FLOSPORTS

ADVERTISING SPECS

INTEGRATED PARTNERSHIP CONTACTS

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AVAILABLE ADVERTISING UNITS

Ad Unit Name	Size (Pixels)	JPG Max Size	HTML5 Max Size	Type	Formats Supported	Notes
Leaderboard	728x90	1MB	100k	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Super Leaderboard	970x90	1MB	100K	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Medium Rectangle	300x250	1MB	100k	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Half Page	300x600	1MB	100K	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Mobile Leaderboard	320x50	1MB	100k	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Mobile Rectangle	300x250	1MB	100k	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Skin	1600x1400	1MB	N/A	Image	JPEG	Custom Template Needed
Video Pushdown	970x90 & 477x300	1MB	N/A	Image/Video	JPEG	Requires three assets: 970x90, 477x300, Video
Mobile Video	300x250 Video	25MB	N/A	Video	MP4/MOV	Video File Only
Mobile Interscroller	320x528 Responsive	25MB	N/A	Image/Video	JPEG/PNG/MP4/MOV	Can be static image or include video
PreRoll	16:9 Widescreen Video	250MB	N/A	Video	MP4/MOV	Max of :15s
Live Stream	16:9 Widescreen Video	250MB	N/A	Video	MP4/MOV	:15s or :30s (:15s Preferred)
Logo	N/A	200KB	N/A	Image	PNG/EPS/JPEG	For Sponsorship Elements

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SUBMISSION DEADLINES

Submission Type	Timelines
Standard Media/PreRoll	5 Business Days prior to launch
Custom/High Impact Rich Media	5 Business Days prior to launch
Custom Video Elements	Custom

CREATIVE RECOMMENDATIONS

Call To Action	All creatives should have a clear call to action with direct action or incentive to click when possible.
Images	Abstract or hard to distinguish images are not recommended. Use images of easily recognizable personalities or objects that draw the eye of your audience. Avoid full text creatives.
Animations	Restrict animations to a maximum of 3 rotations using simple transitions.

AVAILABLE SPONSORHSIP UNITS

Ad Unit Name	Size (Pixels)	Advertiser Assets	Max Size	Type	Formats Supported
Facebook Post	620x348	Need Logo Only*	40K	Image	PNG/EPS
Twitter Post	620x348	Need Logo Only*	40K	Image	PNG/EPS
Instagram Post	640x640	Need Logo Only*	40K	Image	PNG/EPS
Newsletter Inclusion	620x349	Need Logo Only*	40K	Image	PNG/EPS
Sponsored Video	Custom	Custom Execution	N/A	Custom	N/A
Sponsored Article	Custom	Custom Execution	N/A	Custom	N/A

* Logos of horizontal orientation preferred. However, FloSports will ask all logo variations – vertical/horizontal orientation and 4-Color and B/W

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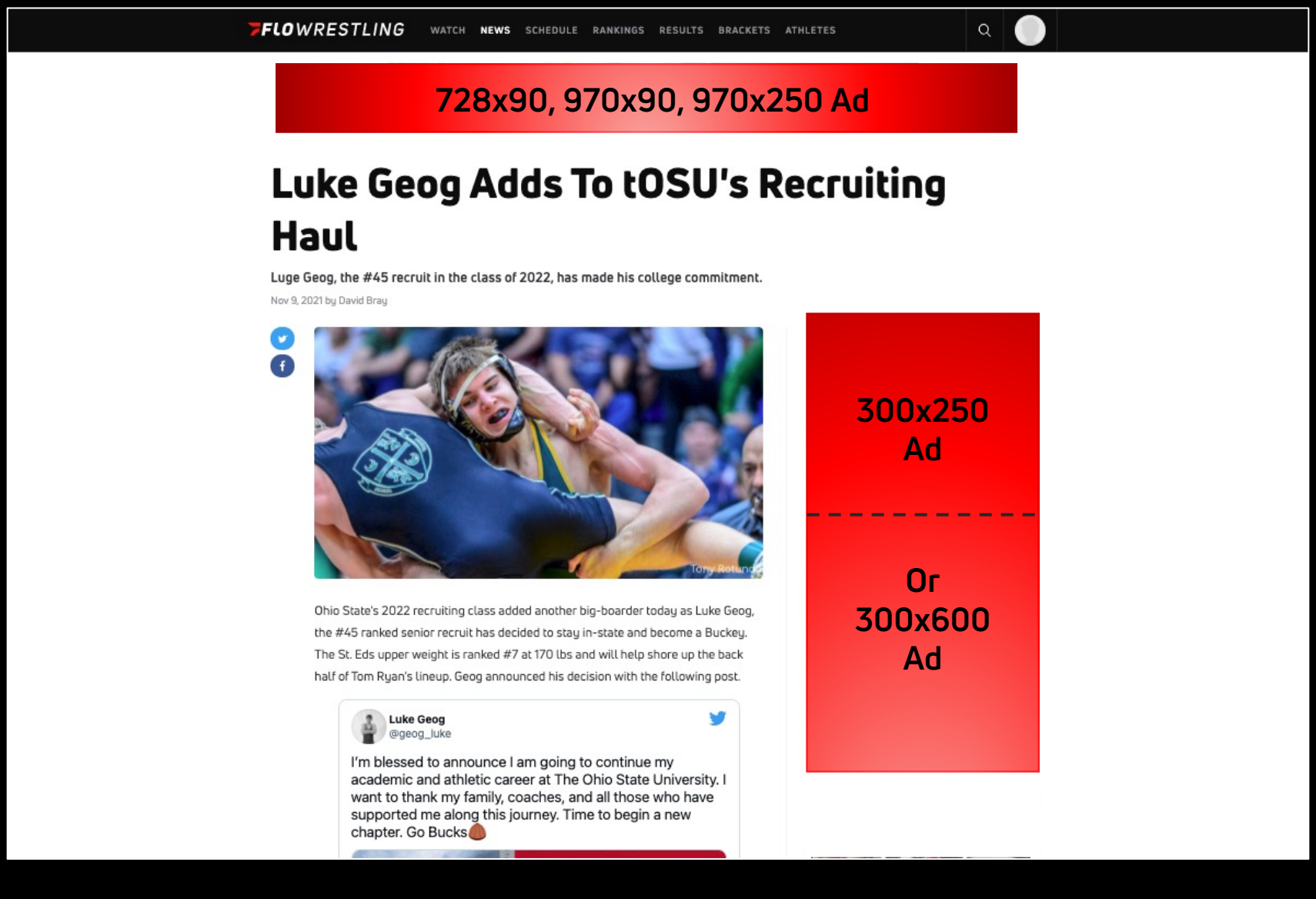
STANDARD DISPLAY



