



***NFL.COM***

**2016**

**WEEK**

# Key Metrics:



#1 fan base in the country

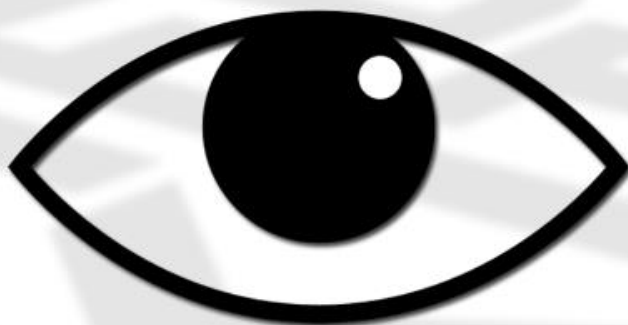
**185M**



**NETWORK**

Viewers\*

**32M**



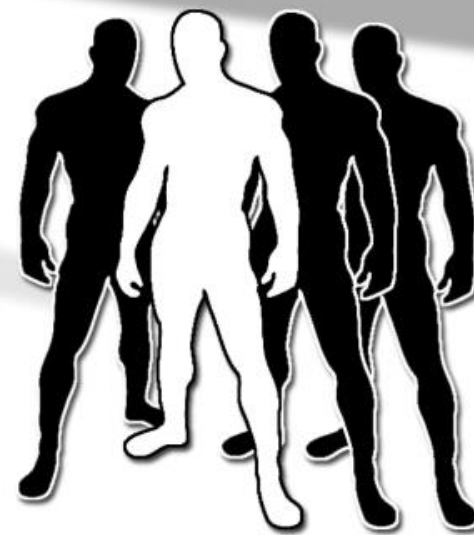
**NETWORK**



**DIGITAL  
PROPERTIES**

Overall Unique Visitors\*

**67M**



\*In an average off-season month

# Key Metrics:



**4.3M**

Fantasy Game sign-ups in 2015



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



Social Media Followers

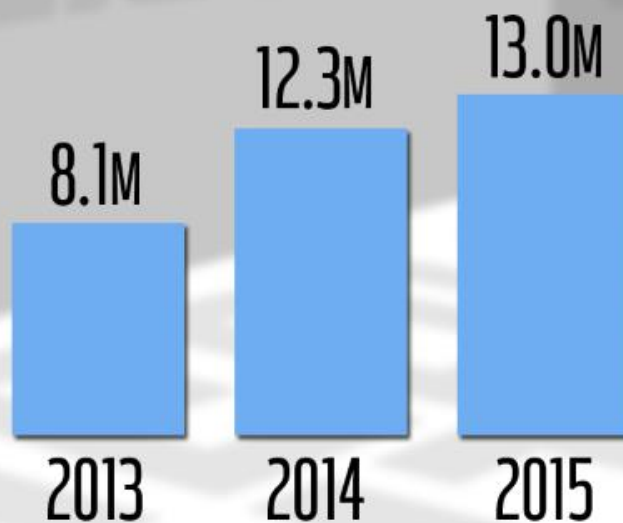
# Key Metrics:



Host to 8  
2016 NFL Season Games



P2+  
Average Audience



LIVE Streams  
are Up!



**+64%**



**NFL.COM**

**2016**



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*Advertising and Rich Media Specs*



