



**DISPLAY AD SPECS**  
HIGH IMPACT DISPLAY ADS

- 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 - see certification guidelines)
- 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)

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Billboard	970x250	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 250KB / Final: 500KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 0 - 4999</li> <li>• User Experience Guidelines:               <ul style="list-style-type: none"> <li>• Ad should not collapse to a leave-behind but should close completely</li> <li>• Auto-play video is optional with the following restrictions:                   <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• Video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot</li> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> <li>• The creative must have a clearly visible close button at the top corner at all time</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com homepage (only available to premium sponsors), section front, local station homepage, and article headers</li> <li>• Univision.com section front and local station homepage inline, full width ad (below the fold)</li> <li>• Should be sold as a sponsorship or roadblock opportunity only.</li> </ul>	Yes	Yes	Yes	
Push Down	970x90 (970x415 expanded)	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 200KB / Final: 400KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 0 - 4999</li> <li>• Expansion Direction: Down</li> <li>• User Experience Guidelines:               <ul style="list-style-type: none"> <li>• Expanded creative must have a clearly visible close button</li> <li>• Auto-expand is must have a frequency cap of once per user per 24 hours built into the ad creative. (Expanded creative will collapse after 6-8 sec to the 970x90 leave behind)</li> <li>• Auto-play in-banner video is optional with the following restrictions:                   <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• In-banner video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot</li> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com homepage, section front and local station homepage headers</li> <li>• Should be sold as a sponsorship or roadblock opportunity only.</li> </ul>	Yes	Yes	Yes	
Portrait	300x1050	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 200KB / Final: 400KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 5000 - 1,999,999</li> <li>• Expand Direction: Right (expansion is optional)</li> <li>• Max Expanded Dimension: 580x460</li> <li>• User Experience Guidelines:               <ul style="list-style-type: none"> <li>• Expanded creative must have a clearly visible close button</li> <li>• Auto-expand must have a frequency cap of once per user per 24 hours built into the ad creative</li> <li>• Auto-play in-banner video is optional with the following restrictions:                   <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• In-banner video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot</li> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com article pages</li> </ul>	Yes	Yes		
Adhesion	320x50	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 50KB / Final: 100KB)</li> <li>• Z-Index: 0 - 4999</li> <li>• Expand Direction: Up (expansion is optional)</li> <li>• Max Expanded Dimension: 320x480</li> <li>• User Experience Guidelines:               <ul style="list-style-type: none"> <li>• Must have a clearly visible close button</li> <li>• Auto-expand must have a frequency cap of once per user per 24 hours built into the ad creative</li> <li>• User initiated hotspot</li> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Mobile Handset	<ul style="list-style-type: none"> <li>• Univision.com section fronts, article pages and ancillary page (not supported on slideshows or video pages)</li> <li>• Univision app section fronts and article pages</li> <li>• Univision App, Noticias App, Deportes App</li> </ul>		Yes	Yes	