Item	Specification
Ad Unit Dimensions	300x250, 300x600, 728x90, 970x90, 970x250, 320x50
Ad Unit Type	Image
Maximum File Sizes	1MB JPEG/100K HTML5
File Format	GIF/JPEG/PNG/SWF
Animation	GIF/SWF – 15 Seconds Maximum or 3 Loops
Frame Rate	18 F/S Maximum
Expand Action	Expansion only upon prior approval during RFP process
3rd Party Tag Support	All sizes support most 3rd party ad server tags/trackers
Supported Tracking	Clicks, Impressions
Required Default GIF/JPG	300x250, 300x600, 728x90, 970x90
IAB Standards	IAB Standards Supported
Additional Notes	728x90, 970x90 and 970x250 are interchangeable.

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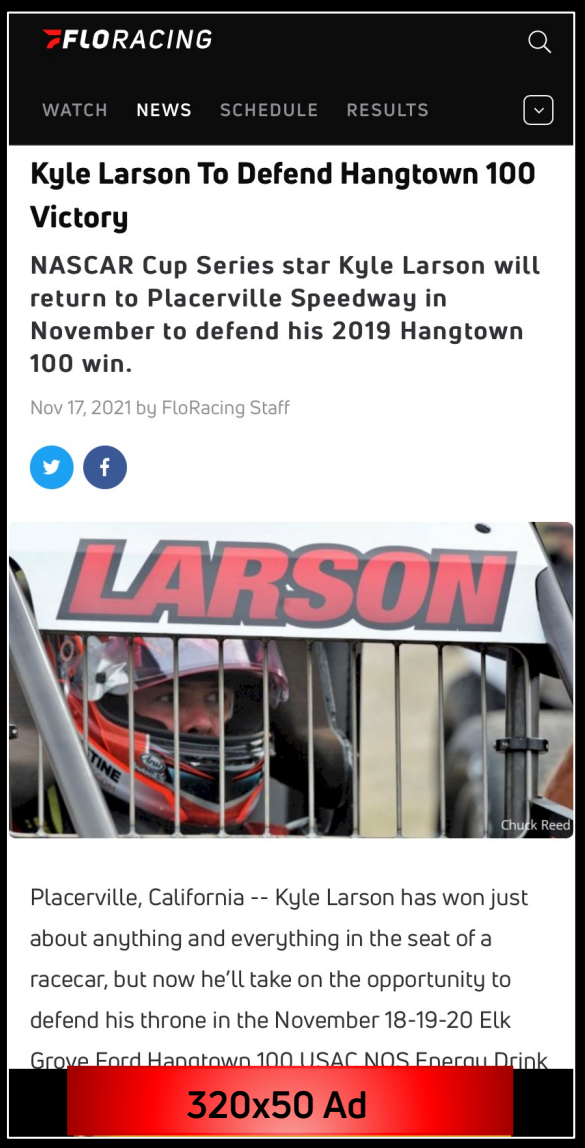
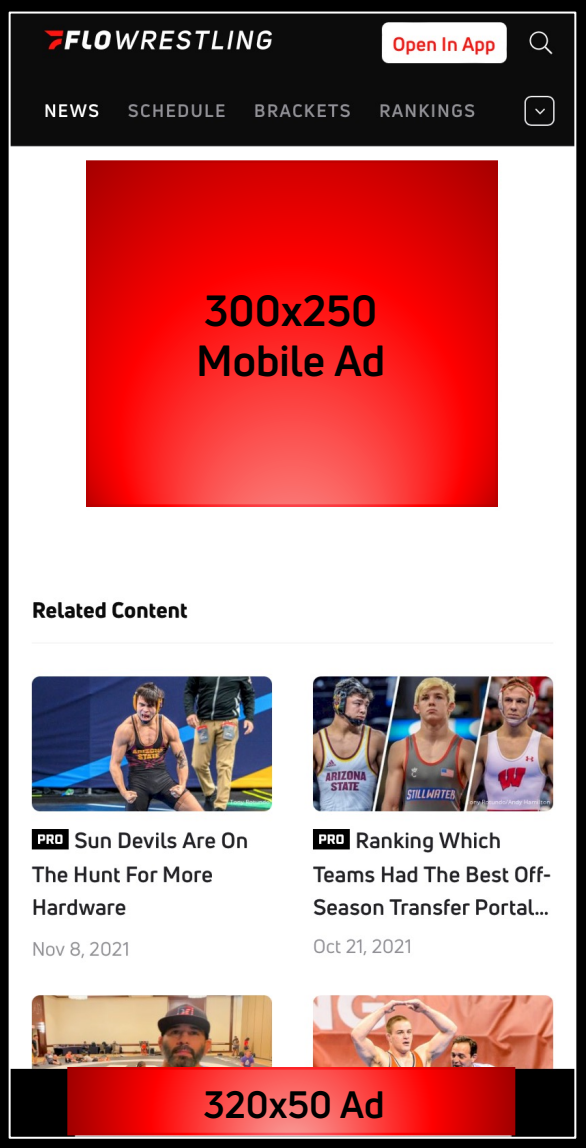
MOBILE LEADERBOARD/MED REC





Item	Specification
Ad Unit Dimensions	300x250, 320x50
Ad Unit Type	Image
Maximum File Sizes	1MB
File Format	GIF/JPEG/PNG
Animation	GIF – 15 Seconds Maximum or 3 Loops
Frame Rate	18 F/S Maximum
Expand Action	Expansion only upon prior approval during RFP process
3rd Party Tag Support	All sizes support most 3rd party ad server tags/trackers
Supported Tracking	Clicks, Impressions
Required Default GIF/JPG	300x250, 320x50
IAB Standards	IAB Standards Supported
Additional Notes	ATF and BTF Available on all ad sizes. Flash not supported.