**NFL.COM**

**2016**

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- *Additional Information*

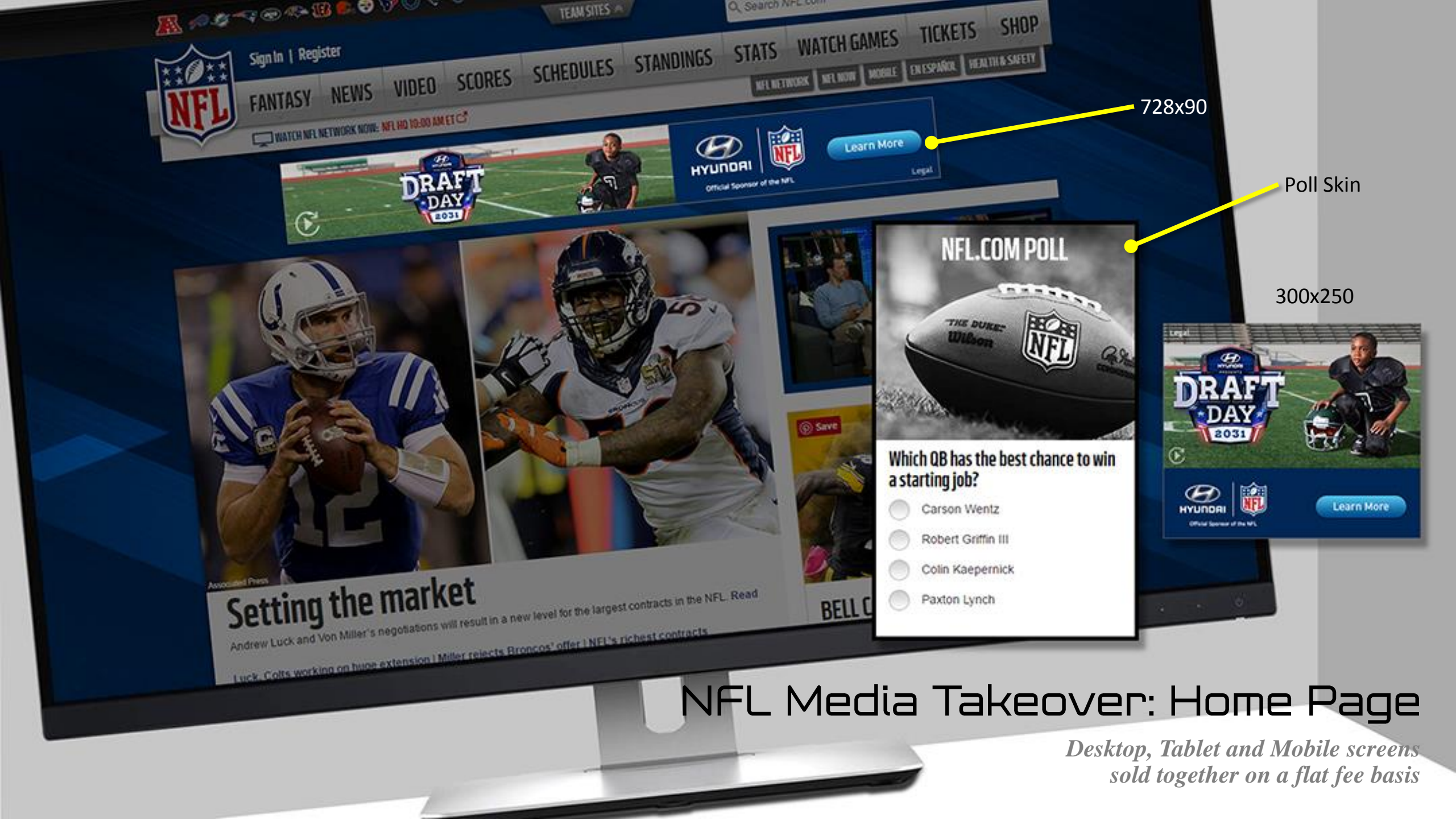


**NFL.COM**

**2016**

**2016 NFL Media Takeover**

*Home Page*



Sign In | Register

FANTASY NEWS VIDEO SCORES SCHEDULES STANDINGS STATS WATCH GAMES TICKETS SHOP

WATCH NFL NETWORK NOW: NFL HD 10:00 AM ET



Learn More


728x90

Poll Skin



Setting the market  
Andrew Luck and Von Miller's negotiations will result in a new level for the largest contracts in the NFL. Read  
Luck, Colts working on huge extension | Miller rejects Broncos' offer | NFL's richest contracts

NFL.COM POLL



Which QB has the best chance to win a starting job?

