NFL.COM 2016

MEDIA KIT

Key Metrics:

NFL

#1 fan base in the country

185M

NFL NETWORK

Viewers*

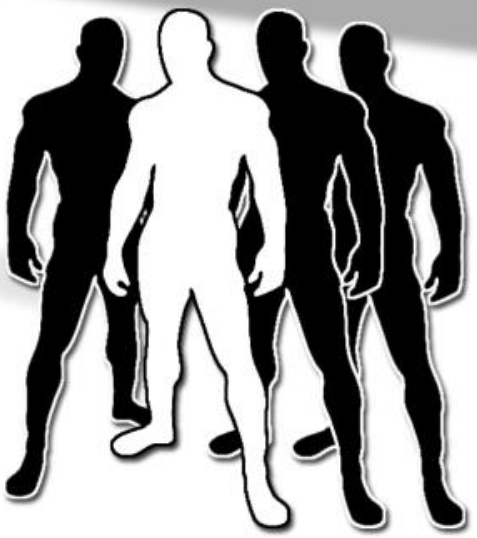
32M

NFL NETWORK

NFL DIGITAL PROPERTIES

Overall Unique Visitors*

67M



*In an average off-season month

Key Metrics:

NFL FANTASY FOOTBALL

4.3M

Fantasy Game sign-ups in 2015

NFL MOBILE

44 minutes!

- Users watch an average of 44 minutes of video
- + 39% Unique Visitors

NFL SOCIAL

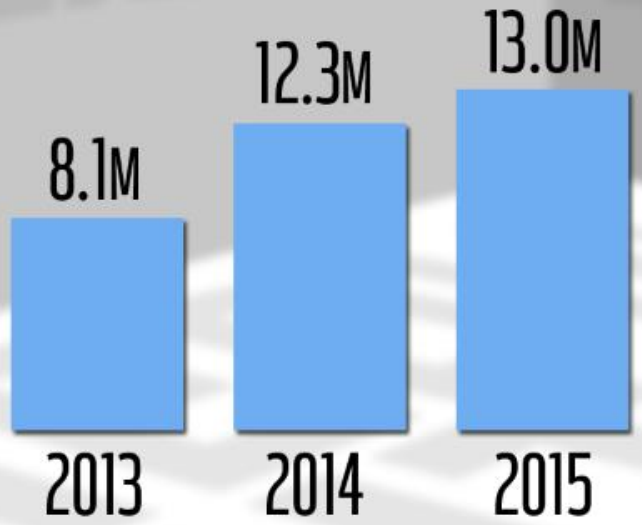
- 19.1M
- 13.6M
- 6.2M
- 19.1M

Social Media Followers

Key Metrics:

Host to 8 2016 NFL Season Games

P2+ Average Audience



LIVE Streams are Up!

+64%

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Advertising and Rich Media Specs