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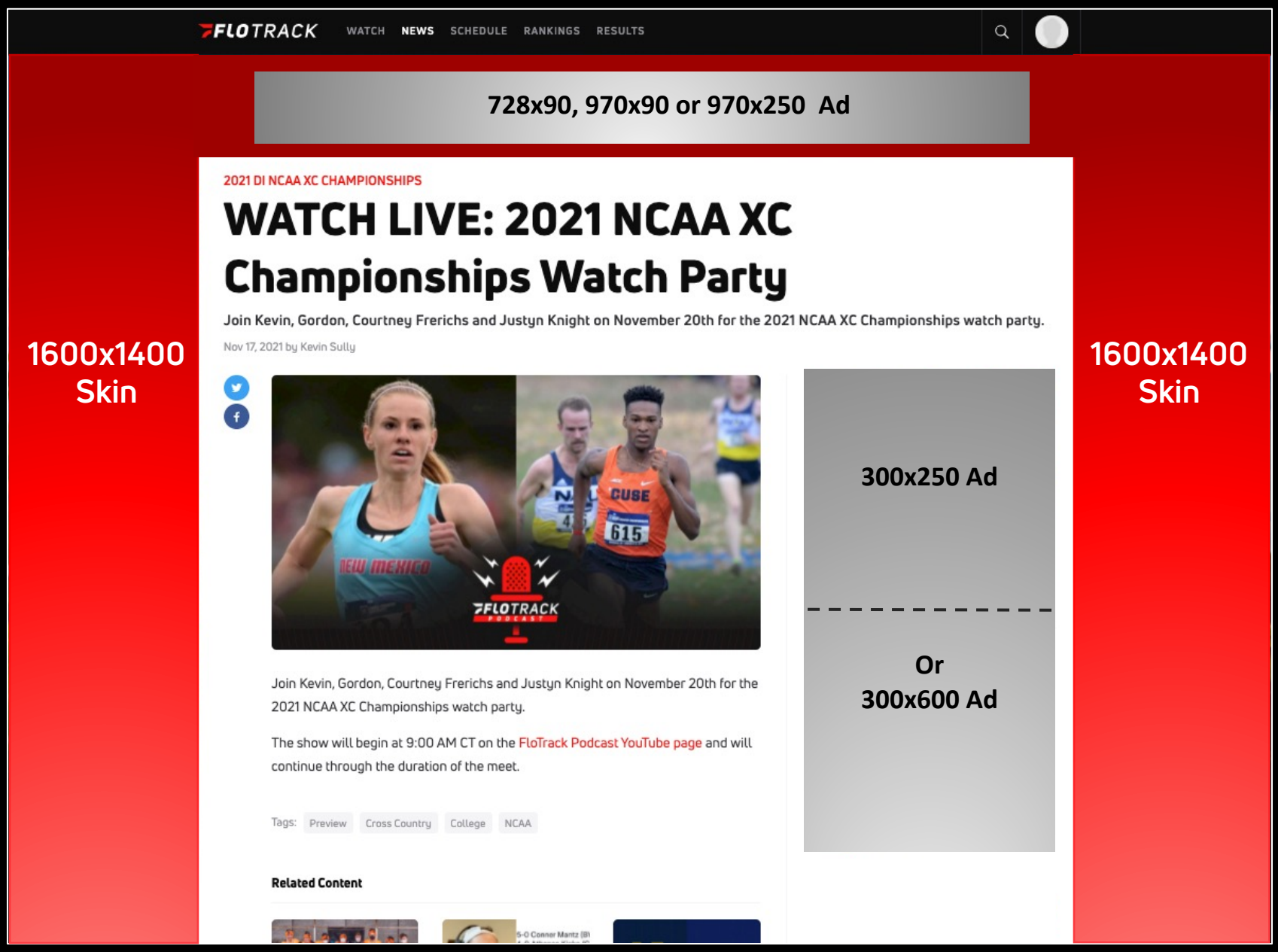
ROTATIONAL TAKEOVER SKINS



Item	Specification
Ad Unit Dimensions	Custom 1600x1400 Skin (Template Needed)
Ad Unit Type	Image
Maximum File Sizes	1MB
File Format	JPEG
3rd Party Tag Support	Must be site served, can accept 3rd party 1x1 tracking pixels
Supported Tracking	Clicks, Impressions
Additional Notes	• Link to FloSites PSD Design Template Found Here • Link to MileSplit PSD Design Template Found Here • Important CTA/Copy within safe area, however creative should extend to edges • FloSports can provide design with client approval • If client designed, FloSports requests un=flattened native/mechanical files for double check

