UNIVISION

DISPLAY AD SPECS								
STANDARD DISPLAY ADS								

• All tags and creatives must be received 5 business days prior to the start date for a guaranteed, on time launch (not applicable to uncertified 3rd party partners - see certification guidelines)

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold
Leaderboard	728x90	• Maximum file size: 150KB (subsequent max polite load – 300KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 728x315 o Expand direction: Down *Animated creative must include a fallback .gif for run of platform compliance.*	Yes	Desktop & Tablet (mobile web, apps)	• All Univision.com & Uvideos.com pages • All Univision, Uvideos, Deportes & Noticias app screens, excluding the splash screen	Yes	Yes	Yes
Medium Rectangle	300x250	Medium Rectangle • Maximum file size: 150KB (subsequent max polite load – 300KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 600x250 o Expand direction: Varies by Page *Animated creative must include a fallback .gif for run of platform compliance.*	Yes	All	• All Univision.com pages • All Univision, Uvideos, Deportes, Noticias, & Uforia app screens, excluding the splash screen	Yes	Yes	Yes
Wide Skyscraper	300x600	Wide Skyscraper • Maximum file size: 200KB (subsequent max polite load – 400KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 600x600 o Expand direction: Right *Animated creative must include a fallback .gif for run of platform compliance.*	Yes	Desktop	• Univision.com article pages	Yes	Yes	n/a
Mobile Banner	320x50	• Maximum file size: 50KB (subsequent max polite load – 100KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 320x480 o Expand direction: Down *Animated creative must include a fallback .gif for run of platform compliance.*	Yes	Mobile Handset	All mobile web pages and app pages	Yes	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
Rich Media	Variable	• Maximum file size: 150KB • Z-index: 0-4,999 • 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 • Video controls must include play, pause, mute or volume control during video play • Video Animation Guidelines: o 24 FPS o 30 sec max length o 2.2 MB max file size • Expansion must be user initiated and user initiated close button must be constant and clearly defined during expansion	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Desktop				
HTML5	Variable	• Maximum file size: 150KB for Desktop and 50KB for Mobile • Z-index: 0-4,999 • 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 • Video controls must include play, pause, mute or volume control during video play • Video Animation Guidelines: o 24 FPS o 30 sec max length o 2.2 MB max file size • Expansion must be user initiated and user initiated close button must be constant and clearly defined during expansion	3rd Party Served Only	Desktop, Mobile Handset & Tablet				

DISPLAY AD SPECS

HIGH IMPACT DISPLAY ADS

• Programmatic ads may not deliver to any high impact opportunity
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• 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 approva

