Key Metrics

Overall fan engagement*:
- Visits: 1.3B
- Minutes per Visit: 14.4
- Devices: 187M

User viewership*:
- 48 min. of video: +46%
- 156 min. of LIVE video: +65%
- 15 min. of Video On Demand: +9%

*Regular season totals.

Across all digital platforms; Increases are YoY.

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Active Fantasy Game Users*:
- 3.2M

LIVE Minutes Watched*:
- 144

Social Media Followers*:
- Twitter: 22.4M
- Facebook: 16.3M
- Instagram: 9.3M
- TikTok: 2.1M

NFL Season Games:
- 7

LIVE Streams Up:
- +21%

New Sponsorship Partner:
- Amazon
Table of Contents

• 2017 NFL Media Takeover: Homepage
• NFL Media: Standard and Rich Media Specs
• NFL Media: Standard Video Specs
• NFL Mobile: Standard and Rich Media Specs
• Additional Information
No. 1 pick in the house

Browns coach Hue Jackson alleviated any anxieties among the Cleveland fan base when he announced today that No. 1 overall pick Myles Garrett will be participating in training camp activities.

News & Fantasy

Skor on QB battle: Kessler to 'walk out there first'
Griffin wins 4-year, $51M extension with Vikings
Possible deals for nivelant, Matt Ryan on hold
Wittenhead signed by 5 teams after being waived
Hunt Top pick DE Garrett 'ready to go' for camp
Injuries: Take McKinley (shoulder) will be limited
Browns-Ish 20 NFL camp position battles
Jaylon D.C.: Jenkins trade like adding a top pick
NFL issues its response to CTE research report

GO TO NEWS

Which player are you most excited to see on "Hard Knocks"?
Voting has ended, check out the final results!

Jaelm Winston Mike Evans DeSean Jackson Gerald McCoy

NFL Media Takeover: Home Page
Desktop, Tablet and Mobile screens sold together on a flat fee basis
NFL Media Takeover: Home Page (cont’d)

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

*New to NFL.com
Custom Rooftop Ad Unit
Custom Units: Branded Poll Skins & Custom Rooftop

**Assets Needed for Poll Skins:**
Unit is created by the NFL; Please send the following: relevant tags, .eps logo, any relevant style or campaign guidelines, an asset kit including a layered PSD file with hi-res logos and images, and any campaign specific fonts.

**Assets Needed for Rooftop Unit:**
Unit is created by the NFL; Please send the following: .eps logo, any relevant style or campaign guidelines, an asset kit including a layered PSD file with hi-res logos and images (2000x1200px), and any campaign specific fonts.

**Please Note**
Units are built by NFL
Lead time for Poll Skins & Rooftop Unit is 30 Business days
Poll Skins & Rooftop Unit are site-served
Both units are clickable
Can accept tracking and click-through URL
Dimensions: 728x90, 300x250, 160x600, 300x600, 970x90

Accepted File Types: HTML5, GIF/JPEG, Rich Media (No Flash)

File Size: 20K GIF, 300K HTML5/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: No

Turn-Around-Time: 5 to 10 Business Days

Please Note

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)

VPAID no longer accepted

Rich Media/HTML5 must be served with a 3rd party Tag
Bills GM Beane ‘annoyed’ by tanking accusations
Published: August 15, 2017 at 09:44 AM
The Bills traded WR Sammy Watkins and CB Ronald Darby last week in return for inferior replacements and draft picks. The Bills GM, however, insists the moves don’t mean Buffalo is tanking 2017. Read

Injuries: ‘Fins RB Ajayi clears concussion protocol
Published: August 15, 2017 at 09:14 AM
Miami Dolphins running back Jay Ajayi has been given the green light to resume normal football activities after clearing concussion protocol on Tuesday. Read

Savage ‘not going to let anyone’ take starting gig
Published: August 15, 2017 at 08:15 AM
Houston Texans QB Tom Savage remains the team’s starter despite rookie Deshaun Watson’s strong debut in Week 1 of preseason action. Savage said he’ll continue to fight to maintain his starting gig. Read
One can point to a statistic for a season and make a general, opinionated observation about most skilled position players. They’re not always correct, but they’re usually in the ballpark. It’s not that simple with linemen, though.