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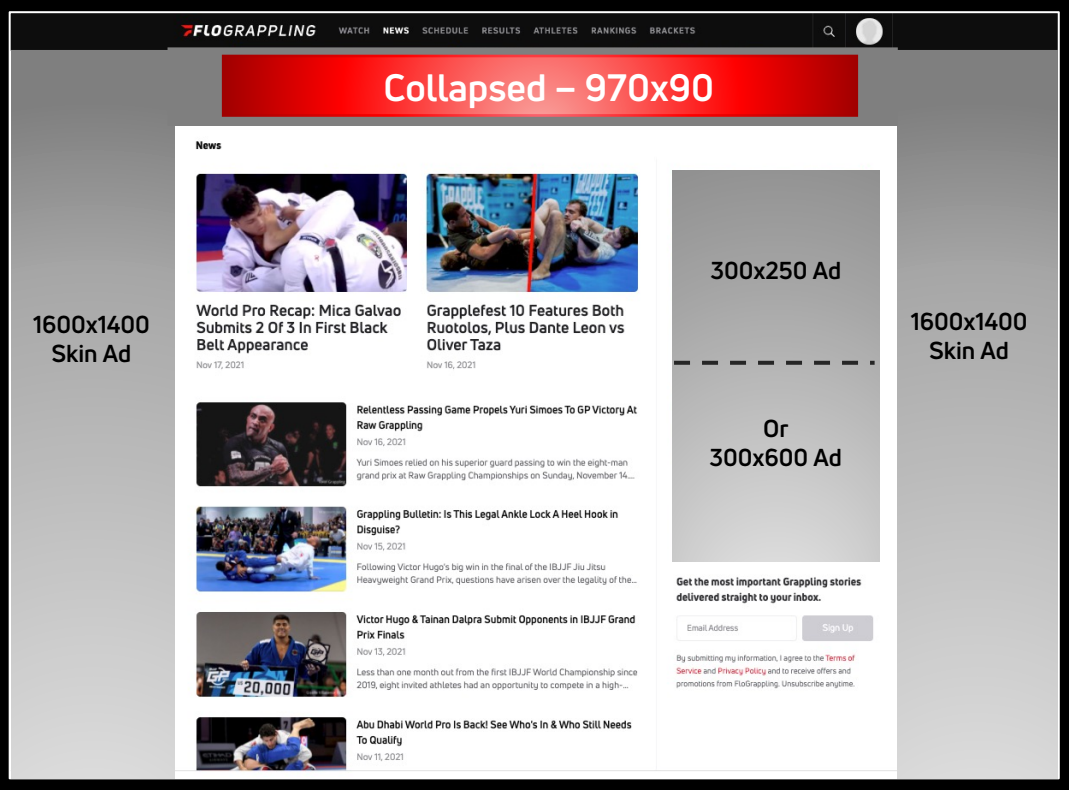
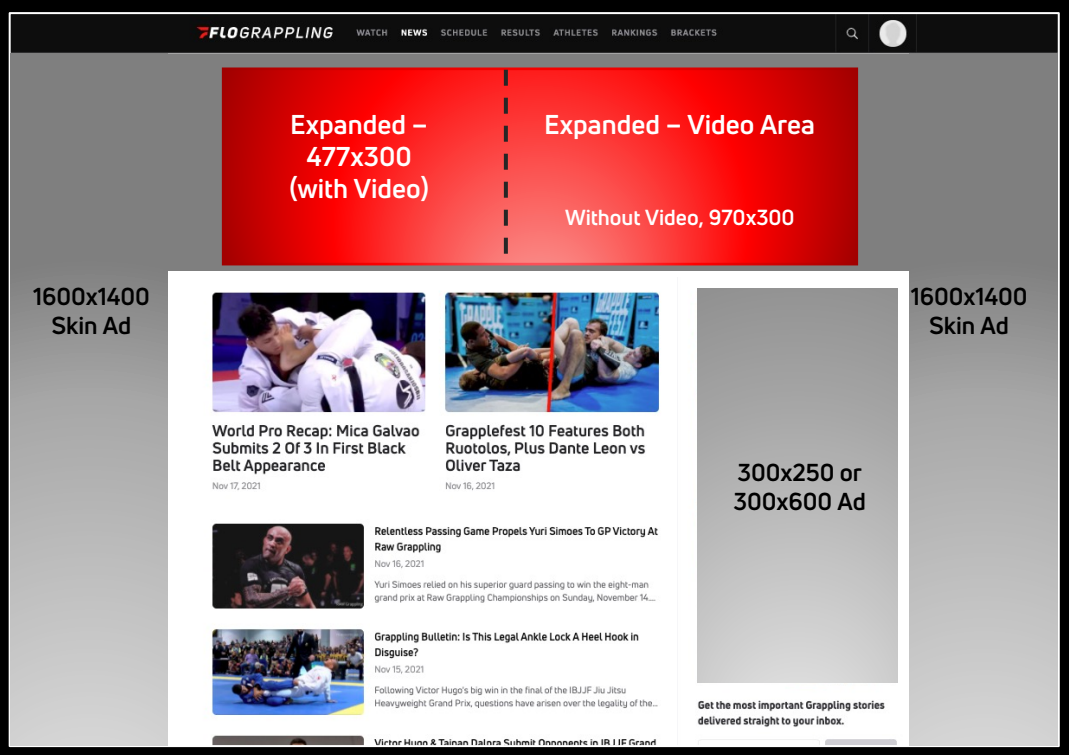
VIDEO DROPDOWN UNIT