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Billboard	970x250	• Maximum file size (Initial: 250KB / Final: 500KB) • Video Animation Guidelines: o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 User Experience Guidelines: • Ad should not collapse to a leave-behind but should close completely • Auto-play video is optional with the following restrictions: o Must start on mute o Must have a frequency cap of once per user per 24 hours built into the ad creative • Video controls must include play, pause, mute or volume control during video play • User initiated hotspot o May not exceed more than 1/4 of the ad area o Must be clearly labeled • The creative must have a clearly visible close button at the top corner at all time *Animated creative must include a fallback .gif for run of platform compliance.*	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Desktop	• Univision.com homepage (only available to premium sponsors), section front, local station homepage, and article headers • Univision.com section front and local station homepage inline, full width ad (below the fold) • Should be sold as a sponsorship or roadblock opportunity only.	Yes	Yes	Yes	**Example:** http://univision.celtra.com/preview/21a48d58#deviceType=Desktop&rp.pushContent=1
Push Down	970x90 (970x415 expanded)	• Maximum file size (Initial: 200KB / Final: 400KB) • Video Animation Guidelines: o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 • Expansion Direction: Down User Experience Guidelines: • Expanded creative must have a clearly visible close button • 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) • Auto-play in-banner video is optional with the following restrictions: o Must start on mute o Must have a frequency cap of once per user per 24 hours built into the ad creative • In-banner video controls must include play, pause, mute or volume control during video play • User initiated hotspot o May not exceed more than 1/4 of the ad area o Must be clearly labeled *Animated creative must include a fallback .gif for run of platform compliance.*	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Desktop	• Univision.com homepage, section front and local station homepage headers • Should be sold as a sponsorship or roadblock opportunity only.	Yes	Yes	Yes	Example: http://univision.celtra.com/preview/bc947905#deviceType=Desktop&rp.pushContent=1
Adhesion	320x50	• Maximum file size (Initial: 50KB / Final: 100KB) • Z-Index: 0 - 4999 • Expand Direction: Up (expansion is optional) • Max Expanded Dimension: 320x480 User Experience Guidelines: • Must have a clearly visible close button • Auto-expand must have a frequency cap of once per user per 24 hours built into the ad creative • User initiated hotspot o May not exceed more than 1/4 of the ad area o Must be clearly labeled *Animated creative must include a fallback .gif for run of platform compliance.* *Should be in a separate Line Item in DFP.*	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Mobile Handset	• Univision.com section fronts, article pages and ancillary page (not supported on slideshows or video pages) • Univision app section fronts and article pages • Univision App, Noticias App, Deportes App	n/a	Yes	Yes	**Example:** http://univision.celtra.com/preview/bf20af01#deviceType=Phone&size=small&rp.sticky=bottom
Adhesion	728x90	• Maximum file size (Initial: 150KB / Final: 300KB) • Z-Index: 0 - 4999 • Expand Direction: Up (expansion is optional) • Max Expanded Dimension: 728x415 User Experience Guidelines: • Must have a clearly visible close button • Auto-expand must have a frequency cap of once per user per 24 hours built into the ad creative • User initiated hotspot o May not exceed more than 1/4 of the ad area o Must be clearly labeled *Animated creative must include a fallback .gif for run of platform compliance.* *Should be in a separate Line Item in DFP.*	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Tablet	• Univision app section fronts and article pages • Univision App, Noticias App, Deportes App	n/a	Yes	Yes	n/a

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• *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 approva*

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Film Strip	300x600	• Maximum file size (Initial: 200KB / Final: 400KB) • Video Animation Guidelines: o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 User Experience Guidelines: • Ad can not expand • Auto-play video is optional with the following restrictions: o Must start on mute o Must have a frequency cap of once per user per 24 hours built into the ad creative • Video controls must include play, pause, mute or volume control during video play • User initiated hotspot o May not exceed more than 1/4 of the ad area o Must be clearly labeled *Animated creative must include a fallback .gif for run of platform compliance.*	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Desktop	• Univision.com article pages	Yes	Yes	No	n/a
Skin	1440x900	• Maximum file size: 200KB *jpg only • Clickable • 3rd party tracking allowed. • Dimensions 1440Wx900H. • Background hex color should always be provided. Ex. #ffffff • Main Navigation Area (90H): Branding Elements should be placed under the header. • 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. • Panel Area (200W): The visible panel area dimensions are based on a 1680x1050 resolution. • Content Area (1040Wx900H): The creative should have a solid white background color where the content area lies.	Yes *Univision built creative is preferred, 3rd party tracking is supported on Univision built creative*	Desktop & Tablet	• Univision.com homepage, section fronts and local home page headers	Yes (Responsive)	Yes	Yes	n/a
TripleLift Native: **Section Fronts**	Variable	**Headline:** 30 Charactors or Less (stand alone copy) **Caption:** 120 Charactor Limit (stand alone copy) **Image Requirements:** o Minimum Size: 500x500 pixels o Recommended Size: 1200x1200 pixels o STATIC (Image should be FREE of text) o JPEG or PNG **File Size:** o Under 2MB **LOGO Format:** o Size: 300x300px o JPEG/transparent o PNG, Standard (recommended) o **Recommended:** 2 versions (light and dark) Animated creative must include a fallback .gif for run of platform compliance.	**Tag is provided by TripleLift** 3rd Party *Trackers (Optional)* o All 3rd party trackers are accepted as long as they are 1x1 image tag o All trackers must be secure **(https://)**	Desktop & Mobile	• Section Fronts (ONLY)	Yes (Responsive)	Yes	n/a	• *If the logo image is bigger than these sizes it will be resized to the max width and height, keeping its aspect ratio.)* • *Unit can click through to an article itself or to a client landing page.* • *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).* *Desktop Section Front Example: https://cdn3.uvnimg.com/a1/f7/bcec736d4cf6bd160beaa625e525/2018-01-31-14-56-32.png* *Mobile Section Front Example: https://cdn1.uvnimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png*
TripleLift Native: **Articles Teaser**	Variable	**Headline:** 30 Charactors or Less (stand alone copy) **Caption:** 120 Charactor Limit (stand alone copy) **Image Requirements:** o Minimum Size: 500x500 pixels o Recommended Size: 1200x1200 pixels o STATIC (Image should be FREE of text) o JPEG or PNG **File Size:** o Under 2MB **LOGO Format:** **o** Size: 300x300px o JPEG/transparent o PNG, Standard (recommended) **o Recommended:** 2 versions (light and dark) Animated creative must include a fallback .gif for run of platform compliance.	**Tag is provided by TripleLift** 3rd Party Trackers (Optional) o All 3rd party trackers are accepted as long as they are 1x1 image tag o All trackers must be secure **(https://)**	Desktop & Mobile	• Articles (ONLY) • Appears in the Second Inline Ad Space	Yes (Responsive)	Yes	n/a	**Desktop Articles Example:** https://cdn4.uvnimg.com/2c/63/ee9af6ad457a9220b735562e1f2b/2018-01-31-14-56-22.png **Mobile Articles Example:** https://cdn1.uvnimg.com/d7/d4/b510d8c04b078e494c54b4384bda/2018-01-31-14-56-38.png