NFL.COM 2016

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*

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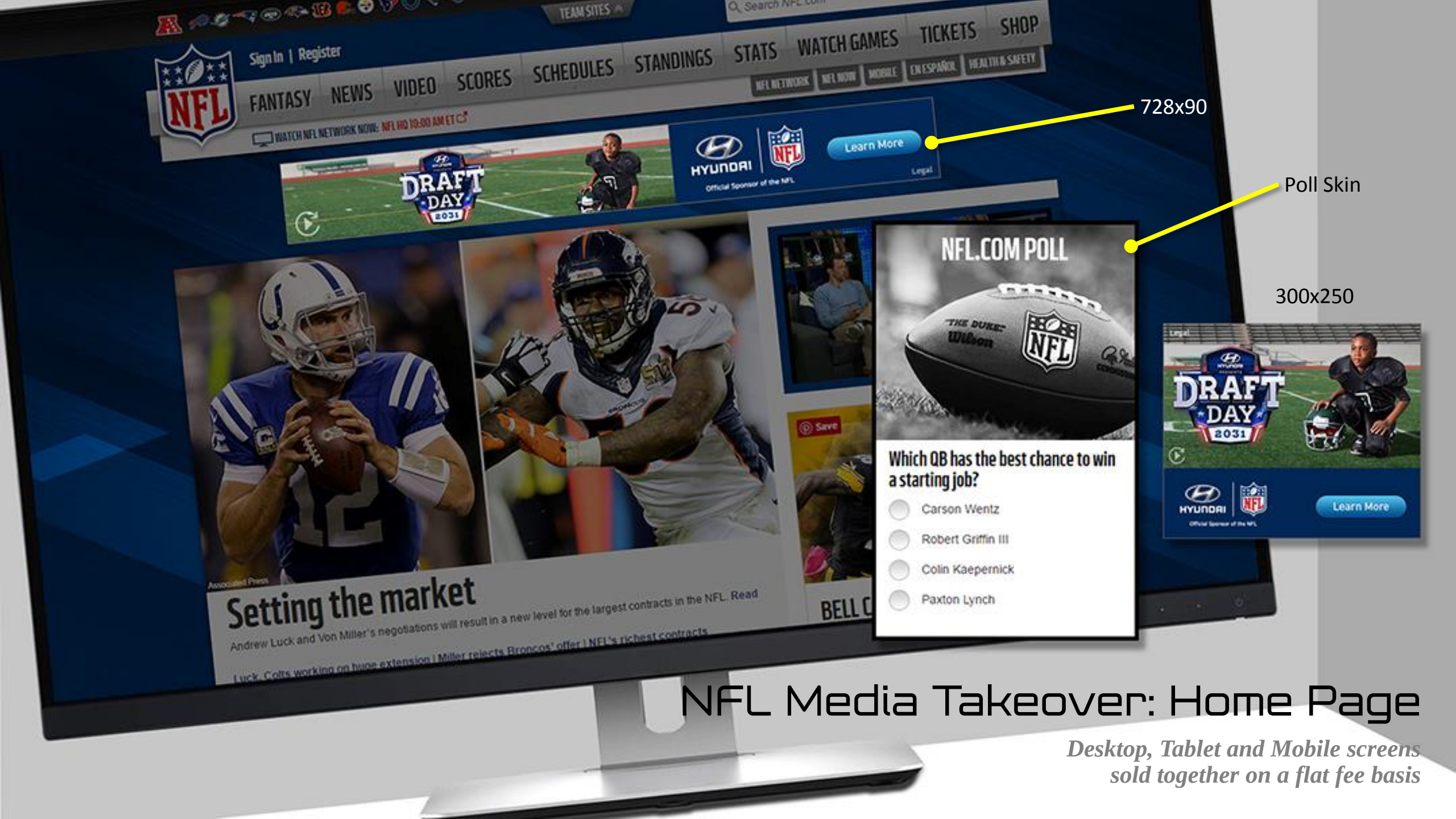
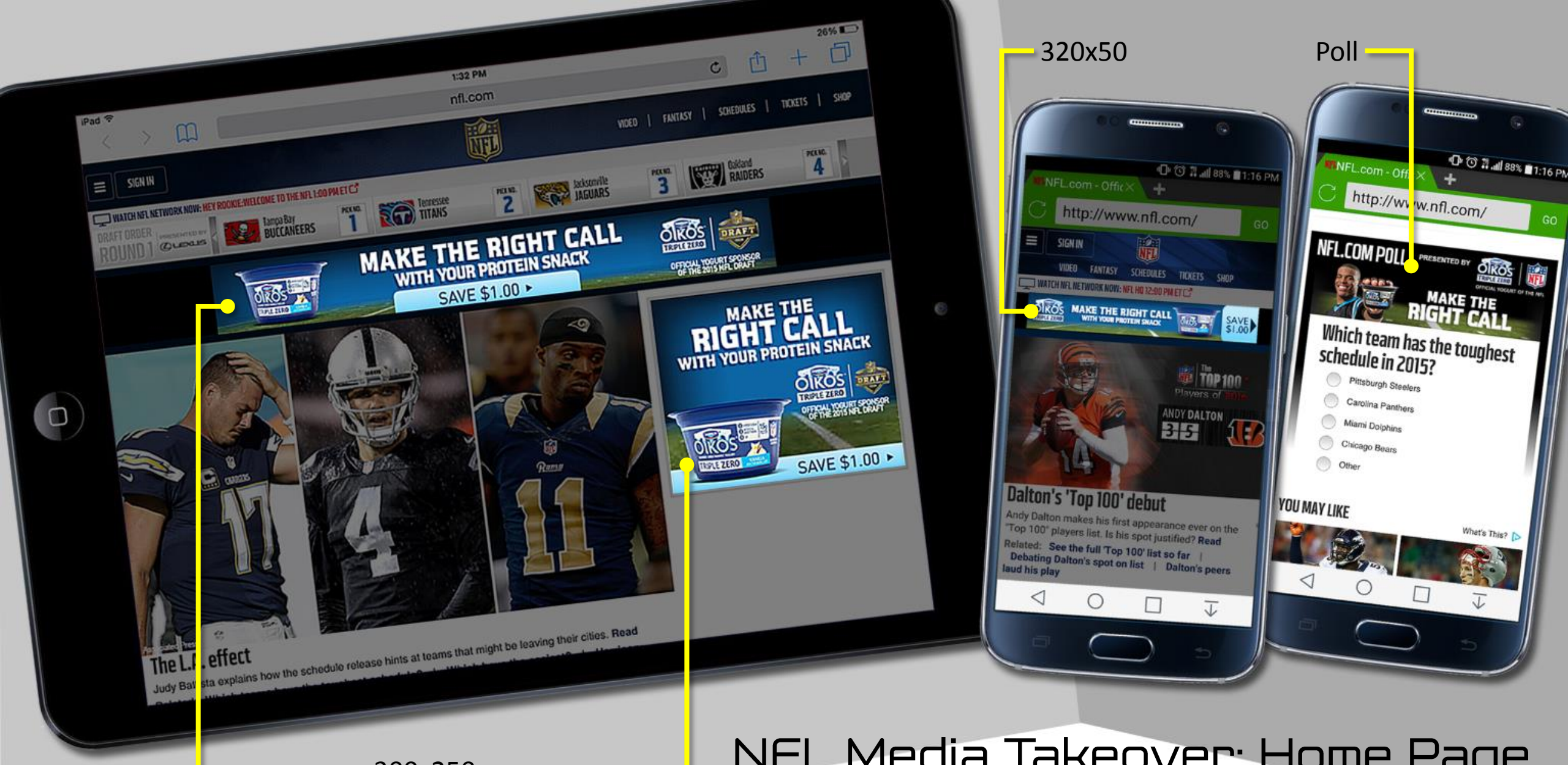
2016 NFL Media Takeover

