

# 2018 NASCAR DIGITAL MEDIA

## ADVERTISING SPEC SHEETS

# ROS Ad Specs

Ad Unit	Ad Size	Expandable Dimension	Rich Media	Max Initial File Size	Max Polite File Size
Medium Rectangle	300x250	N/A	Yes	200K	300K
Leaderboard	728x90	728x270	Yes	200K	300K
Smartphone (web & app)	320x50	N/A	Yes	200K	300K
Tablet	1024x50	N/A	Yes	200K	300K
Super Skyscraper	300x600	N/A	No	200K	200K
Upfront	300x100	N/A	No	200K	N/A

## Please Note:

This is a basic overview of the creative specifications. For more lengthy details of the creative specs, more information and for individual ad units and their specs please reach out to your sales representative for any additional spec questions.

## Third-Party Vendors and Third Party Servers:

For information regarding 3rd Party vendors please reach out to your sales representative.

## Minimum Standard Lead Time:

5 Business days prior to the start of the campaign unless otherwise noted.

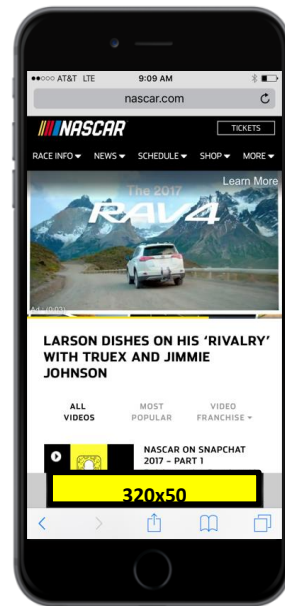
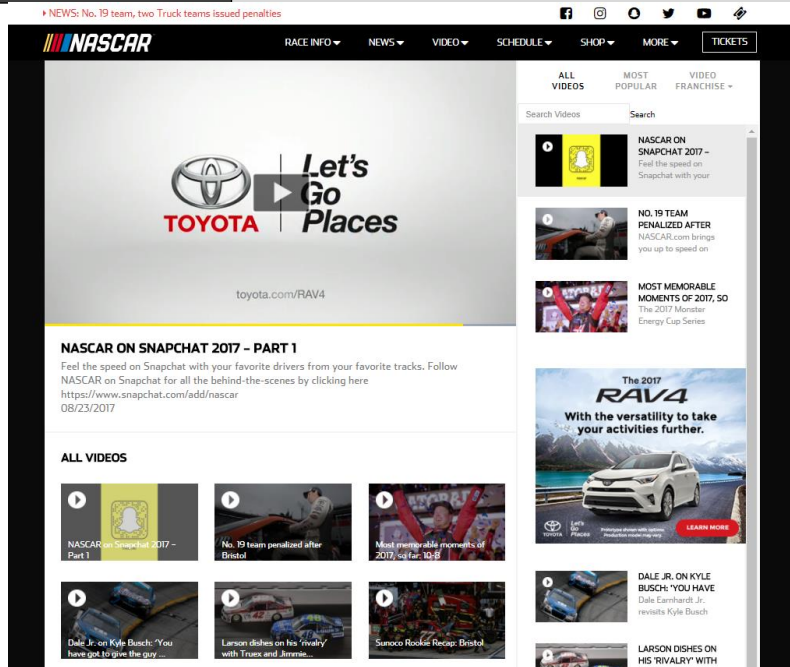
## Desktop / Tablet

## Mobile Web

Client Creative

Pre-roll with optional 300x250 sync

Pre-roll



# Background Skin

## Background Skin Desktop Only

### Client Creative

Available on Homepage, Series Landing Page, Schedule Pages, Article Pages, Power Rankings, Race Center, Custom Hub Pages, NASCAR Drive, Driver Pages, Video On Demand Pages, Live Players, Inside Groove

### Notes:

Full page is 2000 pixels wide x 1100 pixels height

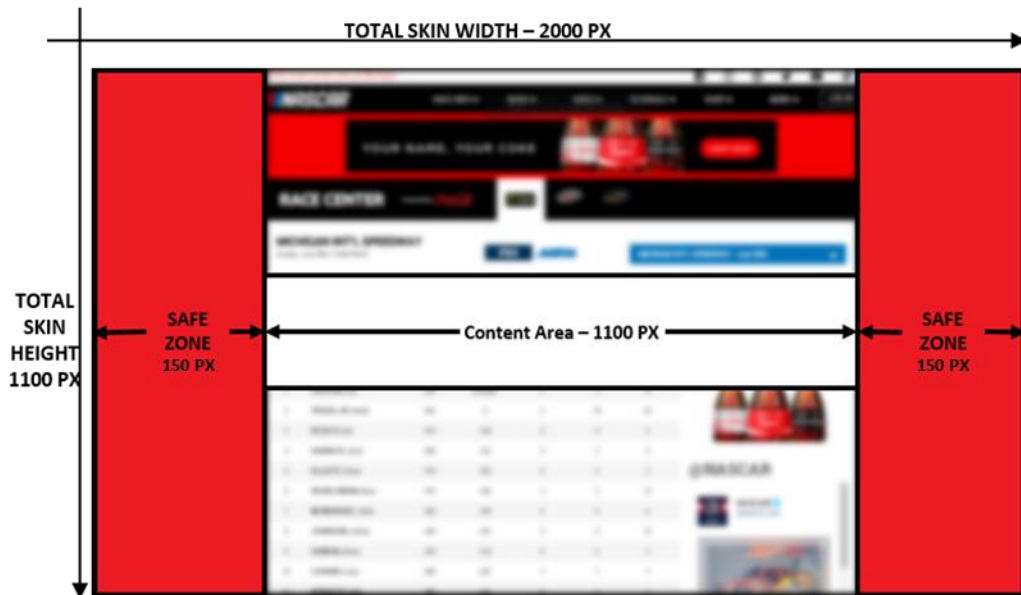
Outer wing “safe zones” for majority screen sizes, are 150 pixels.

File size should be 300k or less  
Format: .png or jpeg

Skin image should not have blank areas behind the content well.