DISPLAY AD SPECS

HIGH IMPACT DISPLAY ADS

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• *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 approva*

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold	NOTES
Mobile APP Adhesion AD Tap-To-Expand (Bottom)	320x50	• Maximum file size: 50KB (subsequent max polite load – 100KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 320x480 o Expand Direction: UP Animated creative must include a fallback .gif for run of platform compliance. *Animated creative must include a fallback .gif for run of platform compliance.*	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)				• 320x50 / Ad serving as a bottom adhesion - USER click-to-expands (UP). • HAS to be created as MRAID. (NOT the Celtra Web Browser OR Responsive Template.) • It needs to be its own line and not part of Run of Mobile. Does NOT RUN on Mobile Web. **Example:** http://univision.celtra.com/preview/99abf513#deviceType=Phone&rp.sticky=bottom
Mobile Web (TOP) Tap To Expand	320x50	• Maximum file size: 50KB (subsequent max polite load – 100KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 320x480 o Expand Direction: UP *Animated creative must include a fallback .gif for run of platform compliance.*	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)				• USER click-to-expands (DOWN). • HAS to be created as Web Browser Tag. (NOT the Celtra MRAID template.) • It needs to be it's own line and not part of Run of All Mobile. (Not able to run on APP). **Example:** http://univision.celtra.com/preview/99abf513#deviceType=Phone&rp.sticky=top
Mobile WEB Adhesion AD Tap-To-Expand (Bottom)	Variable	• Maximum file size: 50KB (subsequent max polite load – 100KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms o Expanded dimensions: 320x480 o Expand Direction: UP *Animated creative must include a fallback .gif for run of platform compliance.*	3rd Party Served Only Celtra (PREFERRED)	Mobile Web	Univision.com Section Fronts (The AD is NOT supported on slideshows or video pages)				• 3rd party vendor tag controls the ad serving as a bottom adhesion - USER click-to-expands (UP). • No position targeting needed in the ad server. • All position is controlled by the Celtra tag. • HAS to be created as Web Browser Tag. (NOT the Celtra MRAID template.) • It needs to be its own line and not part of Run of all Mobile. (Not able to run on APP). **Example:** http://univision.celtra.com/preview/99abf513#deviceType=Phone&rp.sticky=bottom