Home Page



NFL Media Takeover: Home Page

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)

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NFL Media:

Standard and Rich Media Specs

NFL Media

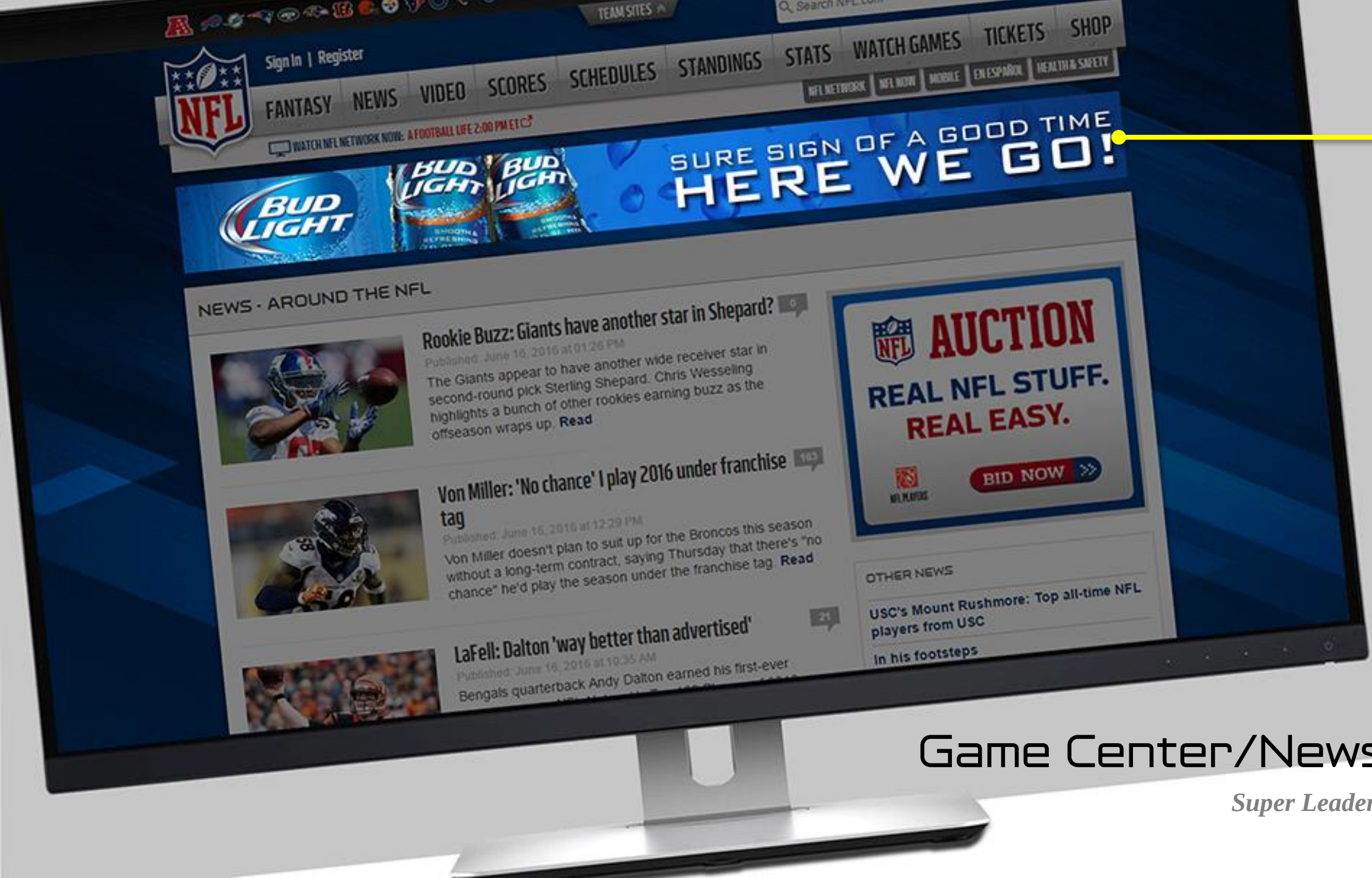
Standard and Rich Media specs

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)



970x90

Game Center/News Page

Super Leaderboard 970x90

728x90
300x250
Pre-roll
Scores Page
Leader Board 728x90, Rectangle 300x250,
Pre-roll 640x360

Editorial Sponsorship

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

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NFL Media:

Standard Video Specs

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

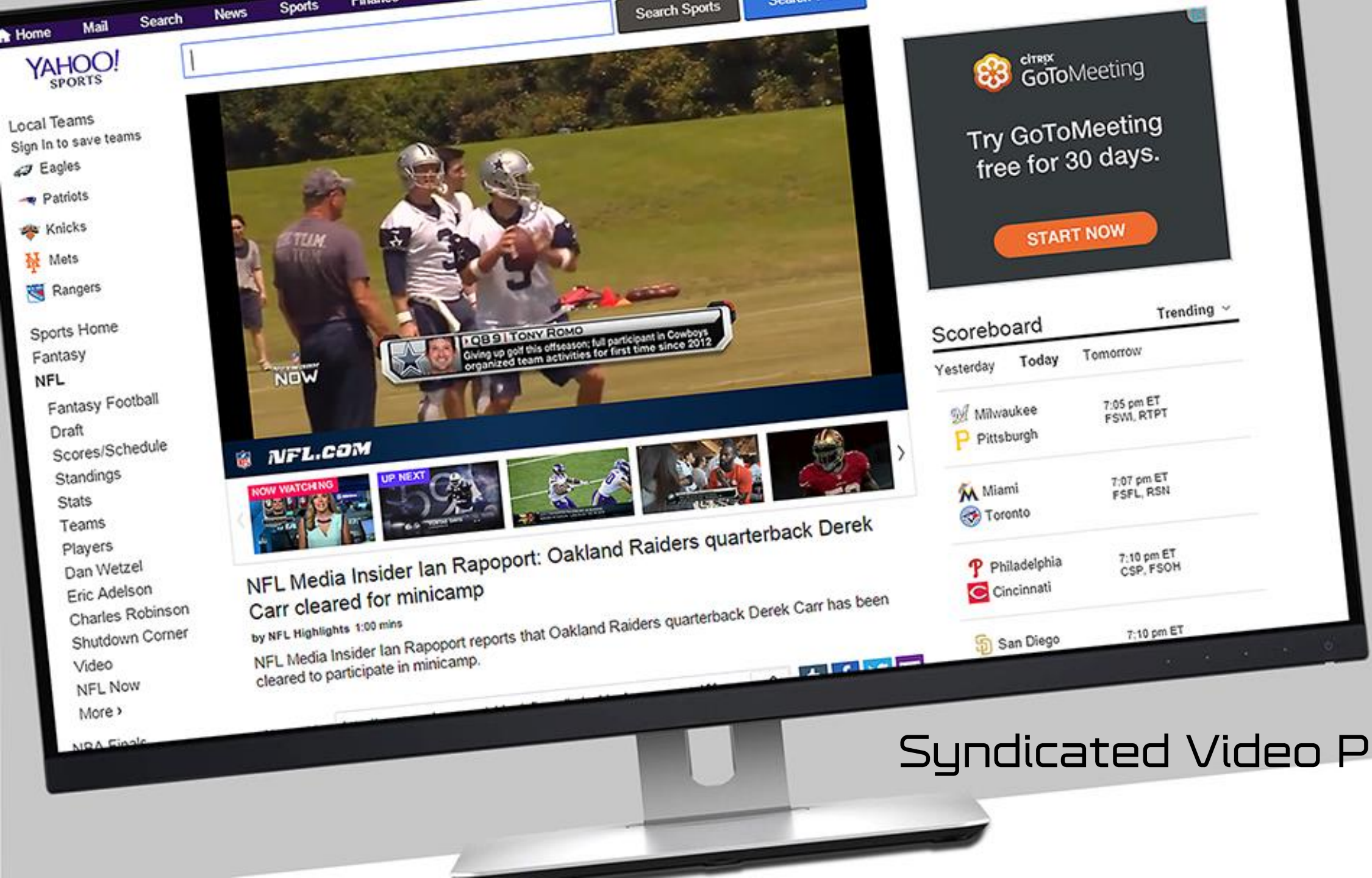
Please Note the Following

- 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

Preroll Video and 300x250 Co-Ad