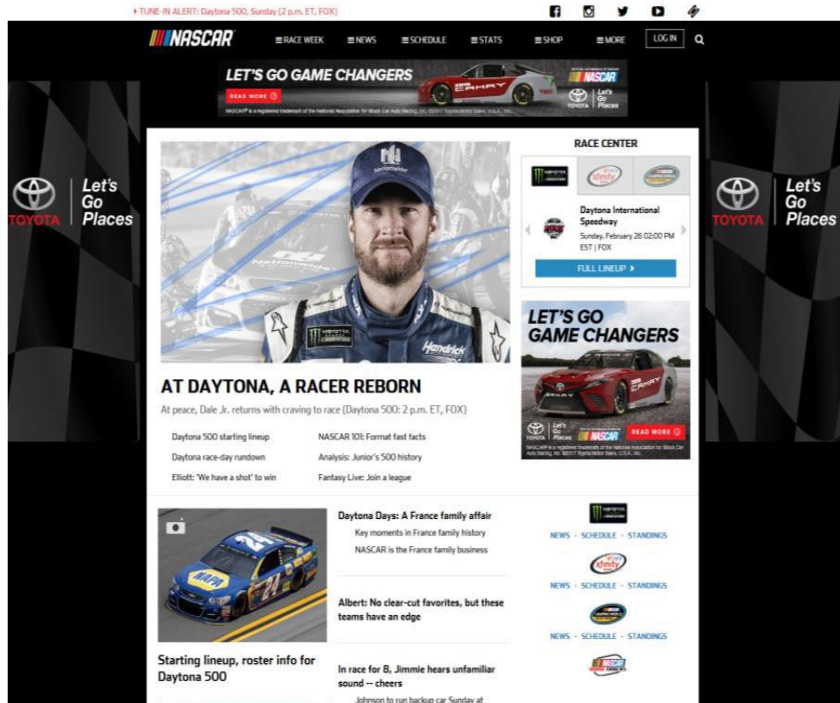
Image colors should be present throughout the entire 2000 x 1100 pixel area.

## BACKGROUND SKIN - GENERIC

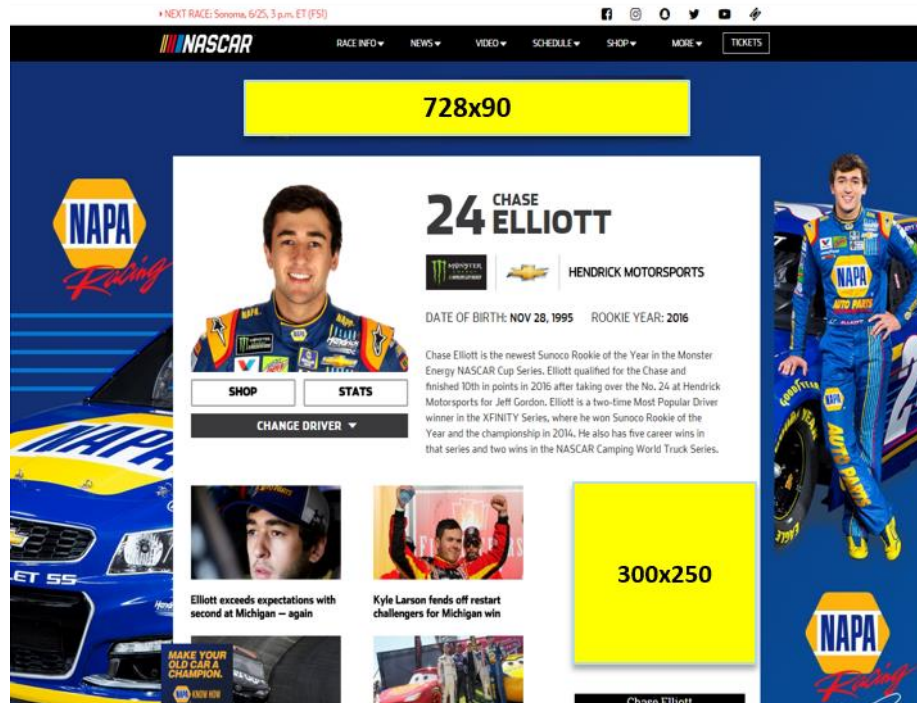


# Background Skin

## Example: Toyota Homepage Skin/Roadblock



## Example: Driver Page Background Skin





# Co-Brands

## Desktop / Tablet

## Mobile Web

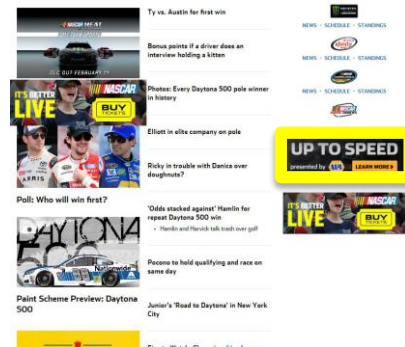
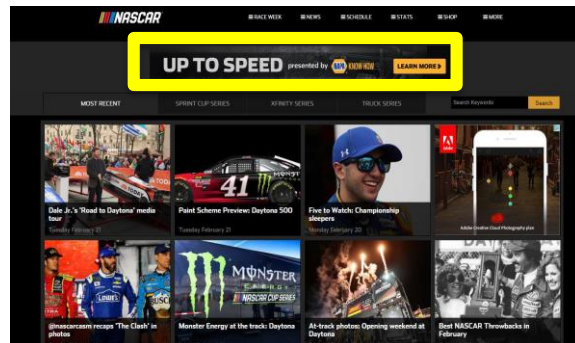
**Creative Size**

300x100, 728x90,  
300x250

320X50

**Notes:**

Co-brands must direct to a page within NASCAR.com; Client to provide preferred logo; Must adhere to NASCAR brand guidelines if a NASCAR lock-up or bar mark is used (for official partners only)



Lead time: 10-12 business days  
Assumes 1 round of revisions, additional edits will affect timing.

# NASCAR Digital Media

## Editorial Features





# E-Newsletter

	Desktop / Tablet	Mobile Web
Client Creative	728x90 or 300x250	300x250
Notes:	<ul style="list-style-type: none"> <li>NASCAR Newsletter is currently scheduled for weekly delivery every Friday.</li> <li>A Weekend Recap Newsletter is sent every Monday to an abbreviated subscriber list.</li> <li>Date confirmation/reservation will be made within 24 hours.</li> </ul>	



**MARTIN TRUEX JR. HOLDS ON LATE TO WIN AT KENTUCKY**  
The victory completed a perfect night for Truex, who won the first and second stages and then took the checkered flag. [READ MORE](#)



**BUSCH ON JONES' FUTURE**  
Kyle Busch chimes in on Erik Jones' potential future at Joe Gibbs Racing. [READ MORE](#)



**KAHNE, BAYNE COLLIDE ON LAP 93**  
Trevor Bayne and Kasey Kahne make contact early in Stage 2 in the Quaker State 400 at Kentucky Speedway. [WATCH VIDEO](#)



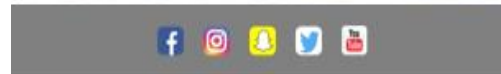
**NO. 18 HAS A LOOSE LUG NUT**  
NASCAR officials announced Saturday night that the Joe Gibbs Racing No. 18 Toyota was found with one unsecured lug nut. [READ MORE](#)



