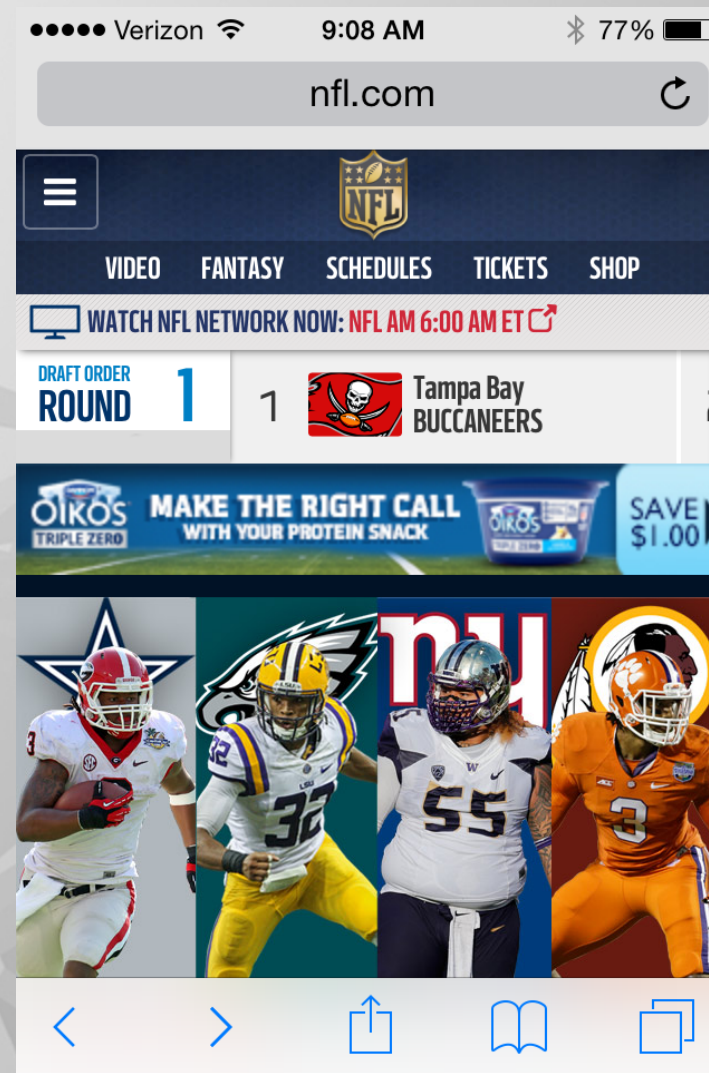
Tablet

Tablet 728x90 and 300x250



Mobile

Mobile 320x50, Mobile Branded Poll Skin



NFL MEDIA:

STANDARD & RICH MEDIA SPECS

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)

GAME CENTER/NEWS PAGE

SUPER LEADERBOARD 970x90

Welcome, brownmk4

TEAM SITES

Search NFL.com

SEARCH

NFL FANTASY NEWS VIDEO SCORES SCHEDULES STANDINGS STATS WATCH GAMES TICKETS SHOP

WATCH NFL NETWORK NOW: TOP 10 12:00 PM ET

NFL NETWORK NFL NOW MOBILE EN ESPAÑOL HEALTH & SAFETY

BUD LIGHT SURE SIGN OF A GOOD TIME **HERE WE GO!**

AROUND THE NFL

February meeting helped convince Bears on Cutler 0
Published: March 25, 2015 at 12:28 PM
After some lukewarm comments about Jay Cutler at the scouting combine, the Bears brass met with the quarterback without his agent. The team left the meeting convinced he was their starter. [Read](#)

Arians won't discuss A.P.: 'That's tampering, dude!' 0
Published: March 25, 2015 at 12:24 PM
It is uncertain whether or not the Arizona Cardinals will make a move for RB Adrian Peterson. Cardinals coach Bruce Arians kept mum on the subject at the NFC coaches breakfast. [Read](#)

Payton: 'No truth' to Brees trade rumors 1
Published: March 25, 2015 at 11:59 AM
Saints coach Sean Payton commented about the recent chatter surrounding the possible departure of quarterback Drew Brees. Payton confirmed Wednesday the rumors were purely speculation. [Read](#)