Sponsored Video Channel

Branded Background, Branded Header, Pre-Roll, 300x250



Syndicated Video Players

Local Syndication

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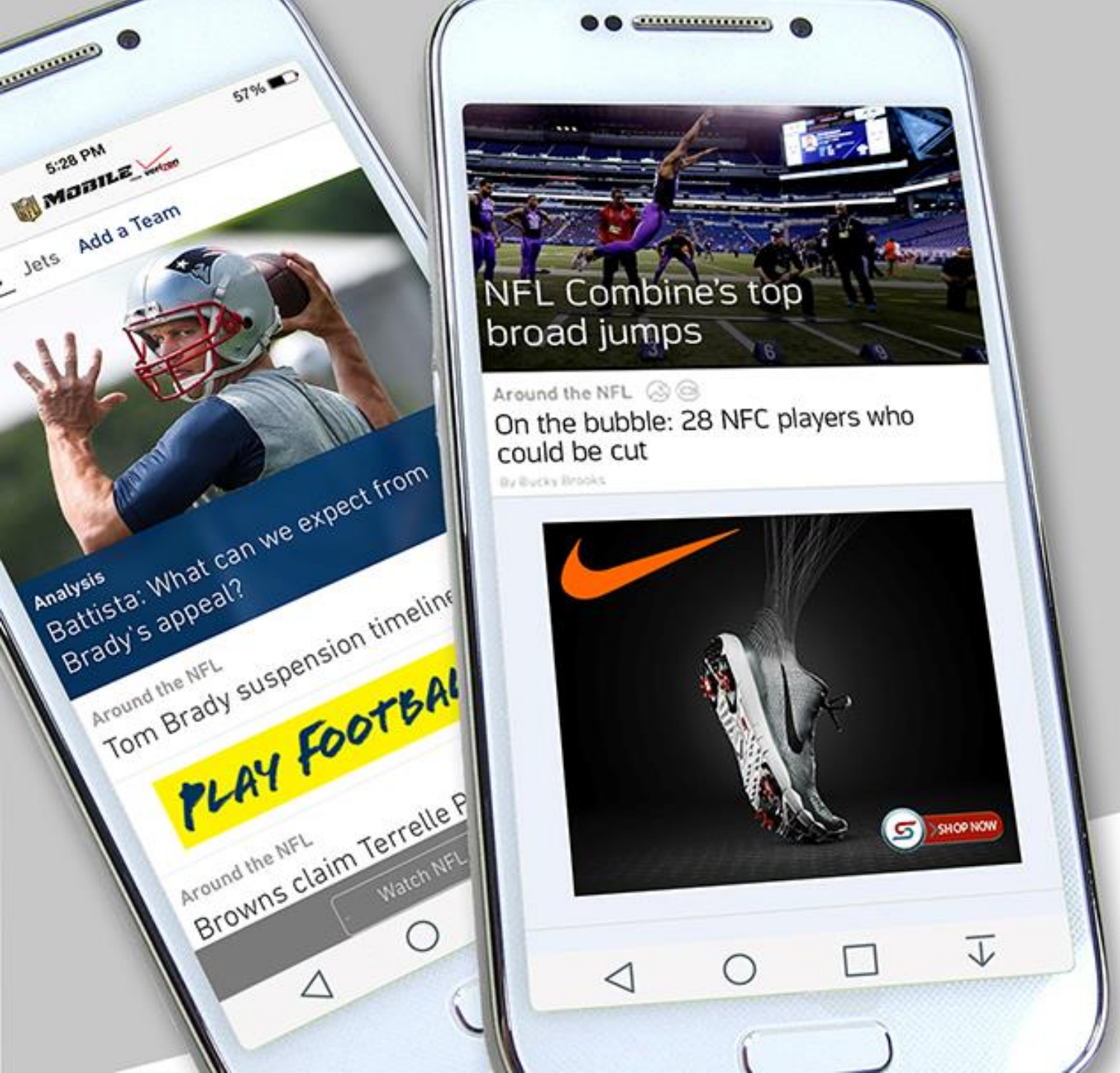
NFL Mobile:

Standard & Rich Media Specs

M.NFL.com

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

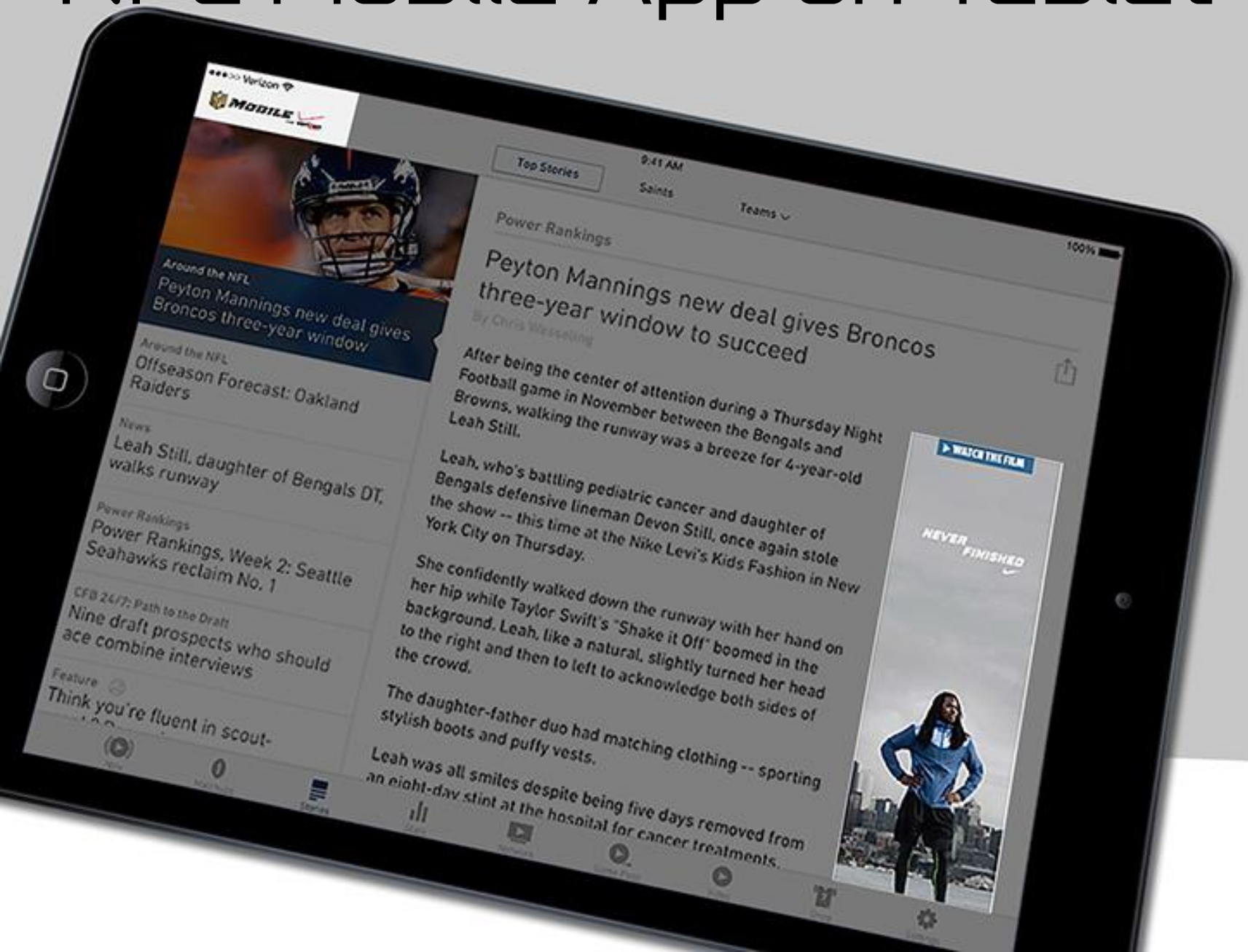


NFL Mobile App

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

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 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

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Additional Information

Please contact: NFLMediaSales@NFL.com