- Carson Wentz
- Robert Griffin III
- Colin Kaepernick
- Paxton Lynch

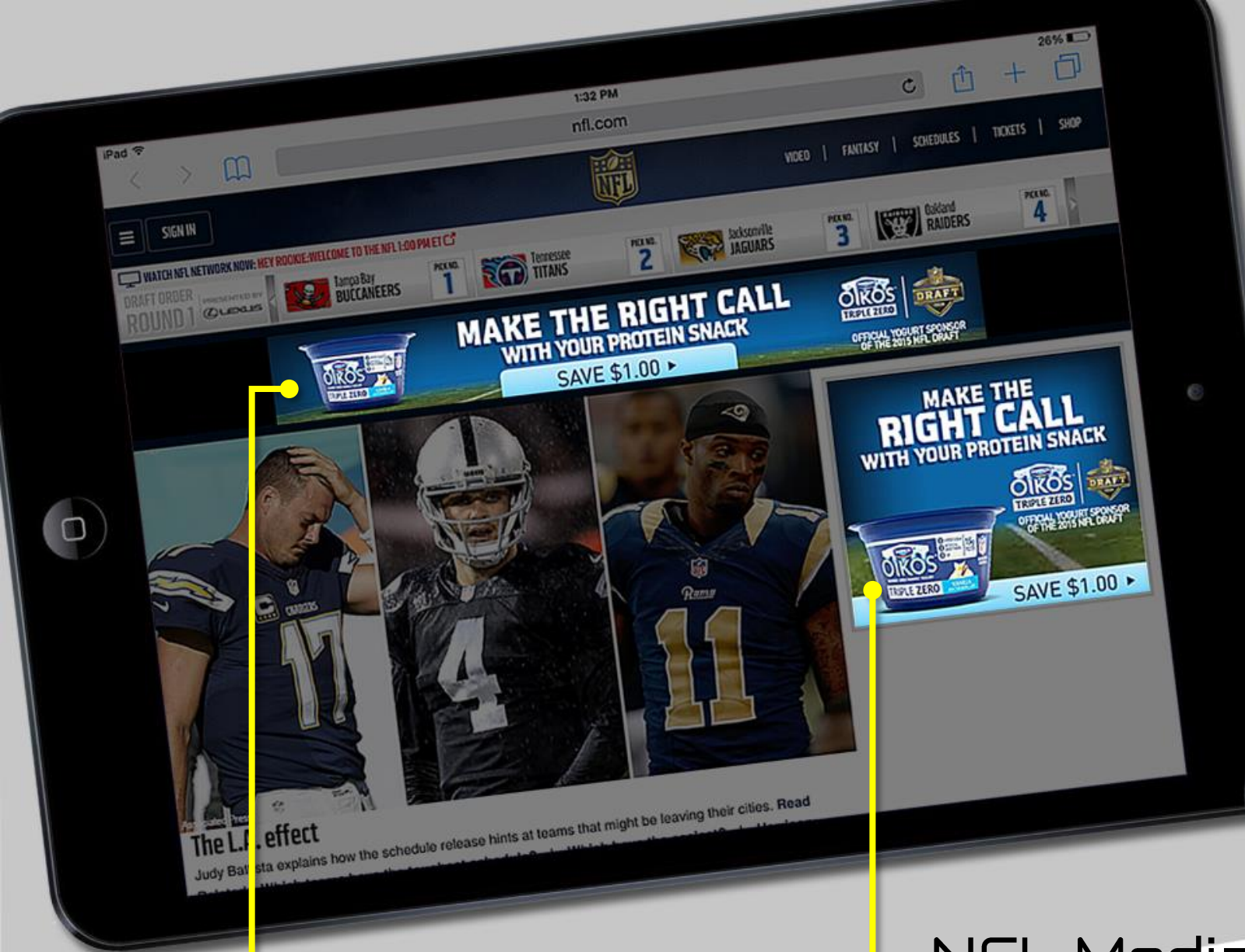
300x250



# NFL Media Takeover: Home Page

Desktop, Tablet and Mobile screens sold together on a flat fee basis





300x250

728x90

320x50

Poll



## NFL Media Takeover: Home Page

*Desktop, Tablet and Mobile screens sold together on a flat fee basis (cont'd)*



**NFL.COM**

**2016**



**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)



Sign In | Register

FANTASY

NEWS

VIDEO

SCORES

SCHEDULES

STANDINGS

STATS

WATCH GAMES

TICKETS

SHOP

WATCH NFL NETWORK NOW: A FOOTBALL LIFE 2:00 PM ET/CT

NFL NETWORK

NFL NOW

MOBILE

EN ESPAÑOL

HEALTH & SAFETY



SURE SIGN OF A GOOD TIME  
HERE WE GO!

NEWS - AROUND THE NFL



### Rookie Buzz: Giants have another star in Shepard?

Published: June 16, 2016 at 01:26 PM

The Giants appear to have another wide receiver star in second-round pick Sterling Shepard. Chris Wesseling highlights a bunch of other rookies earning buzz as the offseason wraps up. [Read](#)



### Von Miller: 'No chance' I play 2016 under franchise tag

Published: June 16, 2016 at 12:29 PM

Von Miller doesn't plan to suit up for the Broncos this season without a long-term contract, saying Thursday that there's "no chance" he'd play the season under the franchise tag. [Read](#)