AUCTION
REAL NFL STUFF.
REAL EASY.
NFL PLAYERS **BID NOW**

OTHER NEWS

DeVante Parker's physical skills mask lack of polish

Lovie Smith: Not erroneous to assume Winston will be Bucs' pick at No. 1

SCORES PAGE

RECTANGLE 300x250

The screenshot shows the NFL.com website interface. At the top, there is a navigation bar with the NFL logo, "Sign In | Register", "TEAM SITES", a search bar, and a menu with options: FANTASY, NEWS, VIDEO, SCORES, SCHEDULES, STANDINGS, STATS, WATCH GAMES, TICKETS, and SHOP. Below the menu, there are links for "WATCH NFL NETWORK NOW: TOP 10 12:00 PM ET", "NFL NETWORK", "NFL NOW", "MOBILE", "EN ESPAÑOL", and "HEALTH & SAFETY".

The main content area is titled "SCORES" and includes tabs for "PRESEASON" and "REGULAR SEASON". A week selector shows "1" through "17" and the year "2015". Below this, it says "WEEK 1" and "TEAMS WITH BYES: NONE".

The page displays a grid of game cards for Week 1. Each card includes the date, time, and broadcast network, followed by the team logos and names, their records (0-0-0), and the game status (indicated by "--"). A "GAME CENTER" button and social media links (Like, Share) are also present. The game cards are:

- Thu, Sep 10 NBC: Steelers vs Patriots (9:30 AM ET)
- Sun, Sep 13 CBS: Dolphins vs Redskins (1:00 PM ET)
- Sun, Sep 13 CBS: Colts vs Bills (1:00 PM ET)
- Sun, Sep 13 CBS: Browns vs Jets (1:00 PM ET)
- Sun, Sep 13 CBS: Chiefs vs Panthers
- Sun, Sep 13 FOX: Seahawks

There are also two promotional banners for "THE OFFICIAL HEADWEAR OF THE NFL DRAFT" featuring "2015 OFFICIAL NFL DRAFT COLLECTION WITH LIQUID CHROME TEAM LOGOS".

EXAMPLE: EDITORIAL SPONSORSHIP

BRANDED HEADER, 728X90, PRE-ROLL, 300X600, 320X50

Introducing **FedEx One Rate**SM Simple, flat rate shipping with the reliability of FedEx. [Learn more](#) 

Terms, conditions, and weight limits apply. Proper packing required.

POSITIONAL OVERVIEWS PRESENTED BY 

2015 NFL Draft: The skinny on this year's running backs

By Mike Huguenin
College Football 24/7 writer
Published: April 16, 2015 at 12:03 p.m. Updated: April 17, 2015 at 01:54 p.m. 999+ Likes | 22 Comments

[+1](#) [Like](#) [Share](#)

[PRINT](#) [EMAIL](#)

[READ](#) [DISCUSS](#)



HEADLINES

LATEST

- Wilson reiterates desire to stay a Seahawk for a 'really long time'
- McFadden healthy in Dallas: 'I feel like a rookie all over again'
- Dez Bryant, Cowboys renew contract talks | Fantasy signups
- Giants punter Weatherford throws barbs at Eagles quarterbacks
- Manziel 'needs more time,' says Bengals DC | 'Making the Leap'
- Cardinals GM finding success with underdogs | Russ vs. Cam
- Dodger Stadium, Rose Bowl among L.A. venue options in 2016
- Eli Manning's agent: QBs always get their deal done | Superstars
- Mike Evans: 'I'm just trying to be the best, period' | All-NFC South

[More News >](#) [Subscribe](#)

Positional overviews: [QBs](#) | [RBs](#) | [Interior DLs](#)

We continue our quick-hit position overviews for the 2015 NFL Draft with running back -- you know, the position that has lost luster in the draft, but not on the field on Sundays.

No running back has been taken in the first round in either of the past two drafts; that's the first time that has happened in draft history. But that "streak" should come to an end this year, with Georgia's Todd Gurley and Wisconsin's Melvin Gordon expected to be first-round selections.