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Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Adhesion	728x90	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 150KB / Final: 300KB)</li> <li>• Z-Index: 0 - 4999</li> <li>• Expand Direction: Up (expansion is optional)</li> <li>• Max Expanded Dimension: 728x415</li> </ul> User Experience Guidelines: <ul style="list-style-type: none"> <li>• Must have a clearly visible close button</li> <li>• Auto-expand must have a frequency cap of once per user per 24 hours built into the ad creative</li> <li>• User initiated hotspot               <ul style="list-style-type: none"> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> </ul> </li> </ul> Animated creative must include a fallback .gif for run of platform compliance.	Yes	Tablet	<ul style="list-style-type: none"> <li>• Univision app section fronts and article pages</li> <li>• Univision App, Noticias App, Deportes App</li> </ul>		Yes	Yes	
Film Strip	300x600	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 200KB / Final: 400KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 0 - 4999</li> </ul> User Experience Guidelines: <ul style="list-style-type: none"> <li>• Ad can not expand</li> <li>• Auto-play video is optional with the following restrictions:               <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• Video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot               <ul style="list-style-type: none"> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled</li> </ul> </li> </ul> Animated creative must include a fallback .gif for run of platform compliance.	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com article pages</li> </ul>	Yes	Yes	No	
Sidekick	300x250 (850x550 expanded)	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 250KB / Final: 500KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 5000 – 1,999,999</li> </ul> User Experience Guidelines: <ul style="list-style-type: none"> <li>• Ad should expand left on section fronts and right on article page</li> <li>• Auto-play video is optional with the following restrictions:               <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• Video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot               <ul style="list-style-type: none"> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled The creative must have a clearly visible close button at the top right corner at all time</li> </ul> </li> </ul>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com section fronts, article pages and local home pages</li> </ul>	Yes	Yes	Yes	
Sidekick	300x600 (850x550 expanded)	<ul style="list-style-type: none"> <li>• Maximum file size (Initial: 250KB / Final: 500KB)</li> <li>• Video Animation Guidelines:               <ul style="list-style-type: none"> <li>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Z-Index: 5000 – 1,999,999</li> </ul> User Experience Guidelines: <ul style="list-style-type: none"> <li>• Ad should expand left on section fronts and right on article page</li> <li>• Auto-play video is optional with the following restrictions:               <ul style="list-style-type: none"> <li>o Must start on mute</li> <li>o Must have a frequency cap of once per user per 24 hours built into the ad creative</li> </ul> </li> <li>• Video controls must include play, pause, mute or volume control during video play</li> <li>• User initiated hotspot               <ul style="list-style-type: none"> <li>o May not exceed more than 1/4 of the ad area</li> <li>o Must be clearly labeled. The creative must have a clearly visible close button at the top right corner at all time</li> </ul> </li> </ul> Animated creative must include a fallback .gif for run of platform compliance.	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com section fronts, article pages and local home pages</li> </ul>	Yes	Yes	No	