### LaFell: Dalton 'way better than advertised'

Published: June 16, 2016 at 10:35 AM

Bengals quarterback Andy Dalton earned his first-ever

## AUCTION

### REAL NFL STUFF. REAL EASY.

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#### OTHER NEWS

USC's Mount Rushmore: Top all-time NFL players from USC

In his footsteps

970x90

# Game Center/News Page

*Super Leaderboard 970x90*



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FANTASY

NEWS

VIDEO

SCORES

SCHEDULES

STANDINGS

STATS

WATCH GAMES

TICKETS

SHOP

WATCH NFL NETWORK NOW: A FOOTBALL LIFE 3:00 PM ET



OIKOS OFFICIAL YOGURT OF THE NFL

BE UNSTOPPABLE

728x90

SCORES

PRESEASON

REGULAR SEASON

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

POST SEASON

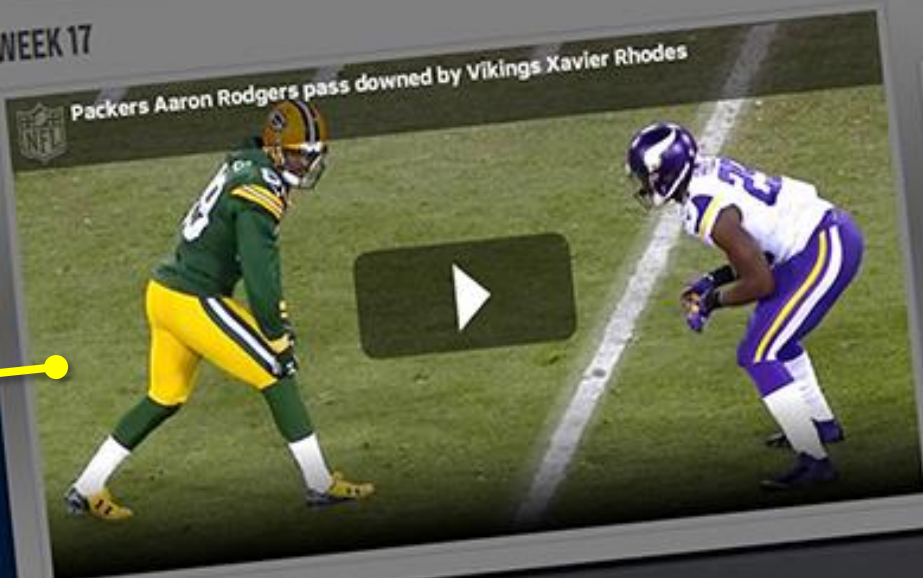
2015

60

Close

WEEK 17

Packers Aaron Rodgers pass downed by Vikings Xavier Rhodes



HIGHLIGHTS

BIG PLAY HIGHLIGHTS

GAME

All Games

TYPE OF PLAY

All Big Plays



Vikings: Stopped Packers on 4th dow... 00:52 left in the 2nd quarter.



B.Marshall 41-yard pass from R.Fitz... 11:05 left in the 2nd quarter.



M.Crabtree 31-yard TD pass from D.C... 02:00 left in the 4th quarter.



D.Amerson 24-yard INT return for TD... 03:34 left in the 2nd quarter.



J.Lane 6-yard INT return 04:42 left in the 1st quarter.

MORE GAME HIGHLIGHTS

300x250



Pre-roll

# Scores Page

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

728x90

Branded Header

Pre-roll

WATCH NFL NETWORK NOW: NFL HD 10:00 AM ET

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POSITIONAL OVERVIEWS

## 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 | 21 Comments

READ DISCUSS



Positional overviews: QBs | RBs | Interior DLs

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300x600

320x50

AT&T 4:24 PM 40%

rfl.com

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DAYS: 01 HOURS: 03 MINUTES: 35 SECONDS: 35