In addition, as many as six more backs conceivably could go by the end of the second round. And there are probably eight or so more who will go in the middle rounds. In short, this is a deep draft class for running backs. That sets up some interesting thought processes for a few teams: Do they try to grab a back early, or roll the dice and wait a round


Rk	Player	School	Grade*
1	Todd Gurley	Georgia	6.3

Gurley has the talent to be a top-five NFL running back, but the ACL tear clouds the short-term picture. [More ...](#)


 

AT&T 4:24 PM nfl.com 40%

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POSITIONAL OVERVIEWS

PRESENTED BY 

[PREVIOUS](#) [NEXT](#)

Published: April 15, 2015 at 11:15 a.m.
Updated: April 17, 2015 at 01:53 p.m. 38

2015 NFL Draft: The skinny on this year's quarterbacks



Mike Huguenin
College Football 24/7 writer

[+](#) [Twitter](#) [Facebook](#) [SHARE](#)

NFL MEDIA:

STANDARD VIDEO SPECS

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

PREROLL VIDEO AND 300x250 Co-Ad

The screenshot displays the NFL.com website interface. At the top, there is a navigation bar with the NFL logo, a search bar, and various menu items: FANTASY, NEWS, VIDEO, SCORES, SCHEDULES, STANDINGS, STATS, WATCH GAMES, TICKETS, and SHOP. Below the navigation bar, there is a banner for a preroll video. The video shows a person's hand interacting with a Microsoft Surface tablet displaying a business dashboard with charts and data. Text at the bottom of the video reads: "Keyboard and Office sold separately" and "Video will start in 4 seconds".

Below the video, there is a "TAGS" section with a "Featured" tab. The featured content includes three articles about the New York Jets and Darrelle Revis, and a 300x250 co-ad for Microsoft Surface. The co-ad features the Microsoft logo, the text "Surface Official tablet of the NFL", and a "Learn more" button. The background of the co-ad is blue with a yellow goalpost icon and a red Microsoft Surface tablet.

SPONSORED VIDEO CHANNEL

The screenshot displays the NFL.com website interface. At the top, there is a navigation bar with the NFL logo, a search bar, and various menu items: FANTASY, NEWS, VIDEO, SCORES, SCHEDULES, STANDINGS, STATS, WATCH GAMES, TICKETS, and SHOP. Below the navigation bar, a banner for "PATH TO DRAFT" is presented by Ameritrade. The main content area features a large video player showing a man in a grey shirt and blue cap walking on a brick path. Below the video player, there is a grid of six video thumbnails:

- NOW PLAYING**: First Draft: Cameron Erving
- Cameron Erving: It was real easy for me to move to center**
- LT's top 5 running backs in the 2015 draft**
- Draft War Room: San Francisco 49ers**
- Duke Johnson on his mentor Edgerrin James**
- Casserly's perfect fits for Browns in first round**

On the right side of the grid, there is a green promotional box for Ameritrade:

We're all about clock management.
Open a TD Ameritrade IRA in just 15 minutes.
Open and fund an IRA + get up to \$600 >>

At the bottom of the promotional box, there is an "OPEN >" button and the Ameritrade logo.

SYNDICATED VIDEO PLAYERS

Home Mail Search News Sports Finance Weather Games Answers Screen Flickr Mobile More

YAHOO! SPORTS

Search Sports Search Web

Sign In Mail

Local Teams
Sign In to save teams
Eagles
Patriots
Knicks
Mets
Rangers

Sports Home
Fantasy
NFL
Fantasy Football
Draft
Scores/Schedule
Standings
Stats
Teams
Players
Dan Wetzel
Eric Adelson
Charles Robinson
Shutdown Corner
Video
NFL Now
More

NBA Finals
MLB
Stanley Cup Final

QB 9 TONY ROMO
Giving up golf this offseason; full participant in Cowboys organized team activities for first time since 2012

NFL.COM

NOW WATCHING UP NEXT

NFL Media Insider Ian Rapoport: Oakland Raiders quarterback Derek Carr cleared for minicamp

by NFL Highlights 1:00 mins

NFL Media Insider Ian Rapoport reports that Oakland Raiders quarterback Derek Carr has been cleared to participate in minicamp.

