



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)
- MRAID is not yet supported on apps

Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold
Leaderboard	728x90	<ul style="list-style-type: none"> • Maximum file size: 40KB (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: 728x315 o Expand direction: Down <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	Yes	Desktop & Tablet (mobile web, apps)	<ul style="list-style-type: none"> • All Univision.com & Uvideos.com pages • All Univision, Uvideos, Deportes & Noticias app screens, excluding the splash screen 	Yes	Yes	Yes
Medium Rectangle	300x250	<p>Medium Rectangle</p> <ul style="list-style-type: none"> • Maximum file size: 40KB (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: 600x250 o Expand direction: Varies by Page <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	Yes	All	<ul style="list-style-type: none"> • All Univision.com pages • All Univision, Uvideos, Deportes, Noticias, & Uforia app screens, excluding the splash screen 	Yes	Yes	Yes
Wide Skyscraper	300x600	<p>Wide Skyscraper</p> <ul style="list-style-type: none"> • Maximum file size: 40KB (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: 600x600 o Expand direction: Right <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	Yes	Desktop	<ul style="list-style-type: none"> • Univision.com article pages 	Yes	Yes	
Skyscraper	160x600	<ul style="list-style-type: none"> • Maximum file size: 40KB (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: 600x600 o Expand direction: Right <p>Animated creative must include a fallback .gif for run of platform compliance.</p>	Yes	Desktop	<ul style="list-style-type: none"> • Univision.com article pages 	Yes	Yes	

Mobile Banner	320x50	<ul style="list-style-type: none"> • Maximum file size: 40KB (subsequent max polite load – 100KB) • Maximum duration of animation: 30 sec • Maximum loops: 3 • FPS: 24 • Rich Media is supported for some platforms <ul style="list-style-type: none"> o Expanded dimensions: 320x415 o Expand direction: Down <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"> • 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: <ul style="list-style-type: none"> 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	Desktop				
HTML5	Variable	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> 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				
Ad Unit	Dimension	Specs	3rd Party Served/Tracked	Platforms	Pages and Positions	Flex Unit	Local Opportunity	Above the Fold

Billboard	970x250	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • Ad should not collapse to a leave-behind but should close completely • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <p><i>See Rich Media guidelines as well.</i></p>	Yes <i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i>	Desktop	<ul style="list-style-type: none"> • 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) 	Yes	Yes	Yes
Push Down	970x90 (970x415 expanded)	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 • Expansion Direction: Down <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> o May not exceed more than 1/4 of the ad area o Must be clearly labeled <p><i>See Rich Media guidelines as well.</i></p>	Yes <i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i>	Desktop	<ul style="list-style-type: none"> • Univision.com homepage, section front and local station homepage headers 	Yes	Yes	Yes

Portrait	300x1050	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 5000 - 1,999,999 • Expand Direction: Right (expansion is optional) • Max Expanded Dimension: 580x460 <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • Expanded creative 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 • Auto-play in-banner video is optional with the following restrictions: <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> o May not exceed more than 1/4 of the ad area o Must be clearly labeled <p><i>See Rich Media guidelines as well.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> • Univision.com article pages 	Yes	Yes	
Adhesion	320x50	<ul style="list-style-type: none"> • Maximum file size (initial/final): 50KB • Z-Index: 0 - 4999 • Expand Direction: Up (expansion is optional) • Max Expanded Dimension: 320x480 <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> o May not exceed more than 1/4 of the ad area o Must be clearly labeled <p><i>See Rich Media guidelines as well.</i></p>	Yes	Mobile Handset	<ul style="list-style-type: none"> • Univision.com section fronts, article pages and ancillary page (not supported on slideshows or video pages) • Univision app section fronts and article pages • [Confirm w/ Rachel on Deportes & Noticias apps] 		Yes	Yes
Adhesion	728x90	<ul style="list-style-type: none"> • Maximum file size (initial/final): 50KB • Z-Index: 0 - 4999 • Expand Direction: Up (expansion is optional) • Max Expanded Dimension: 728x415 <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> o May not exceed more than 1/4 of the ad area o Must be clearly labeled <p><i>See Rich Media guidelines as well.</i></p>	Yes	Tablet	<ul style="list-style-type: none"> • Univision app section fronts and article pages • [Confirm w/ Rachel on Deportes & Noticias apps] 		Yes	Yes

Film Strip	300x600	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 0 - 4999 User Experience Guidelines: <ul style="list-style-type: none"> • Ad can not expand • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 	<p style="text-align: center;">Yes</p> <p style="text-align: center;"><i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i></p>	Desktop	<ul style="list-style-type: none"> • Univision.com article pages 	Yes	Yes	No
Sidekick	300x250 (850x550 expanded)	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 5000 – 1,999,999 User Experience Guidelines: <ul style="list-style-type: none"> • Ad should expand left on section fronts and right on article page • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 right corner at all time 	<p style="text-align: center;">Yes</p> <p style="text-align: center;"><i>Univision built creative is preferred, 3rd party tracking is supported on Univision built creative</i></p>	Desktop	<ul style="list-style-type: none"> • Univision.com section fronts, article pages and local home pages 	Yes	Yes	Yes