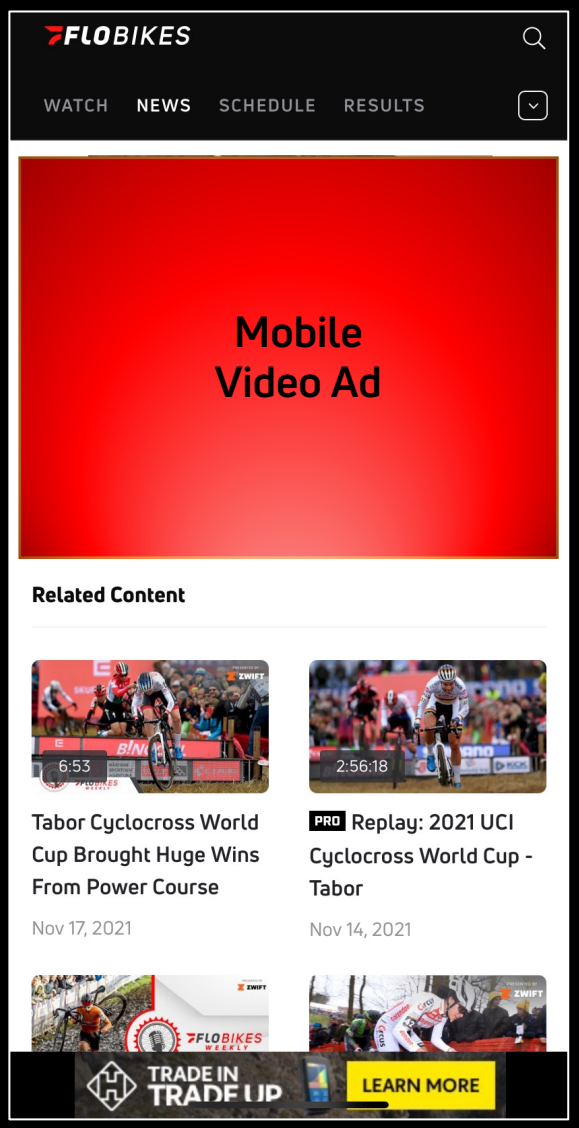




Item	Specification
Ad Unit Dimensions	970x90, expanding to a 970x300 (477X300 is display unit size)
Ad Unit Type	Image and/or Image with Video
Maximum File Sizes	100k for Display Units, 250MB for Video
File Format	JPEG, MP4/MOV for video
3rd Party Tag Support	Must be site served, can accept 3rd party 1x1 tracking pixels (Video can be VAST)
Supported Tracking	Clicks, Impressions
Additional Notes	• If video is included, a 477x300 companion asset is required • All display portions only take 1x1 trackers. Video can be tracked via 1x1 or VAST tag. • Video auto plays on expansion and mute.

MOBILE VIDEO / INTERSCROLLER

Mobile Video



Mobile Interscroller

Ad appears 'through' page content as user scrolls, continually filling screen space

Item	Specification
Ad Unit Dimensions	Mobile Video: 16:9 Widescreen Video (similar to 300x250 in-banner video) Mobile Interscroller: Responsive to screen size, with 320x528 Mock
Ad Unit Type	Mobile Video: Video Mobile Interscroller: Static Image, Static Image w Video OR 9:16 Vertical Video Only
Maximum File Sizes	N/A – Custom Designed by FloSports
File Format	JPEG/MOV/MPEG
Frame Rate	Video: 60 F/S
Expand Action	Mobile Interscroller: Expands upon scrolling through content.
3rd Party Tag Support	Must be site served, can accept 3rd party 1x1 tracking pixels
Supported Tracking	Clicks, Impressions
IAB Standards	IAB Standards Supported
Additional Notes	• Creatives must be built out by FloSports in our rich media mobile ad server • Mobile Video: Must receive video file in MP4 or MOV format • Mobile Interscroller: Must receive unflattened native/mechanical files and creative direction. Client approval required prior to going live.