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Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Skin	1440x900	<ul style="list-style-type: none"> <li>• Maximum file size: 200KB *.jpg only</li> <li>• Clickable</li> <li>• 3rd party tracking allowed.</li> <li>• Dimensions 1440Wx900H.</li> <li>• Background hex color should always be provided. Ex. #ffffff</li> <li>• Main Navigation Area (90H): Branding Elements should be placed under the header.</li> <li>• Safe Creative Area (120W): We recommend the main branding elements such as logos, call to action, slogan, promotions and legal info be displayed in this area. We don't allow product descriptions, paragraphs or multiple links.</li> <li>• Panel Area (200W): The visible panel area dimensions are based on a 1680x1050 resolution.</li> <li>• Content Area (1040Wx900H): The creative should have a solid white background color where the content area lies.</li> </ul>	Yes  <i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i>	Desktop & Tablet	• Univision.com homepage, section fronts and local home page headers	Yes (Responsive)	Yes	Yes	
TripleLift Native: Section Fronts	Variable	<p><b>Headline:</b> 30 Characters or Less (stand alone copy) <b>Caption:</b> 120 Character Limit (stand alone copy)</p> <p><b>Image Requirements:</b></p> <ul style="list-style-type: none"> <li>o Minimum Size: 500x500 pixels</li> <li>o Recommended Size: 1200x1200 pixels</li> <li>o STATIC (Image should be FREE of text)</li> <li>o JPEG or PNG</li> </ul> <p><b>File Size:</b></p> <ul style="list-style-type: none"> <li>o Under 2MB</li> </ul> <p><b>LOGO Format:</b></p> <ul style="list-style-type: none"> <li>o Size: 300x300px</li> <li>o JPEG/transparent</li> <li>o PNG, Standard (recommended)</li> <li>o <b>Recommended:</b> 2 versions (light and dark)</li> </ul> <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	<b>Tag is provided by TripleLift 3rd Party Trackers (Optional)</b>	Desktop & Mobile	• Section Fronts (ONLY)	Yes (Responsive)	Yes	n/a	<ul style="list-style-type: none"> <li>• If the logo image is bigger than these sizes it will be resized to the max width and height, keeping its aspect ratio.)</li> <li>• Unit can click through to an article itself or to a client landing page.</li> <li>• Must work on both desktop and mobile using same 1x4 ad call (if client wants to only run on one platform will be handled via targeting).</li> </ul> <p>Desktop Section Front Example: <a href="https://cdn3.uvnmimg.com/a1/f7/bcec736d4cf6bd160beaa625e525/2018-01-31-14-56-32.png">https://cdn3.uvnmimg.com/a1/f7/bcec736d4cf6bd160beaa625e525/2018-01-31-14-56-32.png</a> Mobile Section Front Example: <a href="https://cdn1.uvnmimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png">https://cdn1.uvnmimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png</a></p>
TripleLift Native: Articles Teaser	Variable	<p><b>Headline:</b> 30 Characters or Less (stand alone copy) <b>Caption:</b> 120 Character Limit (stand alone copy)</p> <p><b>Image Requirements:</b></p> <ul style="list-style-type: none"> <li>o Minimum Size: 500x500 pixels</li> <li>o Recommended Size: 1200x1200 pixels</li> <li>o STATIC (Image should be FREE of text)</li> <li>o JPEG or PNG</li> </ul> <p><b>File Size:</b></p> <ul style="list-style-type: none"> <li>o Under 2MB</li> </ul> <p><b>LOGO Format:</b></p> <ul style="list-style-type: none"> <li>o Size: 300x300px</li> <li>o JPEG/transparent</li> <li>o PNG, Standard (recommended)</li> <li>o <b>Recommended:</b> 2 versions (light and dark)</li> </ul> <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	<b>Tag is provided by TripleLift 3rd Party Trackers (Optional)</b>	Desktop & Mobile	<ul style="list-style-type: none"> <li>• Articles (ONLY)</li> <li>• Appears in the Second Inline Ad Space</li> </ul>	Yes (Responsive)	Yes	n/a	<p>Desktop Articles Example: <a href="https://cdn4.uvnmimg.com/2c/63/ee9af6ad457a9220b735562e1f2b/2018-01-31-14-56-22.png">https://cdn4.uvnmimg.com/2c/63/ee9af6ad457a9220b735562e1f2b/2018-01-31-14-56-22.png</a> Mobile Articles Example: <a href="https://cdn1.uvnmimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png">https://cdn1.uvnmimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png</a></p>
Mobile APP Adhesion AD Tap-To-Expand (Bottom)	320x50	<p>Animated creative must include a fallback .gif for run of platform compliance.</p> <ul style="list-style-type: none"> <li>• Maximum file size: 50KB (subsequent max polite load – 100KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms</li> <li>o Expanded dimensions: 320x415</li> <li>o Expand Direction: UP Animated creative must include a fallback .gif for run of platform compliance.</li> </ul> <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	3rd Party Served Only Celtra (PREFERRED)  Other: 3rd party vendors will need to go through the Certification Process.	Mobile APP	Univision.com Section Fronts (The AD is NOT supported on slideshows or video pages)				<ul style="list-style-type: none"> <li>• 320x50 / Ad serving as a bottom adhesion - USER click-to-expands (UP).</li> <li>• HAS to be created as MRAID. (NOT the Celtra Web Browser OR Responsive Template.)</li> <li>• It needs to be its own line and not part of Run of Mobile. Does NOT RUN on Mobile Web.</li> </ul> <p><b>Example:</b> <a href="https://cdn4.uvnmimg.com/3f/58/5fe93b434a96a631b90640508d4c/picture2.png">https://cdn4.uvnmimg.com/3f/58/5fe93b434a96a631b90640508d4c/picture2.png</a></p>
Mobile Web (TOP) Tap To Expand	320x50	<ul style="list-style-type: none"> <li>• Maximum file size: 50KB (subsequent max polite load – 100KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms</li> <li>o Expanded dimensions: 320x415</li> <li>o Expand Direction: UP</li> </ul> <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	3rd Party Served Only Celtra (PREFERRED)  Other: 3rd party vendors will need to go through the Certification Process.	Mobile Web	Univision.com Section Fronts (The AD is NOT supported on slideshows or video pages)				<ul style="list-style-type: none"> <li>• USER click-to-expands (DOWN).</li> <li>• HAS to be created as Web Browser Tag. (NOT the Celtra MRAID template.)</li> <li>• It needs to be its own line and not part of Run of All Mobile. (Not able to run on APP).</li> </ul> <p><b>Example:</b> <a href="https://cdn3.uvnmimg.com/dd/6f/e50161cd487ca3bca2972fcc9f53/picture3.png">https://cdn3.uvnmimg.com/dd/6f/e50161cd487ca3bca2972fcc9f53/picture3.png</a></p>



