



## GUIDELINES FOR ALL THIRD PARTIES

### The following guidelines must be adhered to on Univision properties:

- All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running.
- Any collection of Personally Identifiable Information (PII), browsing history, or other information that can be “tied back” to PII are strictly prohibited.
- If permission is granted, the use of mechanisms that store or retrieve data on Univision.com must comply with the Privacy Policy.
- Per Univision's Policy, we do not accept blocking tags.
- Univision does not allow the passing of users IP address via macro

## Cookies

- If permission is granted, the domain owner of the cookie must supply Univision with a link to the end-user Privacy Policy.
- This Privacy Policy must contain clear instructions on the process to opt out of the domain owner's services controlled by that cookie (files that are stored on user's computers and identify that computer).
- No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication related to Univision, its content, or its users without prior written approval as described above.
- All applications of interest-based advertising must be fully OBA compliant, displaying all required notifications and opt-out mechanisms. All cookies must contain a functioning expiration date and expire less than 120 days from the time the cookie is set.

## Unless otherwise specified in the contract and insertion order:

- Data collected may not be re-sold, re-used, or re-distributed in any form, including as part of aggregated or anonymized data sets, to any other party.
- Data collected may not be used for retargeting messages to users on other websites.
- Third parties may not capture data for subsequent ad segmentation or cookie pools.

## Additionally, advertisers that use a remarketing or data collection pixel must follow all applicable privacy/data laws and industry accepted best practices including, but not limited to, the following:

- Publish a privacy policy on your website that includes a clear and appropriate description of how your advertising pixels may be used.
- Display a message with your advertising that indicates how third-parties may place and use pixels to show interest-based ads to your visitors on sites across the Internet (e.g. AdChoices)
- Ads collecting or utilizing remarketing or data collection pixels must be fully OBA compliant and provide opt-outs on all advertising units associated with this campaign.
- Not pass any personally identifiable information (PII) about users including but not limited to, names, email addresses, physical location, mailing address, device ID, telephone numbers, financial status or information, health status or information.
- Not use any pixels to collect or solicit information from children under age 13.
- Limit audience exposure for off-site re-targeting messages to a maximum of 1x/day, 3x/week, 7x/lifetime.
- Not re-target users on any sites that display or promote hate speech, adult content, illegal activity, drug use, or violence.

## Univision Data Policy:

All data generated by/or collected from Univision and its users while visiting the Univision site or network of sites is the property of Univision Communications Inc. No party unaffiliated with Univision may collect or use, or direct, authorize or assist other persons or entities to collect or use, any data from a user, or a computer or device operated by a user, while visiting the Univision site or network of sites without the prior express written permission of Univision. For example, no data may be collected, used or transferred for purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication which is related to Univision, its content, or its users without the prior express written permission of Univision in each instance.



## Univision Approved Vendors

Please note that some vendors are approved to only run on certain platforms. For more detailed information please reach out to Ad Solutions

### Data Collectors

Mediaplex  
VoiceFive  
Scorecard Research  
OBE  
OCR  
Data Logix  
Targus  
RapLeaf  
Evidon  
WMX  
Hawkeye  
Tapad: Placed IQ  
Horizon pixel (Conecta Pixel)  
RevJet  
Atlas (Atdmt)  
MOAT  
IQVIA(Turn)

Blue Kai and Truste  
D+M (Data Plus Math)  
TrustArc  
Aggregate Knowledge  
Adobe Audience Manager: Demdex  
Millward Brown / Kantar  
Nielsen: Visual IQ  
Nielsen  
ComScore  
HCode Media  
Neustar (Aggregate Knowledge)  
Dynata  
K12 - TV Squared  
Lucid Study Pixel  
VideoAMP  
FourSquare (Placed)