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POSITIONAL OVERVIEWS

PRESENTED BY **FedEx**

< PREVIOUS NEXT >

Published: April 16, 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

# Editorial Sponsorship

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



**NFL.COM**

**2016**



**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



ALL VIDEOS

Microsoft  
Surface Pro 4



Pre-roll

**NUMBER!**  
MORE PLAYING  
By the Numbers: Miami Dolphins

**Top 10 Bears in NFL history**

**Expectations for Bears in 2016**



Surface | NFL  
Official tablet of the NFL

Get it now



300x250

Preroll Video and 300x250 Co-Ad

**TD Ameritrade**

**Branded Background**

**Branded Header**

PATH TO THE DRAFT



**Pre-roll**


**We're all about clock management.**

Open a TD Ameritrade IRA in just 15 minutes.

Open and fund an IRA + get up to \$600 in

**TD Ameritrade** **OPEN**

**300x250**

# Sponsored Video Channel

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

- 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



NFL.COM

### 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.

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### Scoreboard Trending v

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

Syndicated Video Players

BASKETBALL  
SNYDER: Disappointment only natural when t...

FOOTBALL  
Matt Jones at Redskins' rookie minic...

BASISBALL  
For Nationals' pitchers, mound posit...

AS OF A...  
second-round ...

Close Ad X  
Enter your zip code to find your nearest location:  
10003  
Submit



Raymour & Flanigan  
FURNITURE | MATTRESSES  
FIND A STORE  
PHOTO GALLERY  
DESIGN YOUR SPACE  
SHOP NOW

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

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Washington Redskins Editors pick