**BUBBA REFLECTS ON NO. 43 RUN**  
Wallace Jr. on potential final No. 43 start: 'Hopefully made a name for myself'. [READ MORE](#)



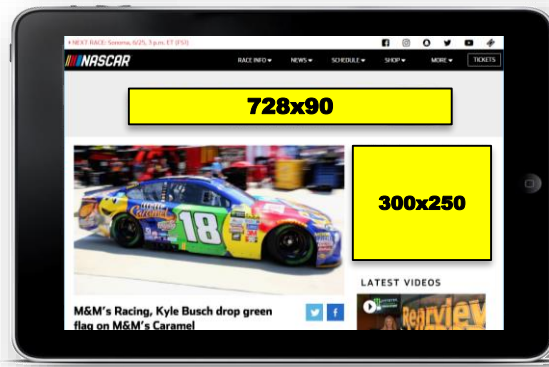
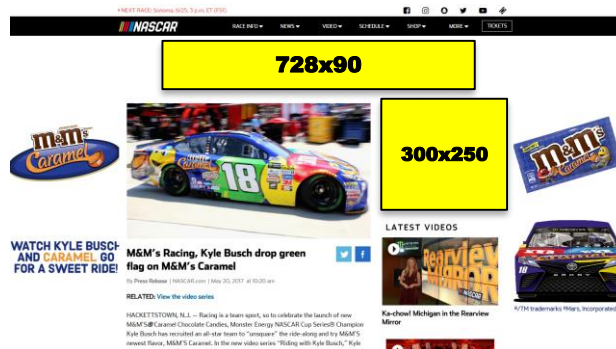
**KENTUCKY'S BEST PHOTOS: WRECK \$, BURNOUT \$ AND MORE**  
See the best at-track moments from Kentucky Speedway this past weekend. [VIEW PHOTOS](#)





# Editorial Feature/ Series

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90, 300x250 top, 300x250 mid, Skin (desktop)	320X50
<b>NDM Creative</b>	If a custom hero image is needed, request NDM to source via Editorial for a Getty Image	If a custom hero image is needed, request NDM to source via Editorial for a Getty Image
<b>Notes:</b>	If an advertorial, content will be clearly identified.	If an advertorial, content will be clearly identified.



# NASCAR Digital Media

## Sponsorship Opportunities



# Driver Pages

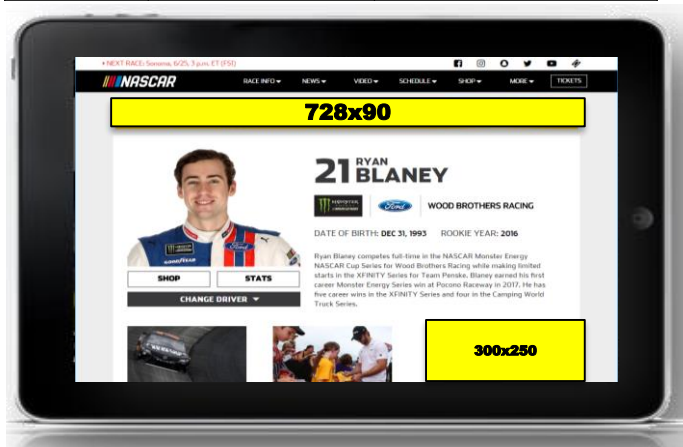
Desktop /  
Tablet

Mobile Web

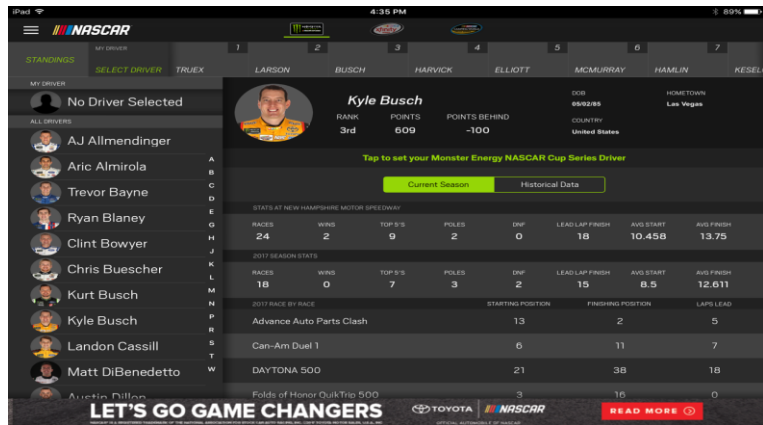
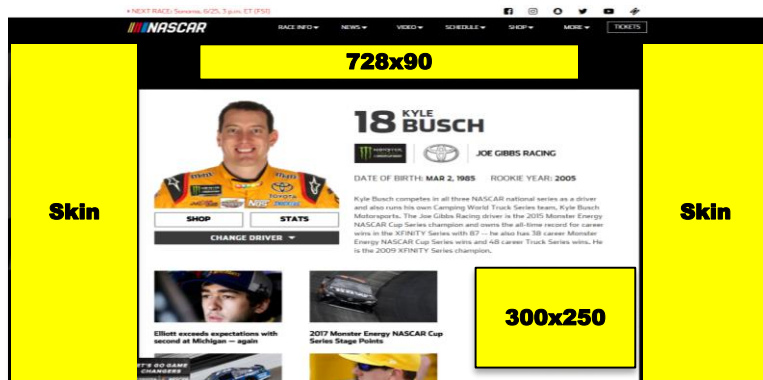
Creative

728x90  
300x250  
Skin (Desktop)

320X50



Lead time: 5 business days

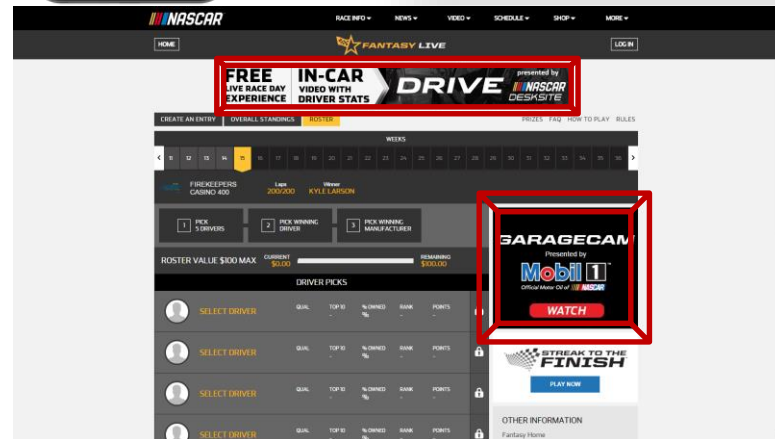
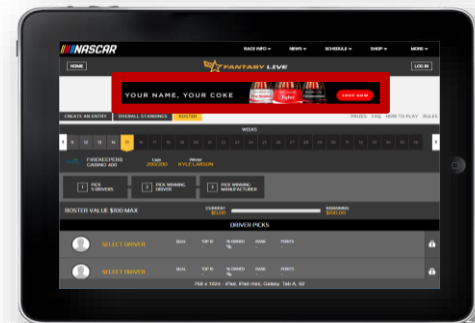
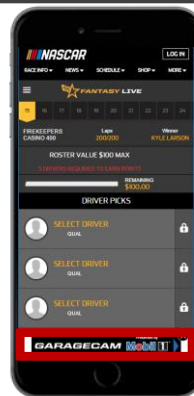