Sidekick	300x600 (850x550 expanded)	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 sec max length o 2.2 MB max file size • Z-Index: 5000 – 1,999,999 <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • Ad should expand left on section fronts and right on article page • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 right corner at all time 	Yes	Desktop	<ul style="list-style-type: none"> • Univision.com section fronts, article pages and local home pages 	Yes	Yes	No
Interstitial	Variable	<ul style="list-style-type: none"> • Maximum file size (initial/final): 200KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 15 sec max length o 2.2 MB max file size • Z-Index: 6,000,000+ <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • Close button must be ever present and clearly labeled • Must auto-close after 15 sec max • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 <p><i>Univision caps this unit at once per user per 24 hours.</i></p>	Yes	Desktop	<ul style="list-style-type: none"> • Univision.com home page and section fronts 		Yes	Yes
Interstitial	320x480	<ul style="list-style-type: none"> • Maximum file size (initial/final): 100KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 15 sec max length o 2.2 MB max file size • Z-Index: 6,000,000+ <p>User Experience Guidelines:</p> <ul style="list-style-type: none"> • Close button must be ever present and clearly labeled • Must auto-close after 15 sec max • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 • Creative should be servable to larger screen sizes and should be centered on the screen <p><i>Univision caps this unit at once per user per 24 hours.</i></p>	Yes	Mobile Handset	<ul style="list-style-type: none"> • After all app splash screens 		Yes	Yes

Interstitial	768x1024	<ul style="list-style-type: none"> • Maximum file size (initial/final): 100KB • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 15 sec max length o 2.2 MB max file size • Z-Index: 6,000,000+ User Experience Guidelines: <ul style="list-style-type: none"> • Close button must be ever present and clearly labeled • Must auto-close after 15 sec max • Auto-play video is optional with the following restrictions: <ul style="list-style-type: none"> 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 • Creative should be servable to larger screen sizes and should be centered on the screen <p><i>Univision caps this unit at once per user per 24 hours.</i></p>	Yes	Tablet	• After all app splash screens		Yes	Yes
Skin	1800x890	<ul style="list-style-type: none"> • Maximum file size: 200KB *jpg only • Clickable • 3rd party tracking allowed. • Dimensions 1800Wx890H. • Background hex color should always be provided. Ex. #ffffff • Main Navigation Area (90H): Branding Elements should be placed under the header. • Safe Creative Area (190W): 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 (265W): The visible panel area dimensions are based on a 1680x1050 resolution. • Content Area (1270Wx890W): The creative should have a solid white background color where the content area lies. 	Yes	Desktop & Tablet	• Univision.com homepage, section fronts and local home page headers	No	Yes	Yes

VIDEO AD SPECS

<i>3rd PARTY SERVED VIDEO</i>								
• VAST is supported via certified partner tags on desktop, mobile web and apps								
Duration	Specs	3rd Party Served/Tracked	Platforms	Secure vs. Non-Secure				

:15 / :30	<ul style="list-style-type: none"> 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 	Yes	All	SECURE				
SITE SERVED VIDEO								
:15 / :30	<ul style="list-style-type: none"> 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 	Yes <i>(All IAB standard events are 3rd party trackable)</i>	All	SECURE				
COMPANION BANNER SPECS								
300x250	<ul style="list-style-type: none"> Maximum file size: 40KB (subsequent max polite load – 100KB) Maximum duration of animation: 30 sec Maximum loops: 3 File Formats supported: GIF, JPG, PNG, HTML,IFRAME **Javascript NOT accepted. Maximum file size: 40KB (subsequent max polite load – 100KB) Maximum duration of animation: 30 sec Maximum loops: 3 Animated creative must include a fallback .gif for run of platform compliance. FPS: 24 Rich Media is supported for some platforms Expansion not allowed. 	Yes	Desktop	NON-SECURE				
Rendering Modes								
Client	HTML5							
Vast	VAST 3.0 + VPAID 2.0							

	<ul style="list-style-type: none"> 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 							
	<ul style="list-style-type: none"> True peak audio on any channel shall not exceed -6 dBFS 							
	<ul style="list-style-type: none"> No EAS Tones 							
	<ul style="list-style-type: none"> 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 							
	<ul style="list-style-type: none"> Timecode if included in the file must be drop frame, continuous, and ascending 							
	<ul style="list-style-type: none"> Each unique asset must have a unique ID 							