Share this <http://sports.yahoo.com/video/nfl-media-insider-ian-rapoport-18>

t f twitter mail

Scoreboard Trending

Yesterday	Today	Tomorrow
Milwaukee	Pittsburgh	7:05 pm ET FSWI, RTPT
Miami	Toronto	7:07 pm ET FSFL, RSN
Philadelphia	Cincinnati	7:10 pm ET CSP, FSOH
San Diego	Atlanta	7:10 pm ET SPSO, FSSD
Houston		

LOCAL SYNDICATION

The Washington Times HOME NEWS - OPINION - SPORTS - CLASSIFIEDS MARKET -

BASKETBALL SNYDER: Disappointment only natural when t... **FOOTBALL** Matt Jones at Redskins' rookie minicamp... **BASEBALL** For Nationals' pitchers, mound posit... **BASKETBALL** As offseason begins, anc second-round ...


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HOME \ SPORTS \ FOOTBALL

Football

FEATURED ARTICLES

 **Matt Jones at Redskins' rookie minicamp: 'I will compete with anybody'**
By Zac Boyer - The Washington Times
Jones, a third-round pick in the NFL draft earlier this month, knows Alfred Morris is entrenched as the Redskins' top running back. That doesn't mean the rookie from Florida won't do all he can to challenge him.
16 SHARES