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Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Mobile WEB Adhesion AD Tap-To-Expand (Bottom)	Variable	<ul style="list-style-type: none"> <li>• Maximum file size: 50KB (subsequent max polite load – 100KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 320x415</li> <li>o Expand Direction: UP</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	3rd Party Served Only Celtra (PREFERRED)	Mobile Web	Univision.com Section Fronts (The AD is NOT supported on slideshows or video pages)				<ul style="list-style-type: none"> <li>• 3rd party vendor tag controls the ad serving as a bottom adhesion - USER click-to-expands (UP).</li> <li>• No position targeting needed in the ad server.</li> <li>• All position is controlled by the Celtra tag.</li> <li>• HAS to be created as Web Browser Tag. (NOT the Celtra MRAID template.)</li> <li>• It needs to be its own line and not part of Run of all Mobile. (Not able to run on APP).</li> </ul> <p><b>Example:</b> <a href="https://cdn4.uvnimg.com/3f/58/5fe93b434a96a631b90640508d4c/picture2.png">https://cdn4.uvnimg.com/3f/58/5fe93b434a96a631b90640508d4c/picture2.png</a></p>



DISPLAY AD SPECS

STANDARD DISPLAY ADS

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Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Leaderboard	728x90	<ul style="list-style-type: none"> <li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 728x315</li> <li>o Expand direction: Down</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop & Tablet (mobile web, apps)	<ul style="list-style-type: none"> <li>• All Univision.com &amp; Uvideos.com pages</li> <li>• All Univision, Uvideos, Deportes &amp; Noticias app screens, excluding the splash screen</li> </ul>	Yes	Yes	Yes	
Medium Rectangle	300x250	<p>Medium Rectangle</p> <ul style="list-style-type: none"> <li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 600x250</li> <li>o Expand direction: Varies by Page</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	All	<ul style="list-style-type: none"> <li>• All Univision.com pages</li> <li>• All Univision, Uvideos, Deportes, Noticias, &amp; Uforia app screens, excluding the splash screen</li> </ul>	Yes	Yes	Yes	
Wide Skyscraper	300x600	<p>Wide Skyscraper</p> <ul style="list-style-type: none"> <li>• Maximum file size: 200KB (subsequent max polite load – 400KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 600x600</li> <li>o Expand direction: Right</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com article pages</li> </ul>	Yes	Yes		
Skyscraper	160x600	<ul style="list-style-type: none"> <li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 600x600</li> <li>o Expand direction: Right</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> <li>• Univision.com article pages</li> </ul>	Yes	Yes		



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Mobile Banner	320x50	<ul style="list-style-type: none"> <li>• Maximum file size: 50KB (subsequent max polite load – 100KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> <li>• Rich Media is supported for some platforms               <ul style="list-style-type: none"> <li>o Expanded dimensions: 320x415</li> <li>o Expand direction: Down</li> </ul> </li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes	Mobile Handset	All mobile web pages and app pages	Yes	Yes	Yes	
Rich Media	Variable	<ul style="list-style-type: none"> <li>• Maximum file size: 150KB</li> <li>• Z-index: 0-4,999</li> <li>• Hot spots: Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot 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>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Expansion must be user initiated and user initiated close button must be constant and clearly defined during expansion</li> </ul>	Yes	Desktop					<p><i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i></p>
HTML5	Variable	<ul style="list-style-type: none"> <li>• Maximum file size: 150KB for Desktop and 50KB for Mobile</li> <li>• Z-index: 0-4,999</li> <li>• Hot spots: Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot 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>o 24 FPS</li> <li>o 30 sec max length</li> <li>o 2.2 MB max file size</li> </ul> </li> <li>• Expansion must be user initiated and user initiated close button must be constant and clearly defined during expansion</li> </ul>	3rd Party Served Only	Desktop, Mobile Handset & Tablet					



### VIDEO AD SPECS

#### 3rd PARTY SERVED VIDEO

- VAST is supported via certified partner tags on desktop, mobile web and apps
- VPAID is supported via certified partner tags on desktop only
- All 3rd party served creative must be SSL compliant
- Univision Livestream only accepts MP4 or VAST. (No VPAID or HTML5)