UNIVISION

3rd PARTY & SITE SERVED VIDEO

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

Univision Specifications	Video Ads
Duration	**Specs**
THIRD-PARTY VIDEO	
:15 ***Preferred*** :30 *(runs where applicable)*	• 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
Rendering Modes	
Client	HTML5
VAST	**VAST 2.0 & 3.0** (NO VPAID / VAST 4.0)

Supported Ad Creatives

Format	HTML5 mode
Linear	MP4, MOV, VPAID(JS), MP3
Skippable Linear	MP4, MOV, VPAID (JS),MP3
Ad Pods	MP4, MOV, VPAID (JS) MP3
Non-linear	GIF, JPG, PNG

Live Stream Specifications	SPONSORSHIP Package
PreRoll	.mp4 (preferred), .mov, VAST 2.0 & 3.0

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:	· 15 seconds (non-skippable ads)
Maximum Video Length:	· 15 seconds (non-skippable ads)

Third-Party Served (VAST-Compliant)

Format:	H.264 (MP4) video file type must be included for each video creative.
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 preferred
Frames Per Second:	· Up to 30fps
Maximum File Size:	· 10 MB
Requirements:	o Must comply with YouTube's XML summary for VAST ad server response o Must be SSL-compliant o Only VAST 2.0 & 3.0 tags are allowed for skippable video ads. VAST 4.0 will not be accepted. o Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor. o Must NOT have geo, browser or any other targeting on the third party end. 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. · 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) · VAST 2.0 & VAST 3.0 · VPAID is not allowed on YouTube
Maximum Video Length:	· 15 seconds (non-skippable ads)

Video Recommendations

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.

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.

UNIVISION PreRoll & UNIVISION YouTube VIDEO AD SPECS

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. *(**Not supported by Univision)*

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	• Maximum file size: 150KB (subsequent max polite load – 300KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 *Animated creative must include a fallback .gif for run of platform compliance.*	Yes (DFP & Sizmek only)	All	Now Playing screen	No	Yes	Yes
Medium Rectangle	300x250	Medium Rectangle • Maximum file size: 150KB (subsequent max polite load – 300KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 *Animated creative must include a fallback .gif for run of platform compliance.*	Yes (DFP & Sizmek only)	All	Now Playing screen	No	Yes	Yes
Audio Commercial	:15 / :30 / :60	• MP3 (preferred) or WAV • Bitrate: 128Kbps (Recommended, can be higher or lower) • Sample Rate: 44100 • Channels: Stereo, Mono	Yes (DFP & Sizmek, Tracking only)	All	Now Playing screen	No	Yes	n/a

SET TOP BOX VOD VIDEO AD SPECS

• 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	· Aspect Ratio: 4X3 (1.33/1) o Active video must be 480 lines vertical by 720 pixels horizontal and interlaced. · Frame Rate: 29.97 · AFD: If 4X3 SD content is upconverted to HD 16X9 prior to delivery, the only permissible AFD value shall be 1001. 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. · 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. o Closed Captioning shall be encoded in accordance with EIA/CEA-608 on both fields of line 21 · CC1 Spanish only · CC3 English only · Audio o Audio Channel Assignments · Track 1: Left (stereo*: Lo of Lt) · Track 2: Right (stereo*: Lo or Rt) · Track 3-8: No Audio for Stereo* · Track 3: Center · Track 4: LFE · Track 5: LS · Track 6: RS · Track 7 & 8: No Audio · Track 9: SAP Left (optional) · Track 10: SAP Right (optional) 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 o All audio should be delivered with un-encoded PCM o CALM Act Compliance · 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. · True peak audio on any channel shall not exceed -6 dBFS o No EAS Tones · 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 · Timecode if included in the file must be drop frame, continuous, and ascending · Each unique asset must have a unique ID	No	MSOs: Cox and Spectrum (Time Warner Cable and Bright House Networks)

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 or information.
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 been confirmed with BOTH Double Verify and IAS.
•   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 been confirmed with both Double Verify and IAS.
•   Video – Video Tags are not impacted at all.

UNIVISION's 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.