Statistics (really, a lack thereof) make it difficult to predict which linemen are going to improve from year to year. Luckily, for the sake of this piece, we’ve considered some other important factors — teammates, NFL specific position, experience — to come up with a small group of linemen who are poised to have impressive seasons in 2017.

Larry Tunsil

NFL Network draft analyst Daniel Jeremiah and many others have Tunsil as the Lineman who will...
Length/Dimension/Ratio Size - :15s, 640x360, 16:9

Accepted File Types:
SSL compatibility required for assets & tracking | Accept: MPEG-4 files, uncompressed mov/quicktime files; VAST Compliance: Must contain a video/mp4 asset option- If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv | Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

File Size: Up to 50MB for :15s

Third Party Served: Yes, VAST ONLY

Looping Restrictions: None; ad does not animate

Please Note

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
NO VPAID
Patrick Mahomes drops a dime DEEP to Tyreek Hill during training camp.
Sponsored Video Channel

Branded Header, Side Panels (desktop), Fixed Pre-Roll, 300x250, 320x50
Before crushing Patriots, Chiefs rookie Kareem Hunt forgot most basic rule of a RB

Dan Wetzel
Columnist
Yahoo Sports September 8, 2017

FOXBOROUGH, Mass. -- High and tight. High and tight. High and tight. How many times had Kareem Hunt heard that? How many coaches had preached that? If you’re going to carry the football, if you’re going to be a running back, you can’t fumble, they all said. Hold the ball high and tight and you won’t.

Is Tom Brady Finally Done? Patriots Quarterback Had a Bad Night In Loss to Kansas City Chiefs

Walmart Cameras Captured These Photos
Football

Caleb Frame @Caleb13B3
Come to the Chiefs @PaxtonLynch
Dimension: 320x50, 300x250, Rooftop 320x320

Accepted File Types: JPEG (for still image or Rooftop) or Rich Media

File Size: 20K (JPEG), 300K (Rich Media)

Third Party Served:
- 320x50 & 300x250 Yes
- Rooftop 320x320 No

Polite Loading Required for Rich Media

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch
Around The NFL

Julian Edelman, Stephon Gilmore scuffle, tossed from practice

Kam Chancellor signs three-year extension with Seahawks

Around The NFL

Early winners and losers of training camp

Analysis

Why Jerry Jones is in the Hall of Fame

Analysis

From rookie playmaker to WR1? Tyreek's task in K.C.

NFL Mobile App

Standard Specs

Dimension: 320x50 and 300x250

Accepted File Types: JPEG (for still image) or Rich Media

File Size: 20K (JPEG), 300K (Rich Media)

Third Party Served: Yes

Polite Loading Required | Must Be SSL Compliant

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch
### Length/Dimension/Ratio Size
- :15s, 640x360, 16:9

### Accepted File Types
- SSL compatibility required for assets & tracking
- Accept: MPEG-4 files, uncompressed mov/quicktime files
- VAST Compliance: Must contain a video/mp4 asset option - If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv
- Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

### File Size
- Up to 50MB for :15s

### Third Party Served
- Yes, VAST ONLY
Julian Edelman, Stephon Gilmore scuffle, tossed from practice

According to multiple reports at practice, receiver Julian Edelman and cornerback Stephon Gilmore were tossed from practice after a brief scuffle. Head coach Bill Belichick has a standing rule that any fight during practice leads directly to an ejection, so it's not a surprise that Edelman and Gilmore were sent to the showers early.

Two New England Patriots got kicked out of practice on Tuesday.

A head coach Bill Belichick has a standing rule that any fight during practice leads directly to an ejection, so it’s not a surprise that Edelman and Gilmore were sent to the showers early.

