



NHL.com Ad Specs

Banner ads

Unit Size	Max File Size	Flash Tracking	Frame Rate (FPS)	Looping	Third Party Served	Sound	Pop-ups	Expandable	Polite Load
728x90 300x250 160x600 300x600	GIF/JPEG:40K FLASH: 100K	clickTAG	20 FPS max	4x	YES	User-initiated	NO	User-initiated	NO

Formats accepted

GIF/JPEG: Default GIF/JPEG required for all Flash submissions

FLASH: Macromedia Flash versions 5 or higher. Creative must be delivered as a .SWF (Flash player file) and must contain "click tag tracking" embedded in the .SWF file. (Please see NHL.com clickTag instruction below.) The "_blank" command should be included to open the click-through URL in a new window. JavaScript and most Rich Media formats are also accepted that are compatible with DART.

ClickTag

The developers will need to create a click button action that encompasses the entire dimensions of the flash ad surface (no matter where a user hovers his or her cursor, the click will be recognized.) This is usually done by creating an opaque click button that 'floats' over the animation.

Inside the click button action, they need to use the following definition for the click:

```
on(release) {  
  getURL(_level0.clickTag, "_blank");  
}
```



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Video ads

Resolution	Video Length	Video Codec	Max Data Rate	Audio Date Rate	Frame Rate
480x270	15 seconds (preferred)	VP6 flv @ 480x270	670 kbps Video	96kb Stereo audio	30fps

Formats accepted

- Quicktime
- MPEG-2
- AVI
- FLV (Please note, to ensure video quality, FLVs **must** meet exact specs and correct resolution since they cannot be edited)
- A DVD of the ad can be shipped and we will format

Companions

Run of player video ads are accompanied by two (2) companions, sized 728x90 and 160x600. These companions **must** be image files (JPEG, GIF, PNG) and under 40K max file size.

Channel sponsorship video ads are accompanied by four (4) companions, sized 728x90, 160x600, 300x600 and 468x60. These companions **must** be image files (JPEG, GIF, PNG) and under 40K max file size. Channel sponsors also should provide a scalable logo for placement in the background skin of the channel.