Key Metrics:

- #1 fan base in the country
- Viewers*: 32M
- Overall Unique Visitors*: 67M

*In an average off-season month
Key Metrics:

- Fantasy Game sign-ups in 2015: 4.3M
- Users watch an average of 44 minutes of video
- +39% Unique Visitors

Social Media Followers:
- Twitter: 19.1M
- Facebook: 13.6M
- Instagram: 6.2M
- YouTube: 19.1M
Key Metrics:

Host to 8 2016 NFL Season Games

8 TNF Games

P2+ Average Audience

2013: 8.1M
2014: 12.3M
2015: 13.0M

+64%

LIVE Streams are Up!
Advertising and Rich Media Specs

NFL.com 2016

NFL.com

Advertising and Rich Media Specs
Table of Contents

• 2016 NFL Media Takeover: Homepage
• NFL Media: Standard & Rich Media Specs
• NFL Media: Standard Video Specs
• NFL Mobile: Standard & Rich Media Specs
• Additional Information
Desktop, Tablet and Mobile screens sold together on a flat fee basis.
NFL Media Takeover: Home Page

Desktop, Tablet and Mobile screens sold together on a flat fee basis (cont’d)
NFL Media

Standard and Rich Media specs

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)
Scores Page

Leader Board 728x90, Rectangle 300x250,
Pre-roll 640x360
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 Compliant.
  • 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
• 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
Pre-roll Video and 300x250 Co-Ad
NFL Media Insider Ian Rapoport: Oakland Raiders quarterback Derek Carr cleared for minicamp

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

• 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: YES

• Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch
NFL Mobile App

Standard Specs

- 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: Yes
- 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
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 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 compliant

Combine LIVE:
- Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST compliant

Super Bowl LIVE:
- Desktop – Accept MPEG-4 files, Quicktime files/compressed .flv files with uncompressed .mov or .mp4 files; VAST compliant