### Survey pixels

Millward Brown/Kantar Studies  
Survata  
Nielsen  
Dynata: researchnow.com





## General Guidelines For Display Units

- **Programmatic ads may not deliver to any high impact opportunity.**
- **High impact opportunities are reserved for sponsors.**
- **All tags must be received 7 business days prior to the start date for a guaranteed, on time launch (not applicable to uncertified 3rd party partners)**
- **All creatives for Univision built executions must be received 5 business days prior to the start date for a guaranteed, on time launch including clients approval (depend on clients approval time frame).**
- **You MUST notify us, if you plan to use a 4th party tag to track a 3rd party served creative. Limit of 5 creatives per order.**
- **All frequency caps will be managed by Univision**
- **Only 5 Tracking Vendors allowed per creative.**
- **Unapproved 3rd-party vendors, will have to go through the Certification Process before creative can be set live.**

## DISPLAY ADS

Ad Unit	Dimension	Specifications/ Display ads	3rd Party Served/Tracked	Platforms
Leaderboard	728x90	<ul style="list-style-type: none"><li>• <b>Maximum file size:</b> 150KB (Initial Load) - 300KB (Max Subload)</li><li>• <b>Maximum loops:</b> 3</li></ul>	Yes	Desktop & Tablet (Mobile Web, Apps)
Super Leaderboard	970x90	<ul style="list-style-type: none"><li>• Maximum file size: 200KB (Initial Load) - 400KB (Max Subload)</li><li>• Maximum loops: 3</li></ul>	Yes	Desktop & Tablet
Billboard	970x250	<ul style="list-style-type: none"><li>• <b>Maximum file size:</b> 250KB (Initial Load) - 500KB (Max Subload)</li><li>• Maximum loops: 3</li></ul>	Yes	Desktop & Tablet
Medium (Inline) Rectangle	300x250	<ul style="list-style-type: none"><li>• <b>Maximum file size:</b> 150KB (Initial Load) - 300KB (Max Subload)</li><li>• <b>Maximum loops:</b> 3</li></ul>	Yes	Desktop & Tablet (Mobile Web, Apps)
Wide Skyscraper	300x600	<ul style="list-style-type: none"><li>• <b>Maximum file size:</b> 200KB (Initial Load) - 400KB (Max Subload)</li><li>• <b>Maximum loops:</b> 3</li></ul>	Yes	Desktop & Tablet
Mobile Banner	320x50	<ul style="list-style-type: none"><li>• <b>Maximum file size:</b> 50KB (Initial Load) - 200KB (Max Subload)</li><li>• <b>Maximum loops:</b> 3</li></ul>	Yes	Mobile Web & Mobile Apps