Local Syndication



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**2016**



**NFL Mobile:**

*Standard & Rich Media Specs*

# M.NFL.COM

## Standard Specs

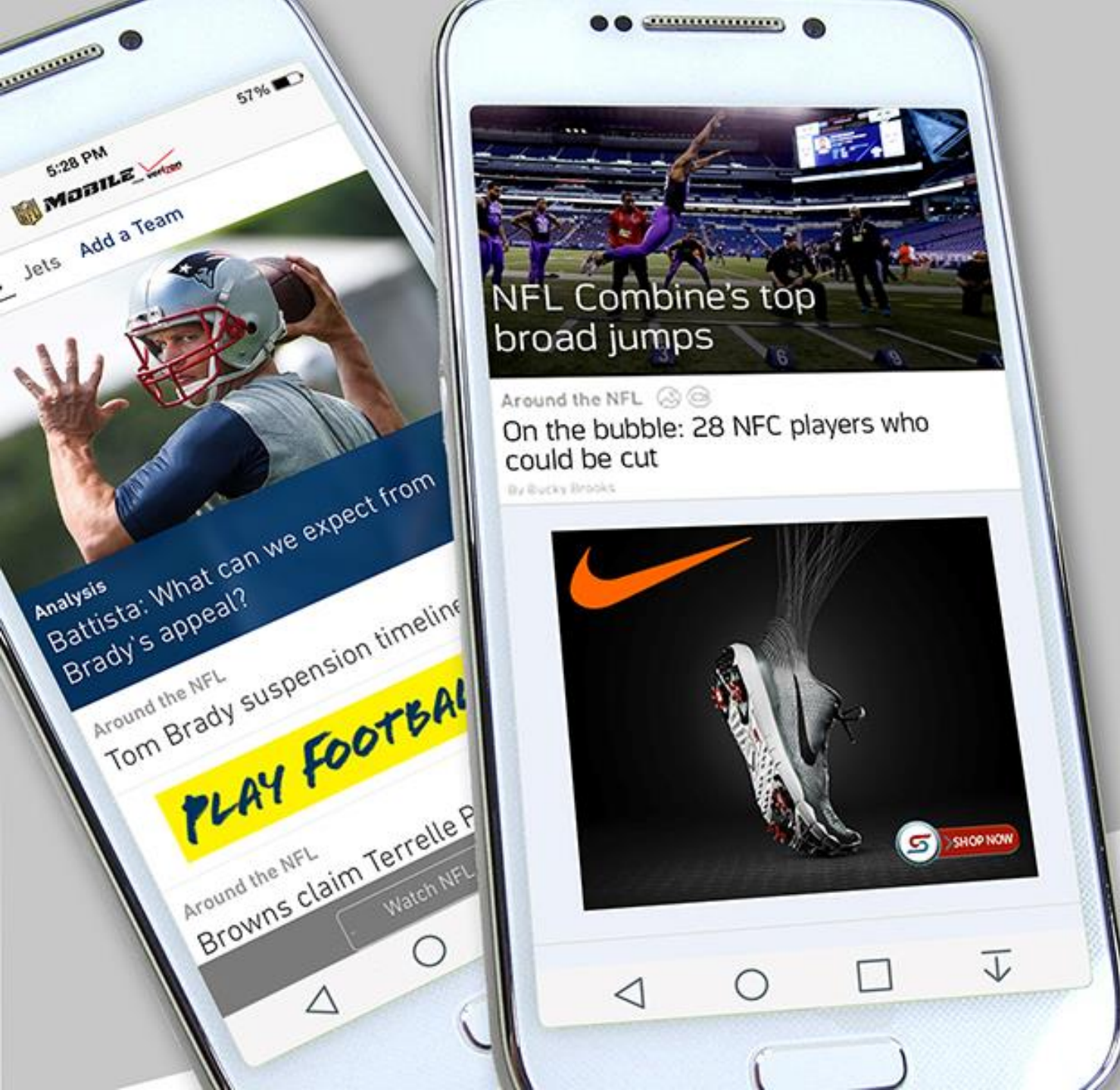
- Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed
- Accepted File Types: JPEG (for still image) or Rich Media
- File Size: 20K (JPEG), 300K (Rich Media)
- Third Party Served: Yes
- Video Accepted: YES
- Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch



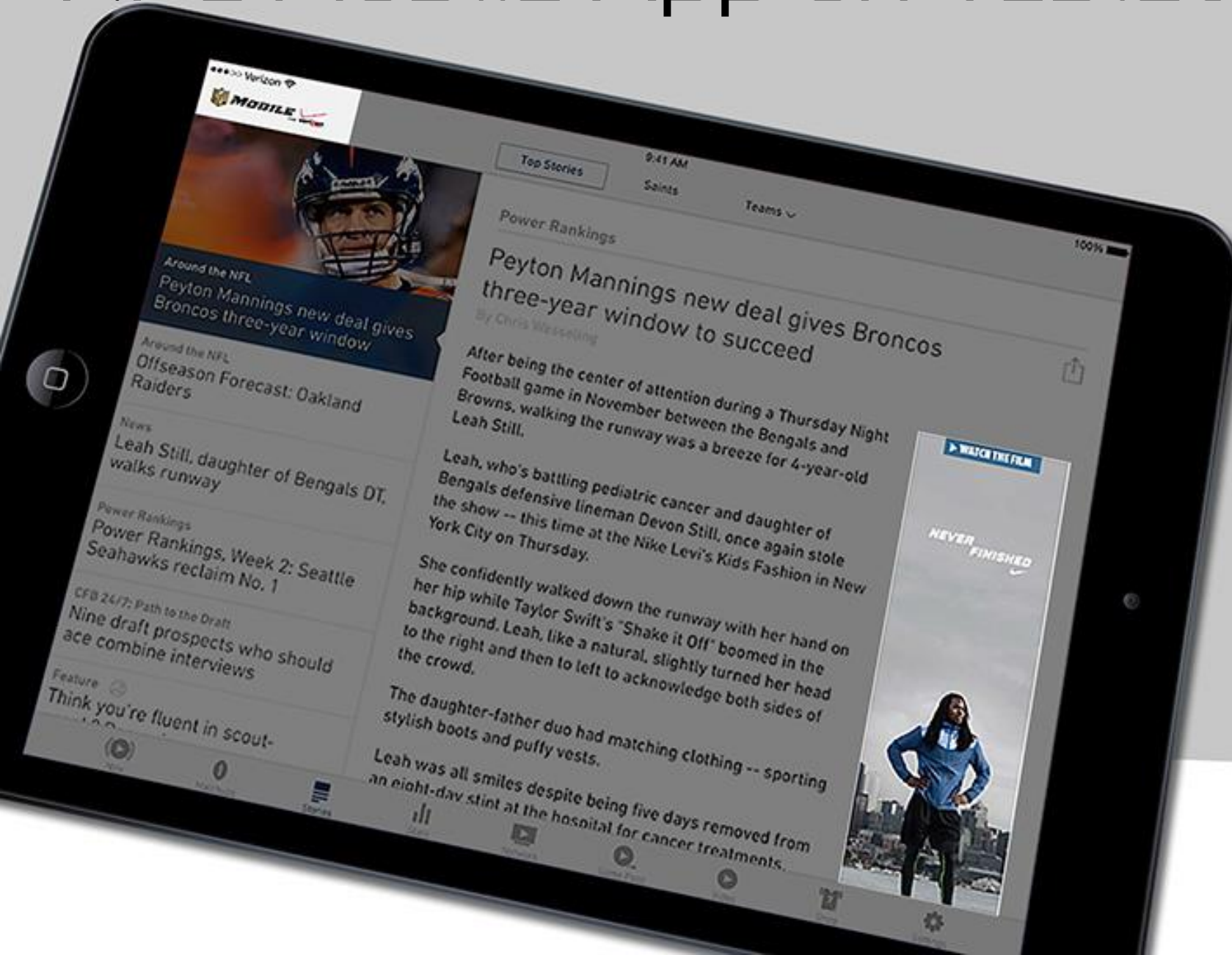
# NFL Mobile App

## 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

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



**NFL.COM**

**2016**

# Additional Information

*Please contact: [NFLMediaSales@NFL.com](mailto:NFLMediaSales@NFL.com)*