# Fantasy Live

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90, 300x250 flex	300x250, 320x50
<b>NDM Creative</b>	88x31 logo for use in custom header	
<b>Notes:</b>	Custom header (produced by NASCAR) will be used on pages based on the area of fantasy sponsored (example: custom header on prizing page if client sponsors prizing); Non-clickable header unit, however, pixel tracking is available	Note: Sponsor logo does not appear in mobile web or on the app

Lead time: 15-20 business days

Assumes 1 round of revisions, additional edits will affect timing  
Must be sold by December 1 of previous year to affect game play





# Homepage Roadblock

## Desktop / Tablet Mobile Web

### Client Creative

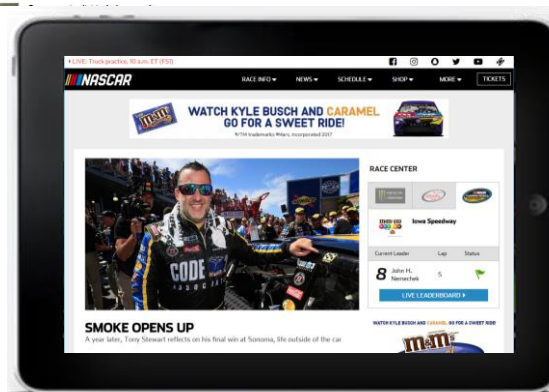
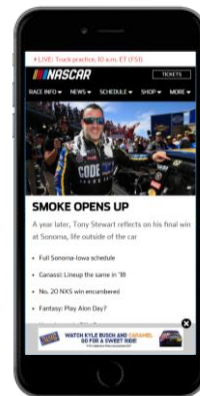
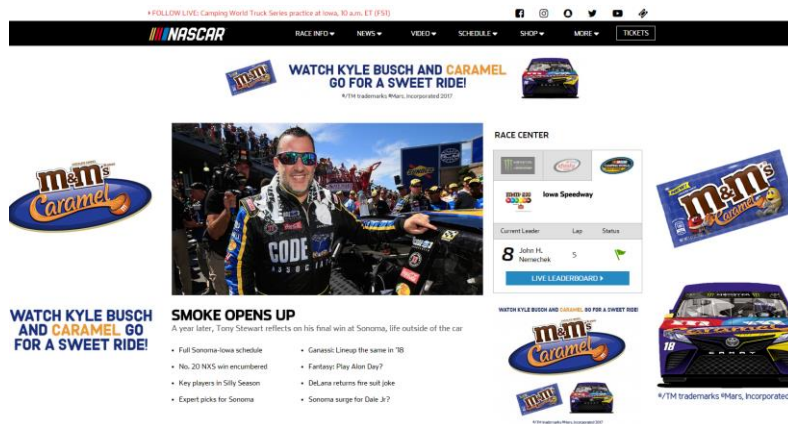
728x90 (atf, btf),  
300x250 (atf, mid)  
Background Skin,  
Hover Unit

320X50

### Notes:

728x90 creative can  
be replaced with  
OPA pushdown.  
970x66 expands to  
970x418 and  
1000x120 Hover unit  
expands to  
1000x600

Lead time: 5 business days



# Homepage Roadblock

## Hover Unit Specs

- The Hover ad width & height is defined as “full browser width by 120 pixels tall.” This is 1000x120. This is the non-expanded version.
- If you choose to add in expansion functionality, the recommended pixel size is 1000x600 (in the expanded state). Expansion must be “click to expand” and “click to close”
- The leave behind unit (which is the button in the lower left corner upon full collapse) is 120x90
- Maximum initial file size: 60k Max , Polite File Size: 160k max
- FPS: 24 FPS
- Ad unit dissolves after 8 seconds of non-interaction
- Include prominent close button with "CLOSE X" in clear readable text.
- Keep the NASCAR.COM logo and navigation at the top intact and visible.
- Audio: User-initiated
- Video: Host or user-initiated. Must include play, pause and stop controls
- Frequency cap: One auto-initiated takeover effect per user per 24 hours.
- Final creative subject to NDM review and approval

# Race Center Page

## Race Center Sponsorship

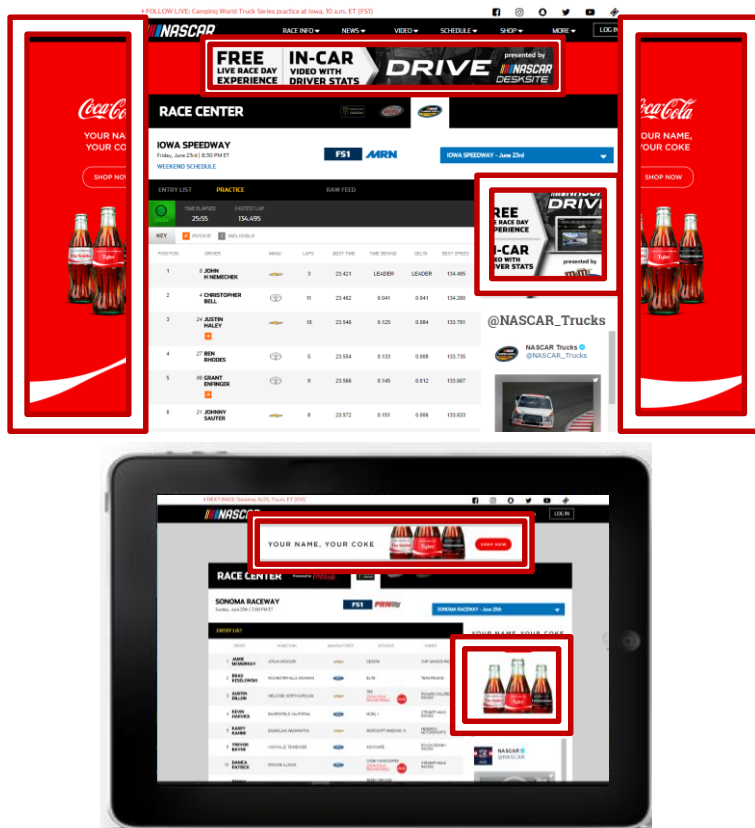
**Client Creative**

Background skin (desktop only),  
728x90 (Top location), 300x250  
(ATF, mid), 320X50 (mobile);  
PSD logo