UNIVISION					
High Impact/Rich Media Display Ads					
Ad Unit	Dimension	Specifications/ Display Ads		3rd Party Served/Tracked	Platforms
Adhesion (Tap to Expand Units)	728x90	<ul style="list-style-type: none"> <li>Maximum file size: 150KB (Initial Load) - 300KB (Max Subload)</li> <li>Expand Direction: Up</li> <li>Max Expanded Dimension: 728x415</li> </ul>	<b>User Experience Guidelines:</b> <ul style="list-style-type: none"> <li>Must have a clearly visible close button</li> <li>User Initiated: click-to-expand</li> <li>Serves at the BOTTOM of the page</li> </ul>	<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Tablet Mobile APP
	320x50	<ul style="list-style-type: none"> <li>Maximum file size: 50KB (Initial Load) - 200KB (Max Subload)</li> <li>Expanded dimensions: 320x480</li> <li>Expand Direction: UP</li> </ul>	<b>User Experience Guidelines:</b> <ul style="list-style-type: none"> <li>Must have a clearly visible close button</li> <li>User Initiated: click-to-expand</li> <li>Serves at the BOTTOM of the page</li> </ul>	<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Smartphone Mobile APP
Inline Expandable	320x50	<ul style="list-style-type: none"> <li>Maximum file size: 50KB (Initial Load) - 200KB (Max Subload)</li> <li>Expanded dimensions: 320x480</li> <li>Expand Direction: UP</li> </ul>	<b>User Experience Guidelines:</b> <ul style="list-style-type: none"> <li>Must have a clearly visible close button</li> <li>User Initiated: click-to-expand</li> <li>Approved 3rd party vendor tag controls the AD expansion direction</li> </ul>	<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Mobile Web
Billboard	970x250	<ul style="list-style-type: none"> <li>Maximum file size: 250KB (Initial Load) - 500KB (Max Subload)</li> <li>Expansion Direction: Down</li> </ul>	<b>User Experience Guidelines:</b> <ul style="list-style-type: none"> <li>Must have a clearly visible close button</li> <li>User initiated hotspot: May not exceed more than 1/4 of the ad area and must be clearly labeled</li> <li>Ad should collapse leaving an "Expand" button available</li> <li>Auto-play video is optional and it must start on mute</li> </ul>	<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Desktop
Push Down	970x90	<ul style="list-style-type: none"> <li>Maximum file size: 200KB (Initial Load) - 400KB (Max Subload)</li> <li>Expansion Direction: Down</li> <li>Max Expanded Dimension: 970x415</li> </ul>	<b>User Experience Guidelines:</b> <ul style="list-style-type: none"> <li>Must have a clearly visible close button</li> <li>User initiated hotspot: May not exceed more than 1/4 of the ad area and must be clearly labeled</li> <li>Ad should collapse leaving an "Expand" button available</li> <li>Auto-play video is optional and it must start on mute</li> <li>Auto-expand must have a frequency cap of 1 per user; per 24 hours built into the ad creative. (Expanded creative will collapse after 6-8 sec to the 970x90 leave behind)</li> </ul>	<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Desktop
Rich Media /IVB	Variable	<ul style="list-style-type: none"> <li>Maximum file size: depending on the size provided</li> <li>Maximum duration of animation: 30 sec</li> <li>Hot spots: Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspots for at least 1-sec. Must NOT initiate audio</li> <li>Video controls must include play, pause, mute, or volume control during video play</li> <li>Video Animation Guidelines: <ul style="list-style-type: none"> <li>24 FPS</li> <li>30 Secs max length</li> <li>2.2 MB max file size</li> </ul> </li> <li>Expansion must be user initiated</li> <li>Close button must be visible and clearly defined</li> </ul>		<ul style="list-style-type: none"> <li>3rd-Party Served Only.</li> <li>Celtra preferred</li> </ul>	Desktop