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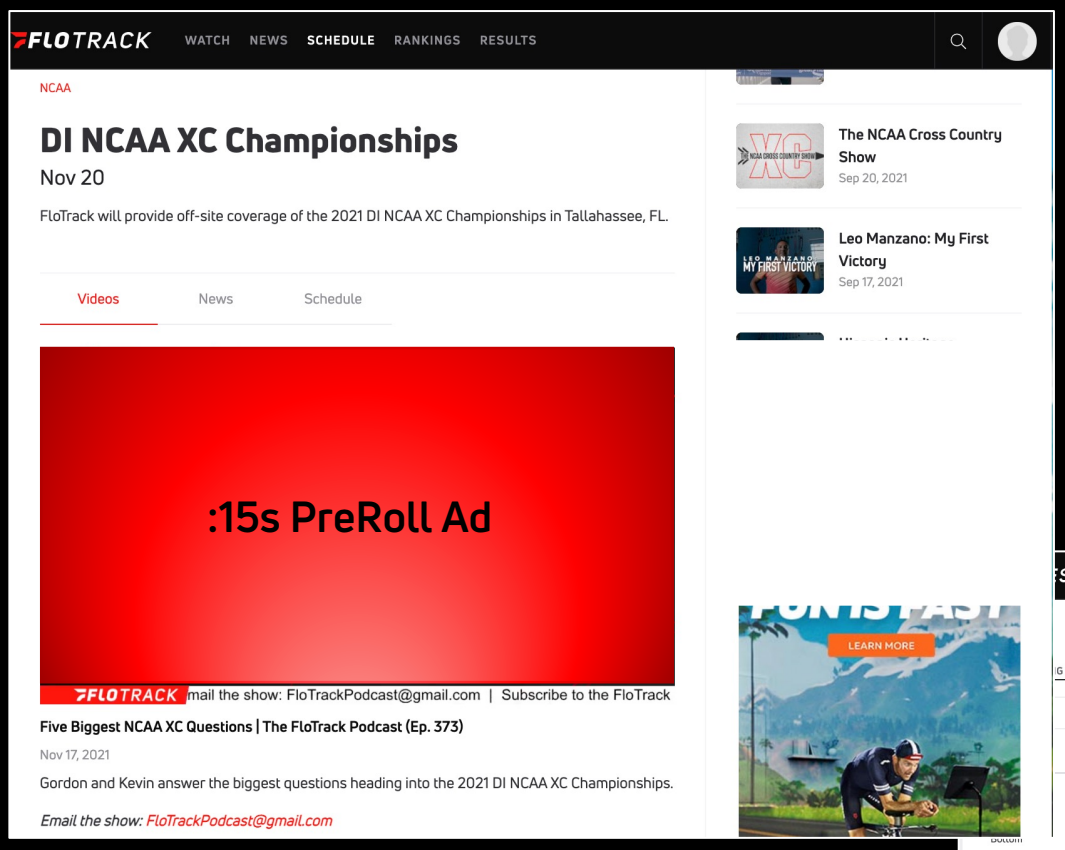
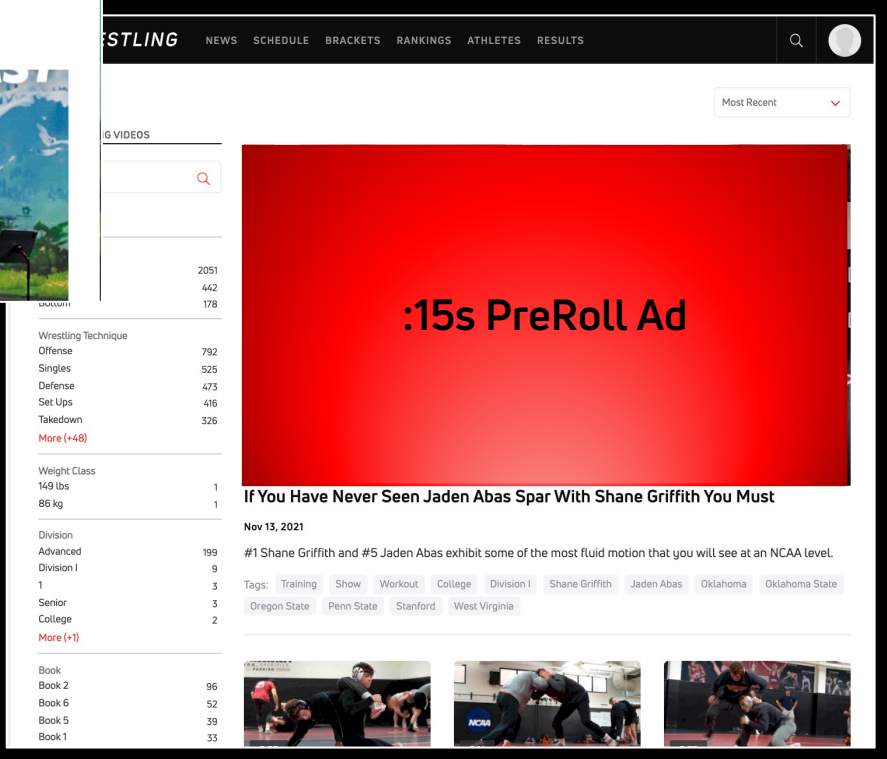
PRE-ROLL





Item	Specification
Ad Unit Dimensions	640x360
Ad Unit Type	Video
Maximum File Sizes	250MB
File Format	H.264 (MP4 Container)
Frame Rate	60 F/S
Aspect Ratio	16:9 (WideScreen)
Looping	Not available
Max Length	:15s (Strict)