**Notes:**

Logo to run on homepage Race Center  
module, Race Center page

Lead time 5 business days

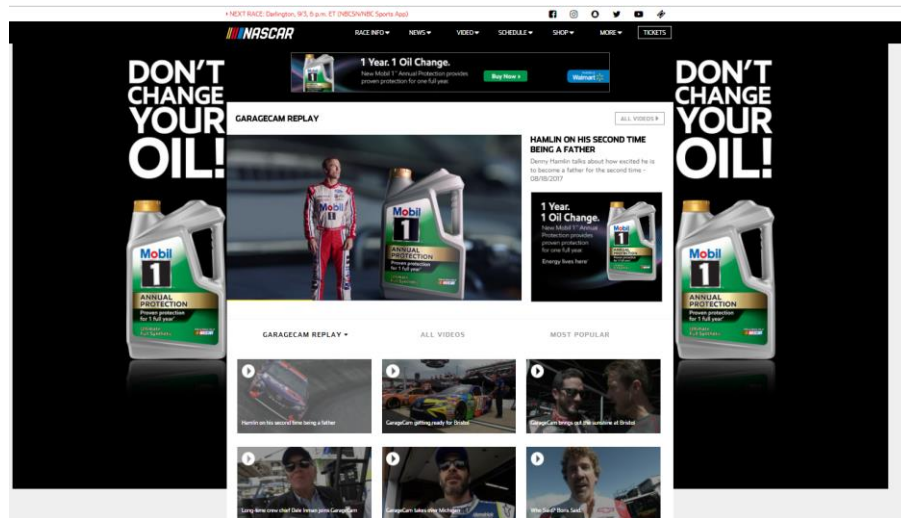


# Live Player

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90, 300x250 sync, pre-roll, background skin	320X50, Pre-roll
<b>NDM Creative</b>	Pre/Post event slates for live player	Pre/Post slates for live player
<b>Notes:</b>	Option to change 300x250 sync in to a 728x90 sync in live player only if requested.	

Lead time: 5 business days

## Live and Post-Event Custom Video Hub



(Examples: GarageCam, Press Pass, NASCAR Media Day, Live Events)



# Video Franchise Sponsorship

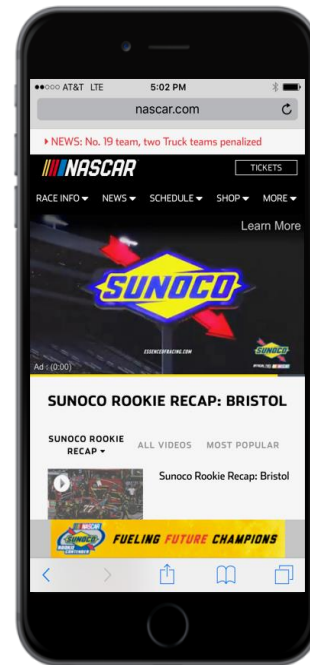
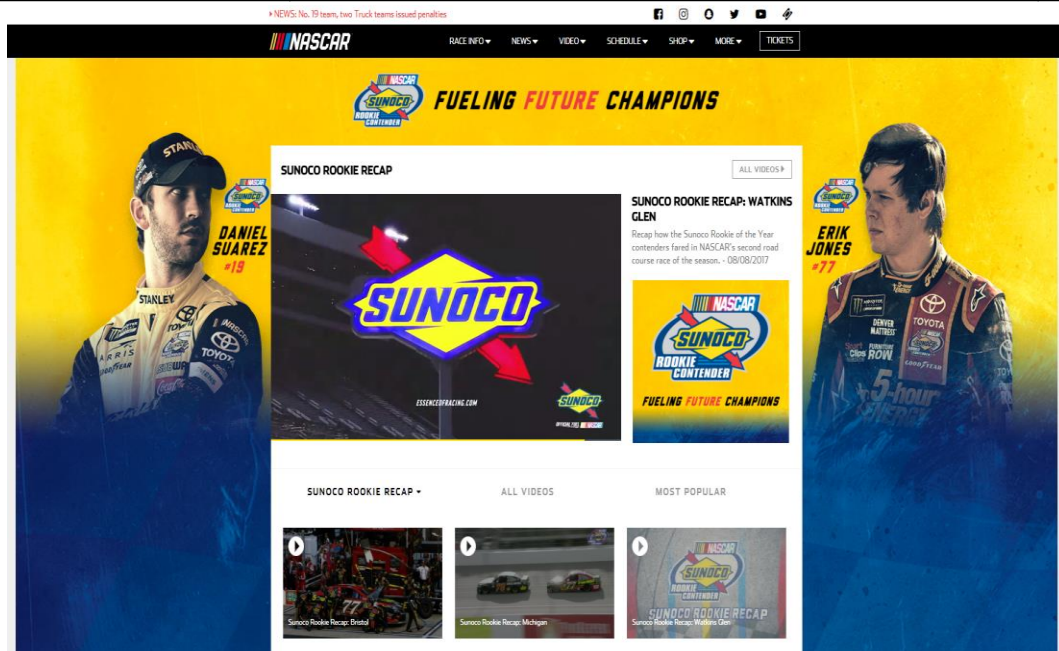
## Desktop / Tablet

### Client Creative

728x90, Pre-roll with 300x250 sync, skin

## Mobile Web

320x50, Pre-roll



# Series Standings Page

## Desktop / Tablet

Client Creative

728x90, 300x250

## Mobile Web

320x50

NEXT RACE: Darlington, 9/3, 6 p.m. ET (NBCSN/NBC Sports App)

**NASCAR** RACE INFO NEWS VIDEO SCHEDULE SHOP MORE TICKETS

THE MOST REFRESHING FINISH  
CLIMB ON

2017 MONSTER ENERGY NASCAR CUP SERIES STANDINGS

DRIVER STANDINGS PLAYOFF STANDINGS OWNER STANDINGS MANUFACTURER STANDINGS

KEY Race Wins = 5 Playoff Points | Stage Wins = 1 Playoff Point  
ROOKIE CLIMBED PLAYOFF