Native Ads:		<b>Headline:</b> 30 Characters or Less (stand alone copy) <b>Caption:</b> 120 Character Limit (stand alone copy)  <b>Image Requirements:</b> <ul style="list-style-type: none"> <li>Minimum Size: 500x500 pixels</li> <li>Recommended Size: 1200x1200 pixels</li> <li>STATIC (Image should be FREE of text)</li> <li>JPEG or PNG</li> </ul>	<b>File Size:</b> <ul style="list-style-type: none"> <li>Under 2MB</li> </ul> <b>LOGO Format:</b> <ul style="list-style-type: none"> <li>Size: 300x300px</li> <li>JPEG/transparent</li> <li>PNG, Standard (recommended)</li> <li>Recommended: 2 versions (light and dark)</li> </ul>	<ul style="list-style-type: none"> <li>Tag is provided by TripleLift</li> <li>3rd Party Trackers are optional)</li> <li>All trackers must be secure (https://)</li> </ul>	Desktop & Mobile Web (Section Fronts ONLY)
Spotable Units					
Univision Scroller		<p>The Scroller dynamically injects a parallax inline display or video anywhere into content layout, in-feed or in-article to enhance user visibility in the focal point of content experience.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>Desktop Asset: 1046px by 589px</li> <li>MobileAsset: 303px by 536px</li> </ul>	<p><b>Banner Media:</b>  File Type: GIF, JPG, BMP, PNG  File size: Suggested up to 100KB (Maximum up to 5MB).</p> <p><b>Video Media</b>  File Type: MP4, YouTube  Video Specifications: Aspect Ratio: 4:3 or 16:9or 9:16 for a Mobile Asset  File size: Suggested up to 5MB (Maximum up to 5MB).  Maximum video length: Variable (recommended 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)</p>	<ul style="list-style-type: none"> <li>Tag is provided by Spotible</li> <li>3rd Party Trackers are optional</li> <li>All trackers must be secure (https://)</li> </ul>	
Univision Skybox		<p>The Skybox is a responsive expandableimagebanner. The unit starts expanded and will collapse if the user scrolls down the page.A video can be used for the Expanded Desktop and Expanded Mobile assets.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>Desktop Expanded Banner: 1046px by 589px</li> <li>Desktop Collapsed Banner:1046px by 143px</li> <li>Mobile Expanded Banner: 375pxby 211pxor 16:9 Video*</li> <li>Mobile Collapsed Banner:375px by 93px</li> </ul>	<p>*The Mobile Expanded can use either an Image or a Video asset. It does not use both at the same time.</p> <p><b>Banner Media:</b>  <b>Media types:</b> GIF, JPG, BMP, PNG  <b>File size:</b> Suggested up to 100KB (Maximum up to 5MB).</p> <p><b>Video Media</b>  <b>File types:</b> MP4, YouTube  <b>Video Specifications:</b> Aspect Ratio: 4:3 or 16:9.  <b>File size:</b> Suggested up to 5MB (Maximum up to 5MB).</p>	<ul style="list-style-type: none"> <li>Tag is provided by Spotible</li> <li>3rd Party Trackers are optional</li> <li>All trackers must be secure (https://)</li> </ul>	
Univision Cross Screen Takeover (CST)		<p>The Cross Screen Takeover (CST)is a responsive image banner in Desktop Mode and a Top and Footer Banner with in content Scroller in Mobile.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>Mobile Scroller:320px by 560px</li> <li>Mobile Banner top: 375px by51px</li> <li>Mobile Banner Bottom:375px by 62px</li> <li>Mobile Wallpaper Left: 1pxby 1px*</li> <li>Mobile Wallpaper Right:1pxby 1px*</li> <li>Desktop Asset:1046px by 589px(16:9 Aspect Ratio)</li> <li>Mobile Video:16:9 Aspect Ratio</li> </ul>	<p>* Any size works as long as the asset is 1 solid colorNote: Assets can be larger in size, as long as they have the same aspect ratio.</p> <p><b>Banner Media</b>  <b>File types:</b> GIF, JPG, BMP, PNG  <b>File size:</b> Suggested up to 100KB (Maximum up to 5MB)  <b>Media types:</b> MP4, Youtube</p> <p><b>Maximum video length:</b> Variable (recommended 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)  Video Specifications:Aspect Ratio: 16:9  File size: Suggested up to 5MB (Maximum up to 5MB)</p>	<ul style="list-style-type: none"> <li>Tag is provided by Spotible</li> <li>3rd Party Trackers are optional</li> <li>All trackers must be secure (https://)</li> </ul>	