3rd Party Tag Support	Most 3rd Party Tags accepted, including VAST and VPAID
Supported Tracking	Impressions, Clicks, Quartiles, Completions
IAB Standards	IAB Standards Supported
Additional Notes	• Video is clickable to provided clickthru URL • PreRoll max duration is :15s • PreRoll is not skippable

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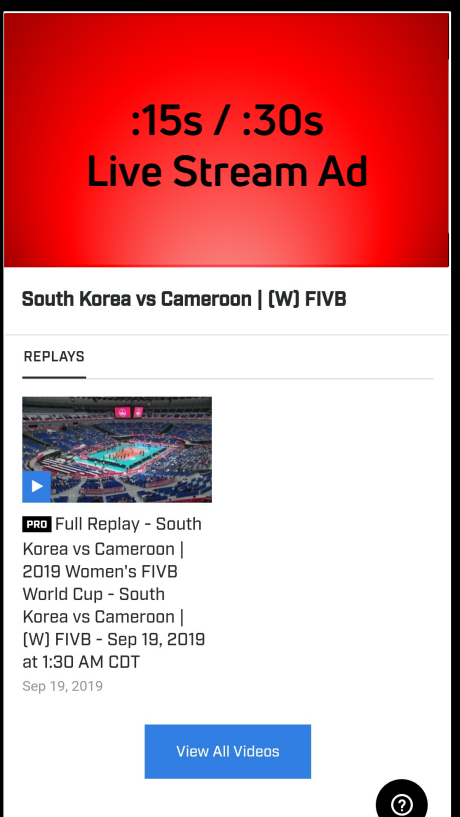
LIVE STREAM / IN-STREAM VIDEO