POS	DRIVER	CUTTER	PLAYOFF POINTS	BEHIND	STARTS	RACE WINS	STAGE WINS
1	MARTIN TRUEX JR.	---	35	---	34	4	15
2	KYLE BUSCH	---	20	---	34	2	10
3	KYLE LARSON	---	18	---	34	3	3
4	JIMMIE JOHNSON	---	16	---	34	3	1
5	BRAD KESELOWSKI	---	14	---	34	2	4
6	RICKY STENHOUSE JR.	---	10	---	34	2	0
7	KEVIN HARRICK	---	8	---	34	1	3
8	RYAN BLANEY	---	8	---	34	1	3
9	DENNY HAMLIN	---	7	---	34	1	2
10	KURT BUSCH	---	5	---	34	1	0
11	RYAN NEWMAN	---	5	---	34	1	0

THE MOST REFRESHING FINISH  
CLIMB ON

@NASCAR

NASCAR @NASCAR

#NASCARThrowback: weekend on Snapchat is going to be

Get the details: [nascr/2x5NT3P](http://nascr/2x5NT3P)

Reply Retweet Like 1m

NASCAR @NASCAR

AT&T LTE 4:17 PM nascar.com

**NASCAR** RACE INFO NEWS SCHEDULE SHOP MORE TICKETS

2017 MONSTER ENERGY NASCAR CUP SERIES STANDINGS

MONSTER ENERGY Xfinity CUP

DRIVER PLAYOFF OWNER MFR

KEY Race Wins = 5 Playoff Points | Stage Wins = 1  
ROOKIE

POS	DRIVER	POINTS	BEHIND
1	MARTIN TRUEX JR.	951	LEADER
2	KYLE BUSCH	850	-101
3	KYLE LARSON	845	-106

KEVIN

320x50

# Video Series: Existing or Custom

## Example: Preview Show with Video Hub (FedEx)

\* NEXT RACE: Darlington, 9/3, 6 p.m. ET (NBCSN/NBC Sports App)

**NASCAR** RACE INFO NEWS VIDEO SCHEDULE SHOP MORE TICKETS

**FedEx SoundTrack**  
Tracking like you've never heard it before.

HEAR THE JOURNEY

**FedEx**

**FedEx**  
Streamline your business's online shipping.

**FedEx SoundTrack**  
Tracking like you've never heard it before.

HEAR THE JOURNEY

**FedEx**

**PREVIEW SHOW**

**FedEx SoundTrack**  
Tracking like you've never heard it before.

HEAR THE JOURNEY

**FedEx**

**PREVIEW SHOW: BRISTOL**  
Marty Snider and analyst Chris Rice break down what you can expect to see from the short-track action at Bristol Motor Speedway - 08/17/2017

**FedEx SoundTrack**  
Tracking like you've never heard it before.

HEAR THE JOURNEY

**FedEx**

**PREVIEW SHOW**

**ALL VIDEOS**

**MOST POPULAR**

Preview Show: Bristol

Preview Show: Michigan

Preview Show: Watkins Glen

Preview Show: Pocono

Preview Show: Indianapolis

Preview Show: New Hampshire

**FedEx**  
Streamline your business's online shipping.

**FedEx SoundTrack**  
Tracking like you've never heard it before.

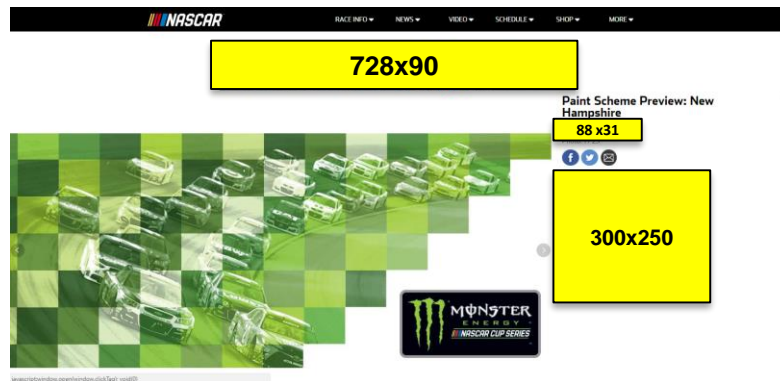
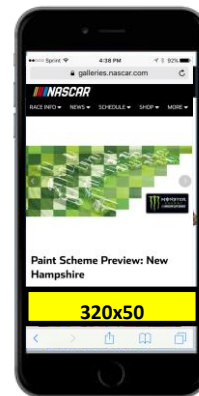
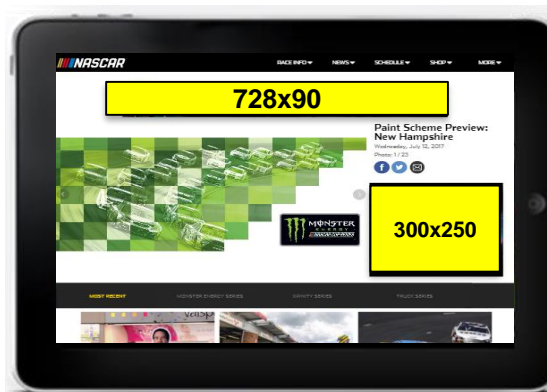
HEAR THE JOURNEY

**FedEx**

**FedEx**  
Streamline your business's online shipping.

# Paint Scheme Preview/ Photo Gallery

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90, 300x250, 88x31 logo	320x50, 300x250, 88x31 logo
<b>NDM Creative</b>	Client to provide PSD logo and NASCAR will resize for "presented by" placement	



Lead time: 5-7 business days



# NASCAR Drive

## Desktop / Tablet

## Mobile Web / App

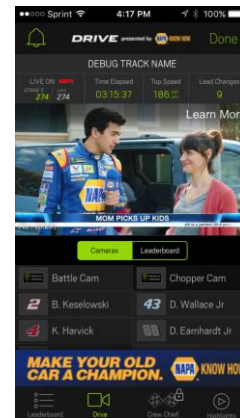
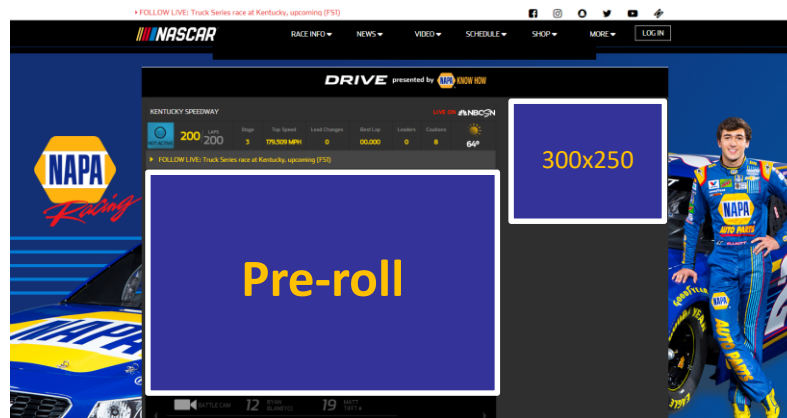
### Client Creative