**Duration**

:15 / :30

**Specs**

- File Formats: must be supported natively in the targeted environment (ie VAST tags returning .flv creative for mobile targeted placements will be rejected)
- Resolution: 720p
- Aspect Ratio: 16:9
- Frame Rate: 24
- Encoded Bit Rate: 800 Kbps
- All interactive video must display a user initiated close button

#### SITE SERVED VIDEO

:15 / :30

- File Format(s): .mp4 (preferred), .mov
- Codec: H.264, 24-28 Frame Rate, No Interlacing
- Audio Codec: ACC
- Dimensions/Aspect Ratio: 1280x720, 16:9
- File Size: 2GB maximum
- No Slates

**Rendering Modes****Client**

VAST

**HTML5**

VAST 3.0 + VPAID 2.0

**Supported Ad Creatives****Format****HTML5 mode**

Linear

MP4, MOV, WEBM, VPAID(JS), MP3, AAC

Skippable Linear

MP4, MOV, WEBM, VPAID (JS),MP3, AAC

Ad Pods

MP4, MOV, WEBM, VPAID (JS) MP3, AAC

Non-linear

VPAID (JS), GIF, JPG, PNG

**YouTube Specifications**

Video Ads (formerly in-stream video ads)

**Site Served****Video Requirements:**

- o Must be uploaded to YouTube (send Video URL, shortened URL not allowed)
- o Must allow embedding
- o Must be public or unlisted
- o True streaming is not allowed

**Minimum Video Length:**12 seconds (for skippable ads) **\*\*Skippable NOT supported by: Univision****Maximum Video Length:**

- Up to 6 minutes (skippable ads) **\*\*Skippable NOT supported by: Univision**
- 15 seconds (non-skippable ads) **\*\*Bumper Ads NOT supported by: Univision**
- 6 seconds (bumper ads)
- 20 seconds (non-skippable ads, EMEA, India, Malaysia, and Singapore only)

**Third-Party Served (VAST-Compliant)****Format:** H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)**Aspect Ratio and Bitrate:**720p or below is required, the optional inclusion of 1080p is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples of each are 16:9 - 854x480; 1280x720; 1920x1080 and 4:3 - 480x360; 720x540; 960x720)  
Must contain at least one mediafile under 1000kbps**Audio Format:**

MP3 or AAC preferred

**Frames per second:**

Up to 30fps





## VIDEO AD SPECS

### 3rd PARTY SERVED VIDEO

- VAST is supported via certified partner tags on desktop, mobile web and apps
- VPAID is supported via certified partner tags on desktop only
- All 3rd party served creative must be SSL compliant
- Univision Livestream only accepts MP4 or VAST. (No VPAID or HTML5)

Duration	Specs
<b>Maximum file size:</b>	· 10 MB
<b>Requirements:</b>	<ul style="list-style-type: none"><li>o Must comply with YouTube's XML summary for VAST ad server response</li><li>o Must be SSL-compliant</li><li>o Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted.</li><li>o Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor.</li><li>o Must NOT have geo, browser or any other targeting on the third party end.</li></ul> <p>Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included.</p> <ul style="list-style-type: none"><li>· VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported)</li><li>· Only VAST 2.0 and 3.0 are currently supported (<b>**For Univision, only Vast 3.0 is supported</b>)</li><li>· VPAID is not allowed on YouTube</li></ul>
<b>Maximum Video Length:</b>	<ul style="list-style-type: none"><li>· Up to 6 minutes (skippable ads)</li><li>· 15 seconds (non-skippable ads) (<b>**Bumper Ads NOT supported by: Univision</b>)</li><li>· 6 seconds (bumper ads)</li><li>· 20 seconds (non-skippable ads, EMEA, India, Malaysia, and Singapore only)</li></ul> <p>* After 8/31/2015 VAST tags are no longer accepted for :15/:20 &amp; :30 video ads (non-skippable) in the auction bought through AdWords.</p>
<b>Video Recommendations</b>	<ul style="list-style-type: none"><li>o 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.</li><li>o 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.</li><li>o If you would like to use a 360° video in a video ad, please follow the guidelines here, and please note that 360° videos have browser and device limitations for correct rendering. (<b>**Not supported by Univision</b>)</li></ul>