Item	Specification
Ad Unit Dimensions	640x360
Ad Unit Type	Video
Maximum File Sizes	250MB
File Format	H.264 (MP4 Container)
Frame Rate	60 F/S
Aspect Ratio	16:9 (WideScreen)
Looping	Not available
Max Length	:15s (Preferred) or :30s
3rd Party Tag Support	Most 3rd Party Tags accepted, including VAST and VPAID
Supported Tracking	Impressions, Clicks, Quartiles, Completions
IAB Standards	IAB Standards Supported
Additional Notes	• Video is clickable to provided clickthru URL • Preferred duration is :15s, however :30s can be accepted if approved during RFP phase • Video is not skippable

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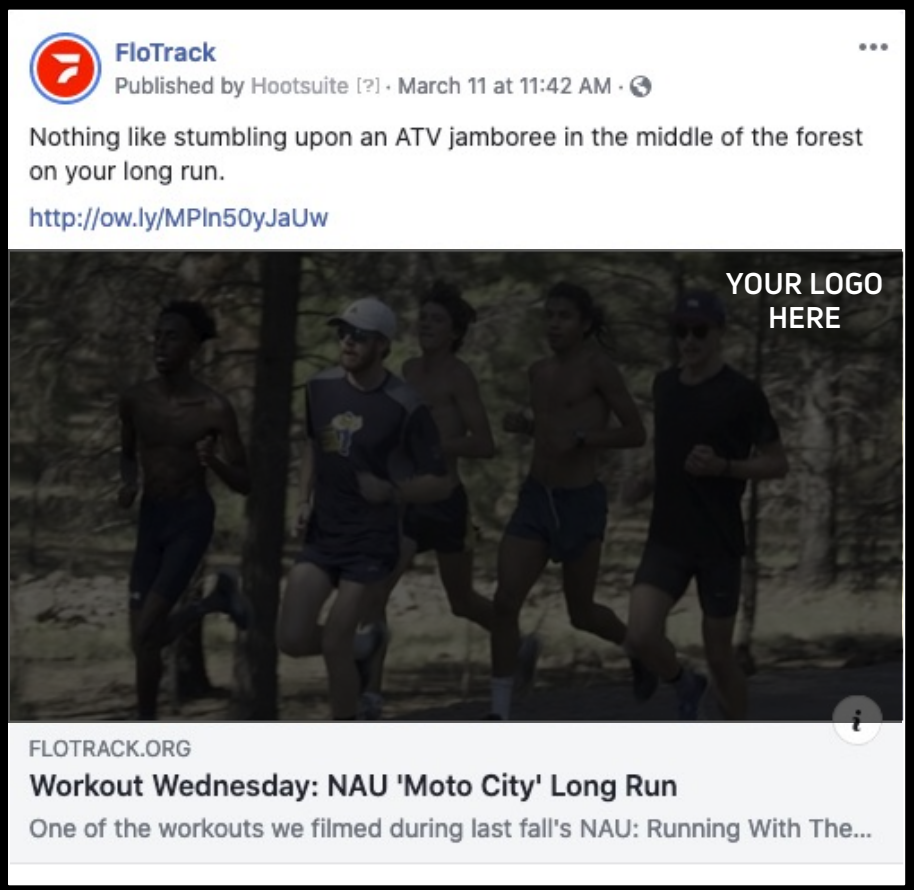
SPONSORSHIP – SOCIAL PROMOTION



Item	Specification
Ad Unit Dimensions	Logo only (horizontal preferred)
Ad Unit Type	Custom Image
Maximum File Sizes	100K
File Format	PNG
Supported Tracking	Impressions
Additional Notes	• 'Sponsored By' Banner is custom created by FloSports content team • Advertising Brand Logo (Horizontal Orientation Preferred) only asset needed • Logo must be transparent and in PNG format • 3rd Party Tracking Not Supported (Offline reporting only)

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SPONSORSHIP – NEWSLETTER PROMOTION

#1 Valdosta VS. #2 West Florida: Who You Got?

The top two teams in the GSC go head to head in only two days. Will it be an undefeated Valdosta State, or a returning NCAA National Champion West Florida?

Watch Now

Item	Specification
Ad Unit Dimensions	Logo only (horizontal preferred)
Ad Unit Type	Custom Image
Maximum File Sizes	100K
File Format	PNG
Supported Tracking	Impressions
Additional Notes	• 'Sponsored By' Banner is custom created by FloSports content team • Advertising Brand Logo (Horizontal Orientation Preferred) only asset needed • Logo must be transparent and in PNG format • 3rd Party Tracking Not Supported (Offline reporting only)