Background skin (desktop only), logo for Presented by section, pre-roll and 300x250 sync / 728x90

320x50, pre-roll, 1024x50 (tablet), logo

### NDM Creative

Client to provide PSD for *NASCAR Drive* or *Drive* "Presented by" logo



Lead time: 10-12 business days  
Assumes 1 round of revisions, additional edits will affect timing

# Lap by Lap

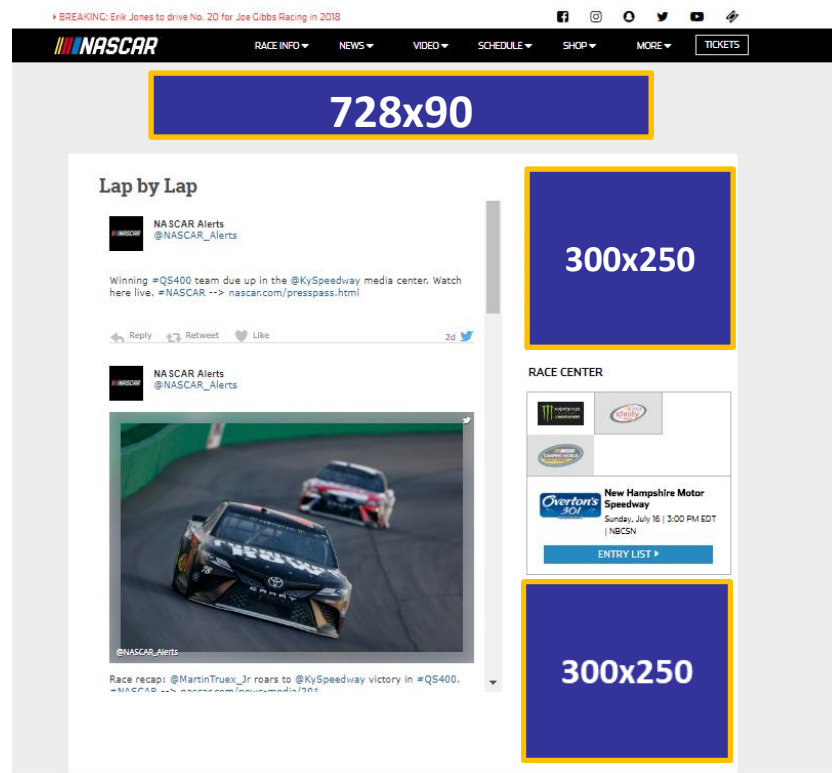
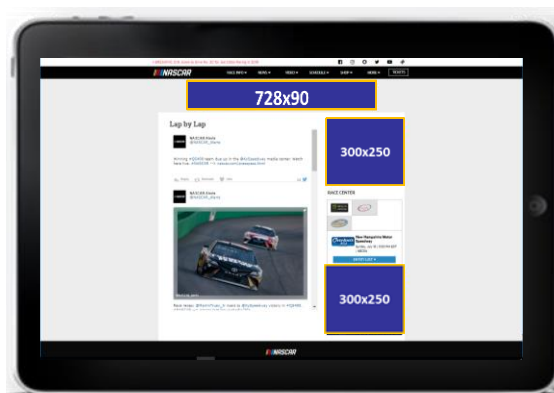
## Desktop / Tablet

## Mobile Web / App

### Client Creative

728x90 flex, 300x250 (atf, mid), skin (desktop),  
Hover unit optional

320x50, 1024x50 (tablet)



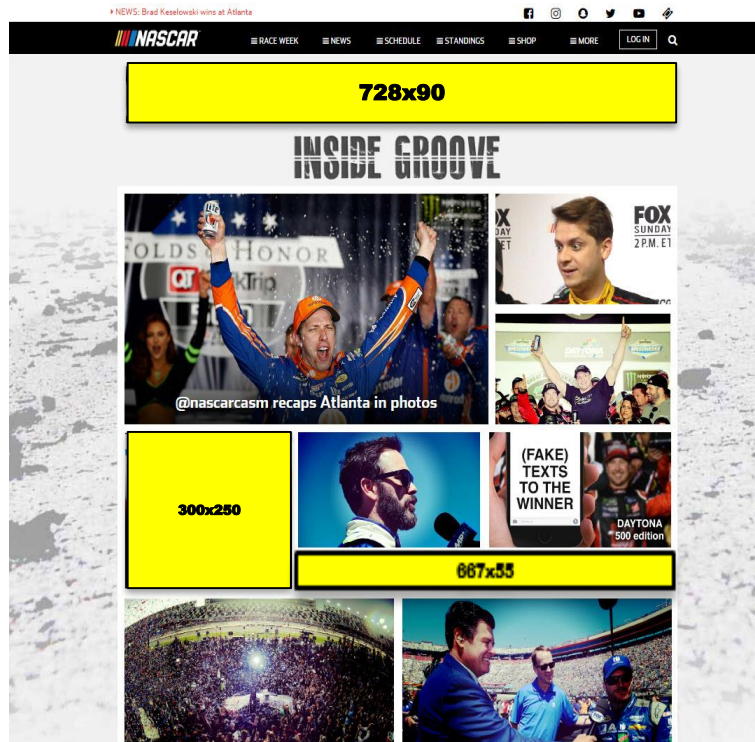
Lead time: 5 business days

## Desktop/Tablet Mobile Web

**Client  
Creative**

728x90, 300x250,  
Background skin

320x50



# Race Surround - Articles

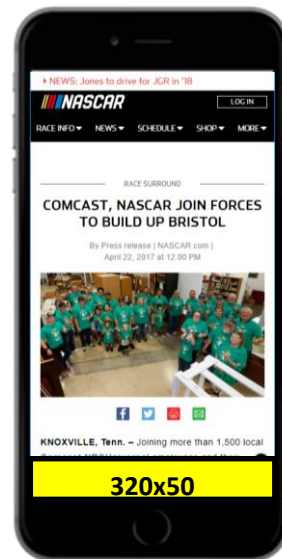
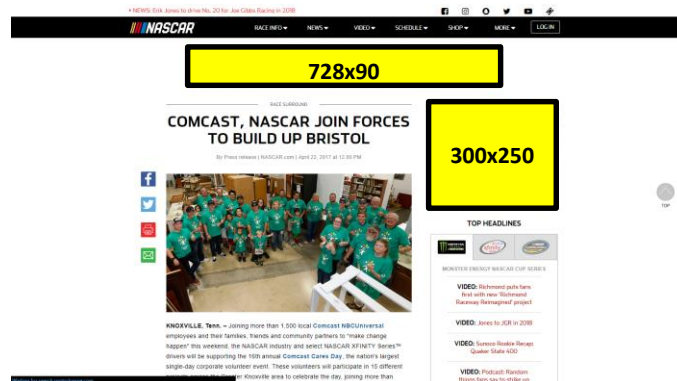
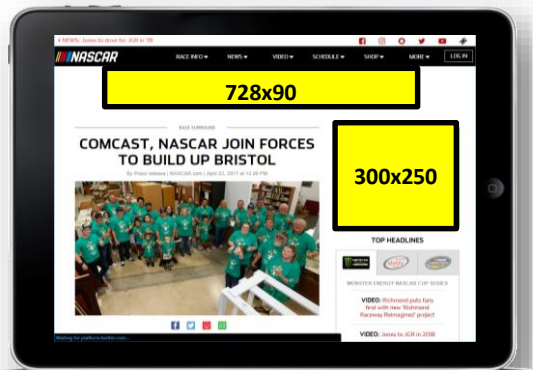
## Desktop / Tablet