 **Brandon Scherff, other Redskins rookies get**

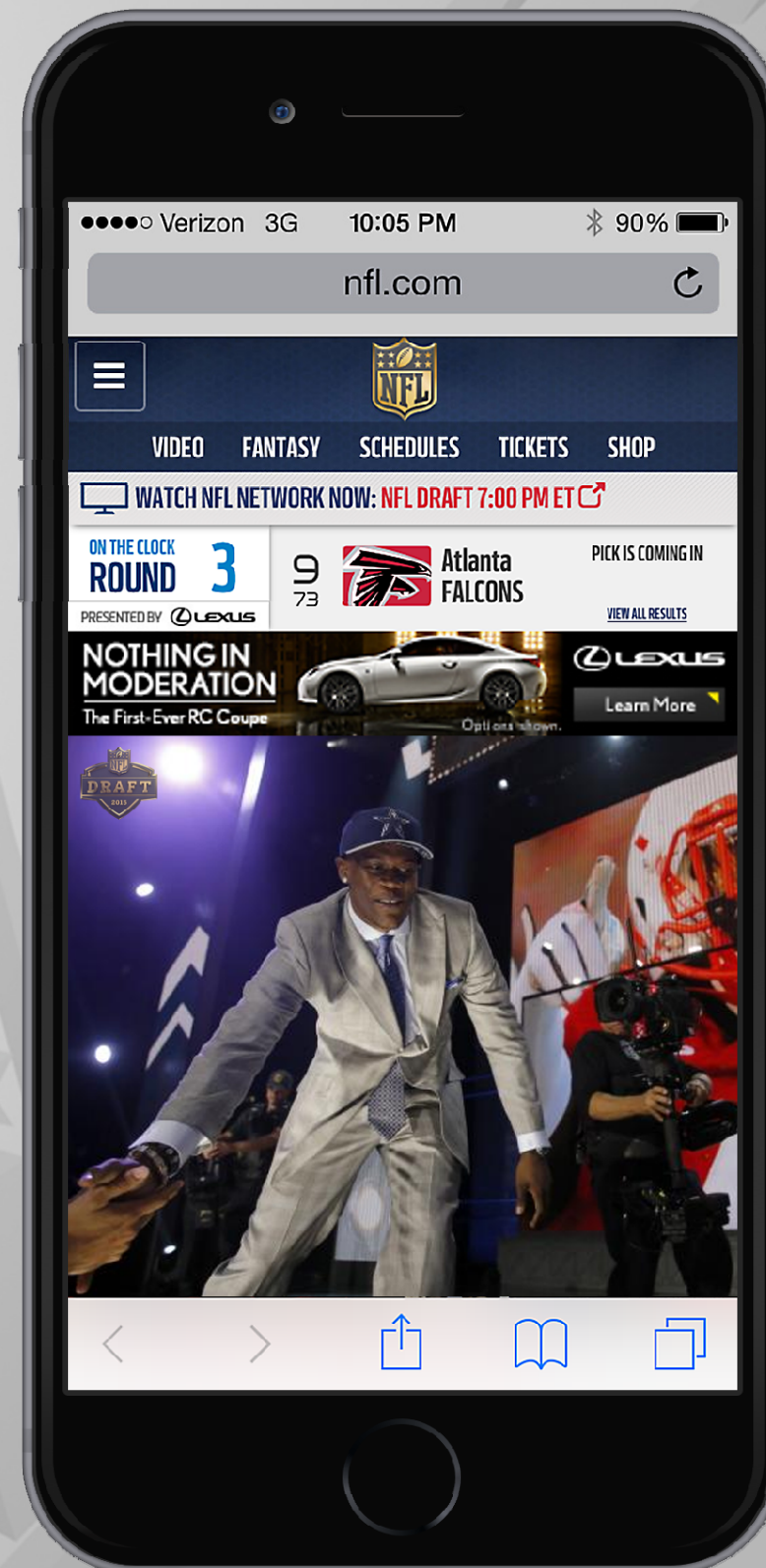

NFL.COM
00:07 / 03:57
Guide Sport NFL Washington Redskins Editors pick

NFL MOBILE:

STANDARD & RICH MEDIA SPECS

STANDARD SPECS

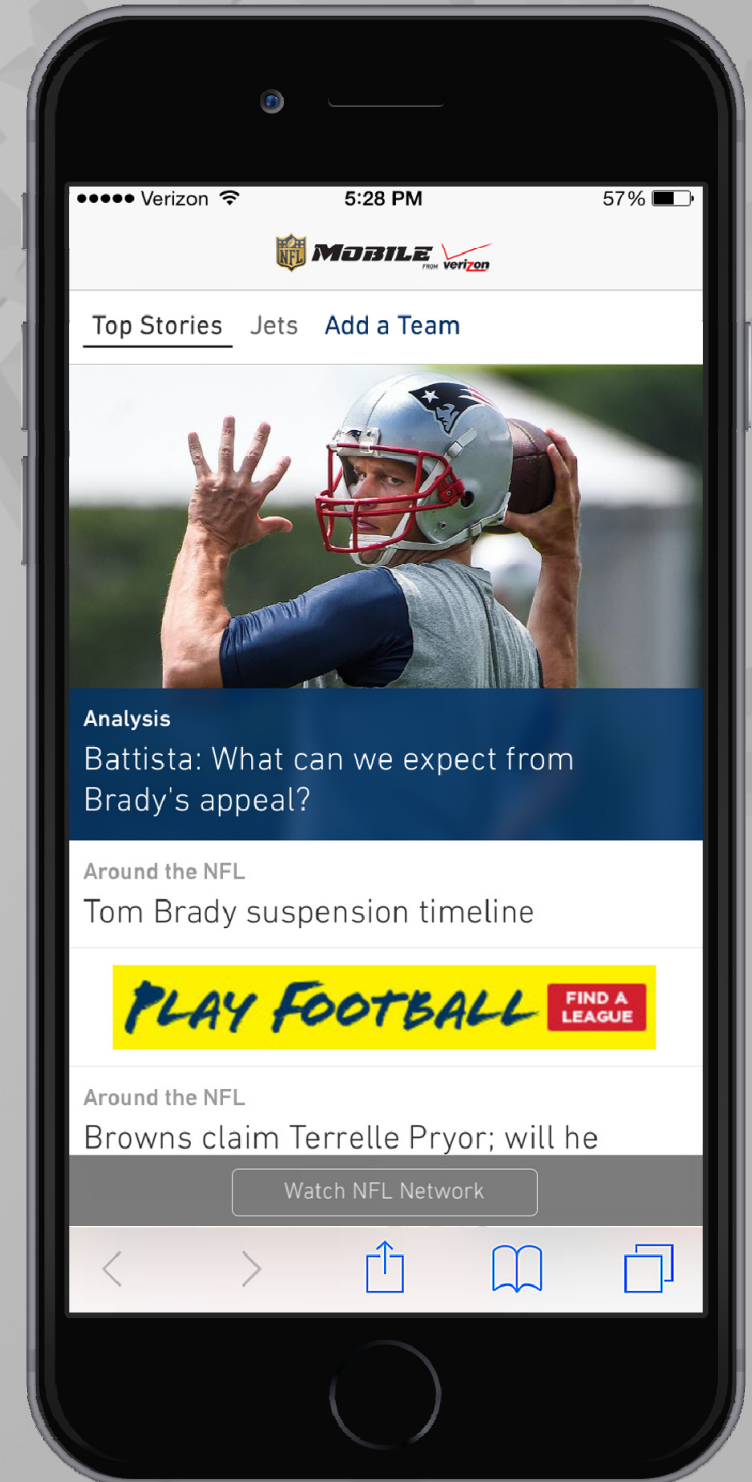
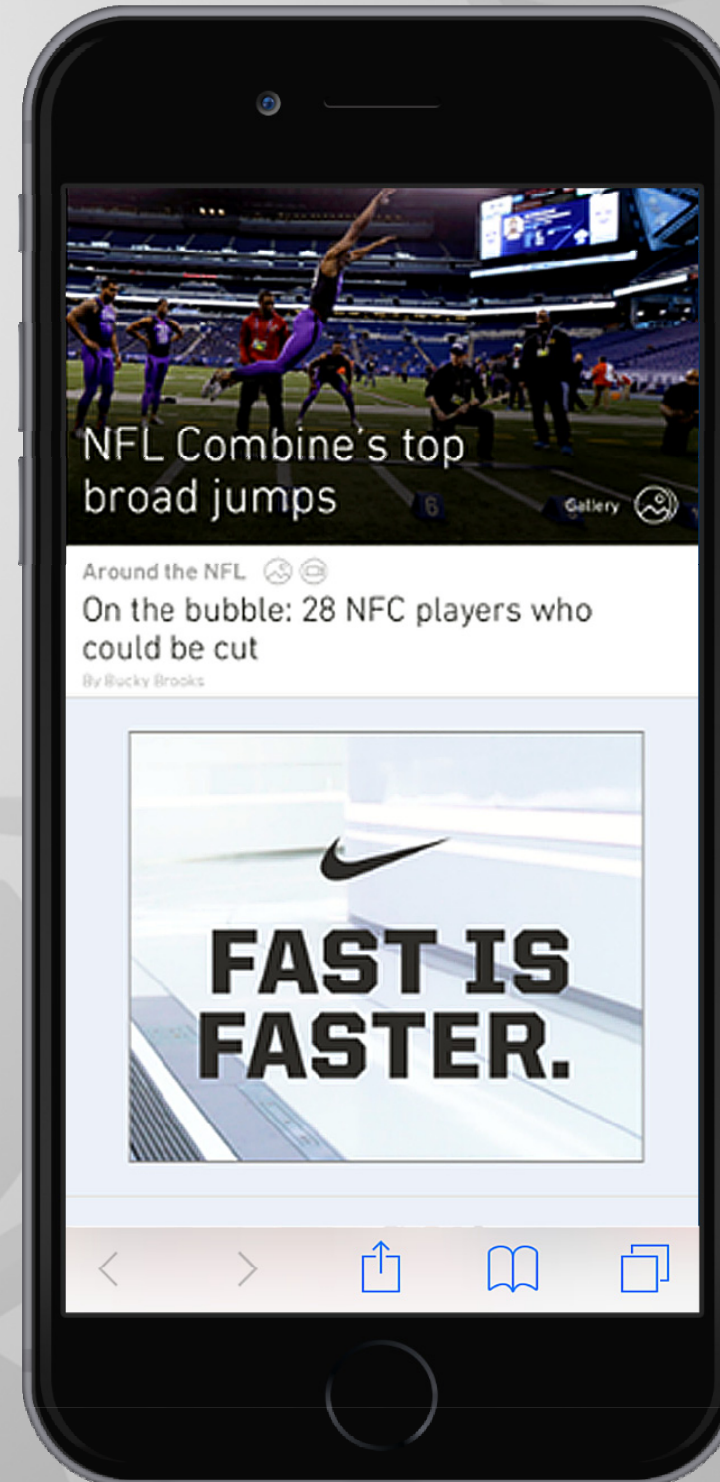
- Dimension: 320 x 50
- Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed
- Accepted File Types: JPEG (for still image) or Rich Media
- File Size: 20K (JPEG), 300K (Rich Media)
- Third Party Served: Yes
- Video Accepted: No
- Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch



NFL MOBILE APP

STANDARD SPECS

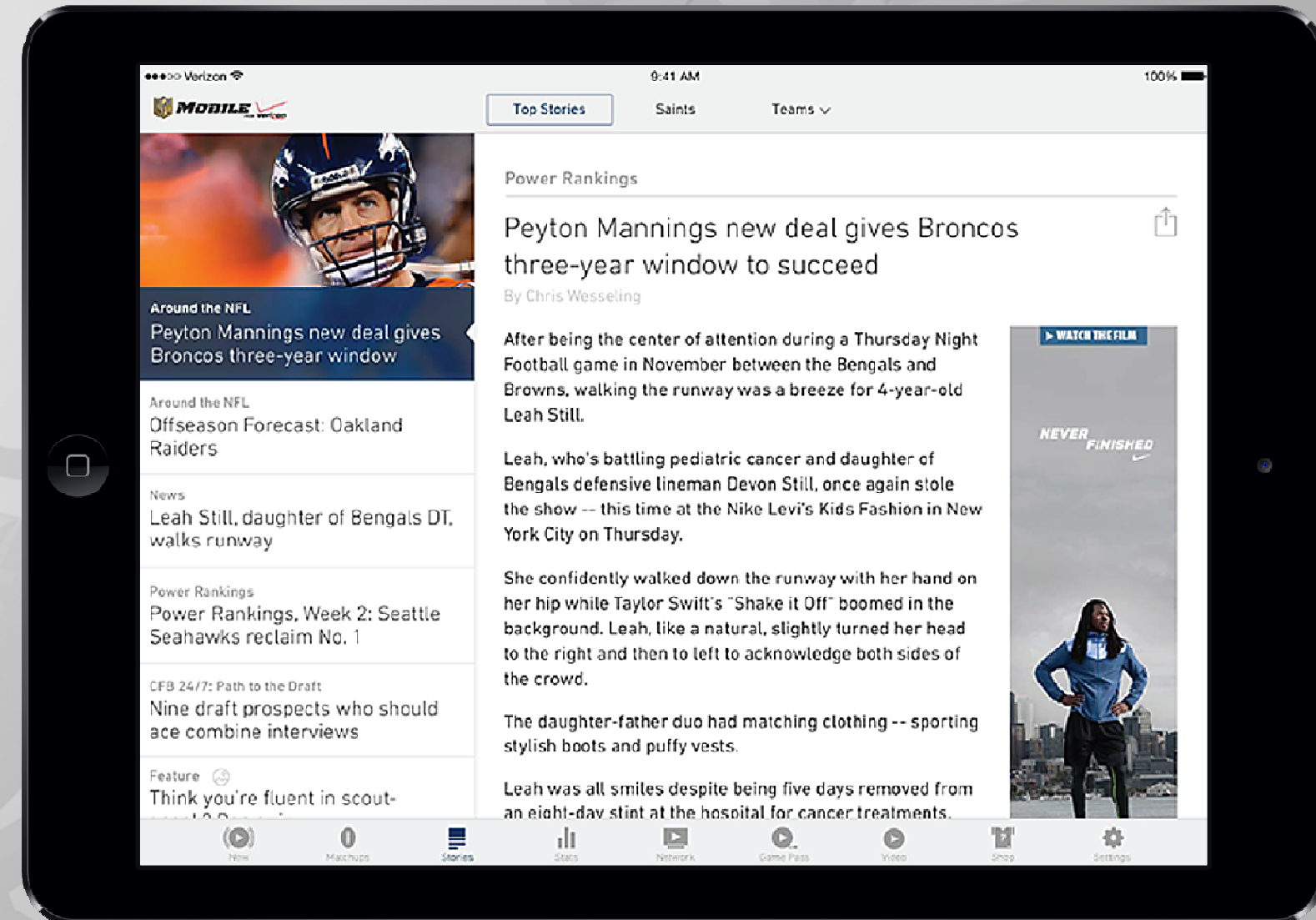
- Dimension: 320x50 and 300x250
- Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed
- Accepted File Types: JPEG (for still image) or Rich Media
- File Size: 20K (JPEG), 300K (Rich Media)
- Third Party Served: Yes
- Video Accepted: No
- Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch



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

 NETWORK  NFL.COM  MOBILE

* Games played on Saturday

ADDITIONAL INFORMATION

PLEASE CONTACT: NFLMEDIASALES@NFL.COM