## Univision Video Ad Specifications

- VAST Tags are supported via certified vendors on Desktop, Mobile Web and Apps
- All 3rd party served creative must be SSL compliant
- VAST tags only - **No Vpaid is allowed on any of the platforms!**
- Platform specific creative durations should be requested from your Sales Planner
- You **MUST** notify us, if you plan to use a 4th party tag to track a 3rd party served creative.

### Duration

### THIRD-PARTY VIDEO

:06 sec  
:15 sec  
:30 sec  
:60 sec

- **Vast 2.0 and 3.0 accepted**
  - Only MP4 video file types allowed in VAST tags
  - Resolution: 720p and 1080p
  - Aspect Ratio: 16:9 or 4:3
  - Frame Rate: 24-30 fps
  - **BitRate for Mobile Apps/Web:** 500 Kbps to 2500 Kbps
  - **BitRate for Desktop and CTV:** 500 Kbps to 5000 Kbps
  - **BitRate for Cross Platform:** 500 Kbps to 2500 Kbps
  - **Long Form** video ads are subject to CBP opportunity
- LIVE STREAM EVENTS DO NOT ALLOW SKIPPABLE VIDEO**

### Duration

### SITE SERVED: Ad Server Hosted Video

:06 sec  
:15 sec  
:30 sec

- **Aspect Ratio:** 16:9 or 4:3
- **Frame Rate:** 24-30 fps
- **Video File Format:** H.264 (mp4)
- *Supported 3rd Party Tracking Events (1x1 Pixel)*

## YouTube Video Specs

**Short Form video:** 15 secs or less

- Any video running on Youtube must comply with its specification requirements including approved vendors  
Ref: <https://support.google.com/displayspecs/answer/6244563>
- Creative must be secured. (<https://>)
- Only Vast 2.0 or 3.0 is allowed. **NO VPAID**
- YouTube Hosted Ads Accepted
- ADH (Ads Data Hub - Vendor ID required for tracking YouTube Impressions)
- No 3rd Party Tracking Pixels allowed to run on YouTube

\*Resizing your video based on YouTube's best practices before uploading it will help your videos look better on YouTube. Please reference our help pages on how to upload your video, accepted file formats, and optimizing your video.

\*Interactive elements such as annotations, call to action overlays or info cards will automatically appear on the video ad, if enabled. If you do not want the interactivity elements to appear on the ad, please remove these directly from the Video.





## AUDIO AD SPECS

- **DoubleClick & Flashtalking are the only certified 3rd party vendors for the audio experience.**
  - **All tags and creatives must be received 5 business days prior to the start date for a guaranteed, on time launch.**
  - **MRAID and rich media are not supported.**
- NO VAST tags accepted**

Ad Unit	Duration / Size	Specifications	3rd Party Served/Tracked	Platforms	Flex Unit	Local Opportunity	Above the Fold
Audio Commercial	:15 / :30 / :60	<ul style="list-style-type: none"><li>• MP3 (preferred) or WAV</li><li>• Bitrate: 128Kbps (Recommended, can be higher or lower)</li><li>• Sample Rate: 44100</li><li>• Channels: Stereo, Mono</li></ul>	Yes <i>(DFA &amp; Flashtalking Only)</i>	All	No	Yes	n/a
Audio: Companion Ad	300x250	<ul style="list-style-type: none"><li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li><li>• Animation: Static</li></ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes <i>(DFA &amp; Flashtalking Only)</i>	All	Yes	Yes	Yes

## Email Blast Specs

- Only Salesforce certified 3rd party vendors .
- All tags and creatives must be received 5 business days prior to the start date for a guaranteed, on time launch.

Ad Unit	Creative Sizes	Specifications	3rd Party Served/Tracked	Platform
Famosos Email Blast		<p><b>Banner Media</b>            Banners Spec: 562x92            Native Unit : 338x193            Native text: Title is 83 character Limit and 208 for Summary/intro            File Types: jpg, png, GIF, No video (Animated GIF's can be used for video effect)            Files under 4MB</p>	<p>Yes            (Mightyhive &amp; Movableink)</p>	<p>Salesforce Marketing Cloud</p>
TUDN Email Blast		<p><b>Banner Media</b>            banners are 562x92            Native Units : 640x367            Native text: Title is 83 character Limit and 208 for Summary/intro            File Types: jpg, png, GIF, No video (Animated GIF's can be used for video effect)            Files under 4MB</p>	<p>Yes            (Mightyhive &amp; Movableink)</p>	<p>Salesforce Marketing Cloud</p>



## Podcast Specs

- *Only certified 3rd party vendors for the audio experience.*
- *All tags and creatives must be received 14 business days prior to the start date for a guaranteed, on time launch.*