## Mobile Web

### Client Creative

Skin (desktop), 728x90, 300x250 (atf, mid),  
300x600 (Optional), Pre-roll with 300x250  
sync

320X50

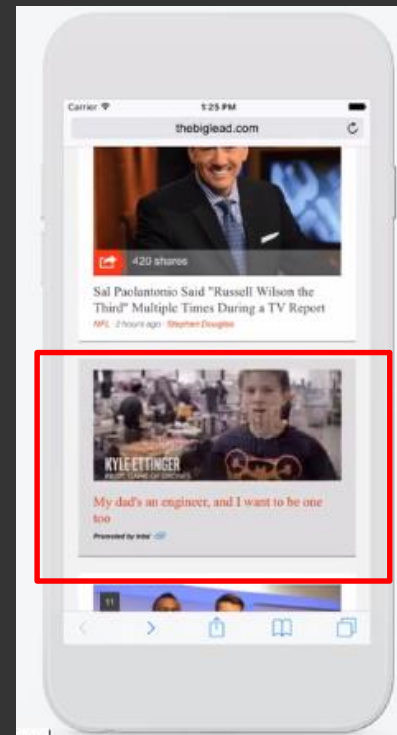


Lead time: 5-7 business days



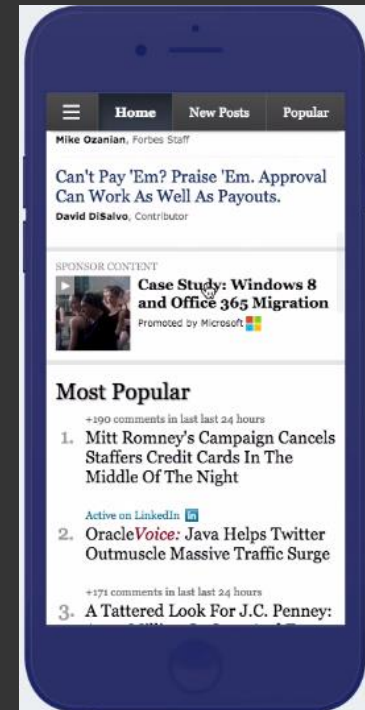
# Sharethrough Native Instant Play Video

- Silent autoplay video begins playing when the unit is 50% in view
  - Impression = 1 second in view
- Minimum thumbnail size: 250px wide
- Maximum file size: 1GB
- File Format: MP4 File Only
- Native Headline: 140 Characters Max Including Spaces
  - (2-3 per creative recommended)
- Description: 180 Characters Max Including Spaces (1 per creative)
- Preview: <https://vimeo.com/152470366>



# Sharethrough Native Video View Ads (Click to Play)

- Video plays once native ad has been clicked
- Minimum thumbnail size: 250px wide
- Maximum file size: 1GB
- File Format: MP4 File Only (at least 720p video quality)
- Native Headline: 140 Characters Max Including Spaces
  - (2-3 per creative recommended)
- 180 Characters Max Including Spaces (1 per creative)
- Preview: <https://vimeo.com/142666548>





# Additional NASCAR Digital Media

## Functionality Requirements

# Rich Media Requirements

# Rich Media Functionality

## Animation

- All animation time is 15sec with max of 3 loops.

## Frame Rate

- Frame rate is 24 FPS.

## Close Button

- A mandatory "CLOSE X" button must be prominent and obvious in the top right corner for floating, out-of-banner, billboard, pushdown and expandable banner ads initiated by a user's click.
- Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text.
- The ad, including the CLOSE button, may not cover core page navigation or other ads.



# Rich Media Requirements

## Expandable / Video Ads

- No expansion and no audio/video permitted on 300x250 Video Sync Units.
- Expansion must user initiated. In some cases auto-expansion will be allowed with a frequency cap.
- Where applicable, the "ON/OFF", "STOP/PLAY", and "CLOSE" button must be prominent and located in the upper right corner.
- Must be 3rd Party served.
- Where applicable, the method of expansion and un-expansion must be the same. (i.e., click-to-initiate/click-to-close OR roll over-to-initiate/roll off-to-close). Our sites strongly recommend and prefer "click-to-initiate/click-to-close", however, will accept "roll over-to-initiate/roll off-to-close" on pages other than the site home page pending site approval.
  - b. 728x90 Downward expanding to 728x270
  - c. 300x250 Leftward expanding to 500x250

# Hover Unit Specs

- The Hover ad width & height is defined as “full browser width by 120 pixels tall.” This is 1000x120. This is the non-expanded version.
- If you choose to add in expansion functionality, the recommended pixel size is 1000x600 (in the expanded state). Expansion must be “click to expand” and “click to close”
- The leave behind unit (which is the button in the lower left corner upon full collapse) is 120x90
- Maximum initial file size: 60k Max , Polite File Size: 160k max
- FPS: 24 FPS
- Ad unit dissolves after 8 seconds of non-interaction
- Include prominent close button with "CLOSE X" in clear readable text.
- Keep the NASCAR.COM logo and navigation at the top intact and visible.
- Audio: User-initiated
- Video: Host or user-initiated. Must include play, pause and stop controls
- Frequency cap: One auto-initiated takeover effect per user per 24 hours.
- Final creative subject to NDM review and approval

# Audio/Video Requirements – Display Media

**All Audio must be user initiated by click and have a clear and visible mute button.**

- Looping is not permitted.
- No host-initiated audio is permitted.
- Videos longer than 15 seconds requires skippable functionality (after 15 seconds of viewing)
- Videos under 15 seconds does not require skippable functionality
- All in-banner video can auto play for 30 seconds, Audio must be user initiated by click.
- Audio must be user-initiated by clicking within the banner and contain clearly visible "mute" and "stop" functionality.
- Video File Size is a maximum of 2.5 MB
- End frame will have a call to action and a replay video button.