### UFORIA AD SPECS

#### AUDIO, DISPLAY AND VIDEO SPECS

- **DFP and Sizmek are the only certified 3rd parties 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 is not supported**

Ad Unit	Duration / Size	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold
Leaderboard	728x90	<ul style="list-style-type: none"> <li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes <i>(DFP &amp; Sizmek only)</i>	All	Now Playing screen	No	Yes	Yes
Medium Rectangle	300x250	<p>Medium Rectangle</p> <ul style="list-style-type: none"> <li>• Maximum file size: 150KB (subsequent max polite load – 300KB)</li> <li>• Maximum duration of animation: 30 sec</li> <li>• Maximum loops: 3</li> <li>• FPS: 24</li> </ul> <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes <i>(DFP &amp; Sizmek only)</i>	All	Now Playing screen	No	Yes	Yes
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>(DFP &amp; Sizmek, Tracking only)</i>	All	Now Playing screen	No	Yes	
Video Gateway	:15 / :30 / :60	<ul style="list-style-type: none"> <li>• MP4 (.mp4 extension):</li> <li>• Resolution: 320x240 up to 960x540</li> <li>• Pixels Codec: H.264</li> <li>• Frames Per Second: 30</li> <li>• Sample Rate: 44100</li> <li>• Channels: Stereo, Mono</li> </ul>	Yes <i>(DFP &amp; Sizmek, Tracking only)</i>	All	Now Playing screen	No	Yes	

**SET TOP BOX VOD VIDEO AD SPECS**

- All VOD is SD only
- DAI enabled MSOs include COX, Time Warner Cable and Brighthouse
- DAI enabled networks include Univision, El Rey, Galavision, Unimas, and Univision Deportes

Duration	Specs	3rd Party Tracked	MSOs & Networks
:15 / :30	<ul style="list-style-type: none"> <li>• Aspect Ratio: 4X3 (1.33/1)</li> <li>o 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>o 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>• Captioning: 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>o Closed Captioning shall be encoded in accordance with EIA/CEA-608 on both fields of line 21</li> <li>• CC1 Spanish only</li> <li>• CC3 English only</li> <li>• Audio</li> <li>o Audio Channel Assignments</li> <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> <li>o Audio should be as tightly matched to video as possible. 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>o All audio should be delivered with un-encoded PCM</li> <li>o CALM Act Compliance                             <ul style="list-style-type: none"> <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. 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> </ul> </li> <li>o No EAS Tones                             <ul style="list-style-type: none"> <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> </li> </ul>	No	All

## GUIDELINES FOR ALL THIRD PARTIES

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

- o All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running.
- o Any collection of Personally Identifiable Information (PII), browsing history, or other information that can be “tied back” to PII are strictly prohibited.
- o If permission is granted, the use of mechanisms that store or retrieve data on Univision.com must comply with the Privacy Policy.

### 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:

- o 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.
- o Data collected may not be used for retargeting messages to users on other websites.
- o 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:

- o Publish a privacy policy on your website that includes a clear and appropriate description of how your advertising pixels may be used.
- o 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)
- o 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.
- o 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
- o Not use any pixels to collect or solicit information from children under age 13.
- o Limit audience exposure for off-site re-targeting messages to a maximum of 1x/day, 3x/week, 7x/lifetime.
- o Not re-target users on any sites that display or promote hate speech, adult content, illegal activity, drug use, or violence.

### Google DCM Display Tag types via DFP - Univision requires Internal Redirects...

- Univision requires Internal Redirects for all clients that wish to use Google as a 3rd party vendor for Display Tags. This will reduce discrepancies back to industry level standard of 10%.
- Google Internal Redirect Tags – We have minimal discrepancy with this tag type. However, this tag type will not allow us to block or monitor being that blocking or monitoring requires wrapping with the DCM JS tag. This has be
- Google DCM 1x1 trackers – Trackers will work fine and are not impacted at all. If the client is site serving the creative file then we can also append a monitoring pixel aside from the impression tracker but not blocking. This has
- Video – Video Tags are not impacted at all.