Ad Unit	Duration / Size	Specifications	3rd Party Served/Tracked	Platforms
<b>Baked In Ads: Audio Commercial</b>	<b>:15 / :30 / :60</b>	<ul style="list-style-type: none"> <li>• Internally produced spots - Text file containing copy points and desired spot position</li> <li>• Impressions cannot be tracked on Baked in Ads</li> <li>• Baked in Ads are considered part of podcast content</li> </ul>	No	Art19
<b>Dynamic Ads Audio: Audio Commercial</b>	<b>:15 / :30 / :60</b>	<ul style="list-style-type: none"> <li>• Internally produced spots - Text file containing copy points and desired spot position</li> <li>• Client provided spot - :15 / :30 / :60 Brand Spot</li> <li>• WAV or MP3 files accepted (<i>MP3 is the preferred file type</i>)</li> <li>• Impressions can be tracked</li> </ul>	Yes	Art19

## SET TOP BOX VOD VIDEO AD SPECS

Duration	Specifications
<b>VIDEO</b>	<ul style="list-style-type: none"> <li>• Aspect Ratio: 4X3 (1.33/1)</li> <li>• Active video must be 480 lines vertical by 720 pixels horizontal and interlaced.</li> <li>• Frame Rate: 29.97</li> <li>• AFD: If 4X3 SD content is upconverted to HD 16X9 prior to delivery, the only permissible AFD value shall be 1001.</li> <li>• If provided, AFD Data must be consistent throughout the file and continuous. The AFD flag must be embedded on both fields of line 11 throughout the file.</li> <li>• Duration: 15, 30 and 60 secs</li> <li>• No 3rd party tracking</li> <li>• MSOs: Cox and Spectrum (Time Warner Cable and Bright House Networks)</li> </ul>
<b>CAPTIONING</b>	<ul style="list-style-type: none"> <li>• If SD content is delivered with captioning, it must be encoded as EIA/CEA 608 data and comply with the SMPTE334M:2000 specification for Vertical Ancillary Data Mapping.</li> <li>• Closed Captioning shall be encoded in accordance with EIA/CEA-608 on both fields of line 21               <ul style="list-style-type: none"> <li>· CC1 Spanish only</li> <li>· CC3 English only</li> </ul> </li> </ul>
<b>AUDIO</b>	<ul style="list-style-type: none"> <li>• Audio Delay: Audio shall not lead video by more than 15ms, nor lag video by more than 45ms as outlined in ATSC finding IS-191</li> <li>• All audio should be delivered with un-encoded PCM</li> <li>• Must be Commercial Advertisement Loudness Mitigation Act (CALM Act) Compliance</li> <li>• All content provided shall be CALM act compliant, adhering to the +/- 2 LKFS requirement as measured using the ITU-R BS.1770-3 algorithm.</li> <li>• The center channel should be considered the anchor channel and maintain an average of +/- 2 LKFS of the dialnorm when measured independently of the other audio channels.</li> <li>• True peak audio on any channel shall not exceed -6 dBFS</li> <li>• No Emergency Alert System tones (EAS) are allowed</li> <li>• Audio Channel Assignments               <ul style="list-style-type: none"> <li>· Track 1: Left (stereo*: Lo of Lt)</li> <li>· Track 2: Right (stereo*: Lo or Rt)</li> <li>· Track 3-8: No Audio for Stereo*</li> <li>· Track 3: Center</li> <li>· Track 4: LFE</li> <li>· Track 5: LS</li> <li>· Track 6: RS</li> <li>· Track 7 &amp; 8: No Audio</li> <li>· Track 9: SAP Left (optional)</li> <li>· Track 10: SAP Right (optional)</li> </ul> </li> <li>• No slates or leaders are required; however, all files should begin and end in clean black and the file length must be greater than the scheduled duration</li> <li>• Timecode if included in the file must be drop frame, continuous, and ascending</li> <li>• Each unique asset must have a unique ID</li> </ul>