Kam Chancellor signs three-year extension with Seahawks

Around The NFL

Treadwell and Ekukhans get into it at Vikings practice

Around The NFL

Cardinals will sit out starters in Hall of Fame Game

Around The NFL

Veteran LT Ryan Clady announces retirement

Around The NFL

NFL Mobile App on Tablet

Standard Specs

Dimension: 160x600

Accepted File Types: JPEG (for still image) or Rich Media

File Size: 20K (JPEG), 300K (Rich Media)

Third Party Served: Yes

Polite Loading Required | Must Be SSL Compliant

Sponsorships: Branded headers created by the NFL; a style guide, EPS Logo, 1x1, and click thru URL are needed

Turn Around Time: 5 to 10 Business Days; branded header assets are required 1 month prior to launch
Length/Dimension/Ratio Size: :15s, 640x360, 16:9

Accepted File Types: SSL compatibility required for assets & tracking | Accept: MPEG-4 files, uncompressed mov/quicktime files; VAST Compliance: Must contain a video/mp4 asset option- If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv | Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

File Size: Up to 50MB for :15s

Third Party Served: Yes, VAST ONLY
NFL Mobile Preroll (Tablet)

Length/Dimension/Ratio Size – :15s, 640x360, 16:9

Accepted File Types: SSL compatibility required for assets & tracking | Accept: MPEG-4 files, uncompressed mov/quicktime files; VAST Compliance: Must contain a video/mp4 asset option- If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv | Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

File Size: Up to 50MB for :15s

Third Party Served: Yes, VAST ONLY
**NFL Fantasy Football App**

320x50, 300x250

- **Players**
  - Jay Ajayi (RB - MIA)
  - Mario Alford (WR - CLE)
  - Keenan Allen (WR - LAC)
  - Dwayne Allen (TE - NE)
  - Javorius Allen (RB - BAL)
  - Keenan Allen (WR - LAC)
  - RaShaun Allen (TE - HOU)
  - Geronimo Allison (WR - GB)

- **Waivers**
  - Mo Alie-Cox (WR - TB)
  - Dwayne Allen (TE - NE)
  - Javorius Allen (RB - BAL)
  - Keenan Allen (WR - LAC)
  - RaShaun Allen (TE - HOU)
  - Geronimo Allison (WR - GB)

- **Trades**
  - WelCam to DaBrickashow
  - West Coast the Best Coast

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**Stadium NFL Sunday Ticket**

- Price: $69.99/month

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**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

**Turn Around Time:** 5 to 10 Business Days
Delanie Walker among overvalued fantasy tight ends

Accepted File Types: JPEG (for still image) or Rich Media

File Size: 20K (JPEG), 300K (Rich Media)

Third Party Served: Yes

Turn Around Time: 5 to 10 Business Days
NFL Fantasy Football App (cont’d)

Preroll

Length/Dimension/Ratio Size – :15s, 640x360, 16:9

Accepted File Types: SSL compatibility required for assets & tracking | Accept: MPEG-4 files, uncompressed mov/quicktime files; VAST Compliance: Must contain a video/mp4 asset option- If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv | Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

File Size: Up to 50MB for :15s

Third Party Served: Yes, VAST ONLY

Preroll
NFL Live Streaming

Standard Specs

Length/Dimension/Ratio Size – :15s, 640x360, 16:9

Live Streaming: TNF/Authenticated Stream, Draft Live, Combine Live, SB Live

SSL compatibility required for assets & tracking | Accept: MPEG-4 files, uncompressed mov/quicktime files; VAST Compliance: Must contain a video/mp4 asset option - If video/mp4 is included, these other formats can also be included in the XML manifest: video/webm, video/3gpp, video/x-flv | Cannot accept: VPAID (swf), VPAID2 JS, application/x-mpegURL (m3u8), application/dash+xml (MPEG-DASH)

Turn Around Time: 5 to 10 Business Days

If 3rd Party Served- VAST ONLY, NO VPAID