

# 2019 NASCAR DIGITAL MEDIA

ADVERTISING SPEC SHEETS

# Standard Ad Placements

Ad Unit	Ad Size	Rich Media	Expandable Dimension	Max Initial File Size	Max Polite File Size
Medium Rectangle	300x250	Yes	500x250	200K	300K
Leaderboard	728x90	Yes	728x270		
Mobile (web & app)	320x50	Yes	N/A		
Tablet	1024x50	Yes	N/A		
Skyscraper	160x600	No	300x600		
Wide Skyscraper	300x600	No	400x600		

## Please Note:

This is a basic overview of the creative specifications. For more lengthy details of the creative 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.

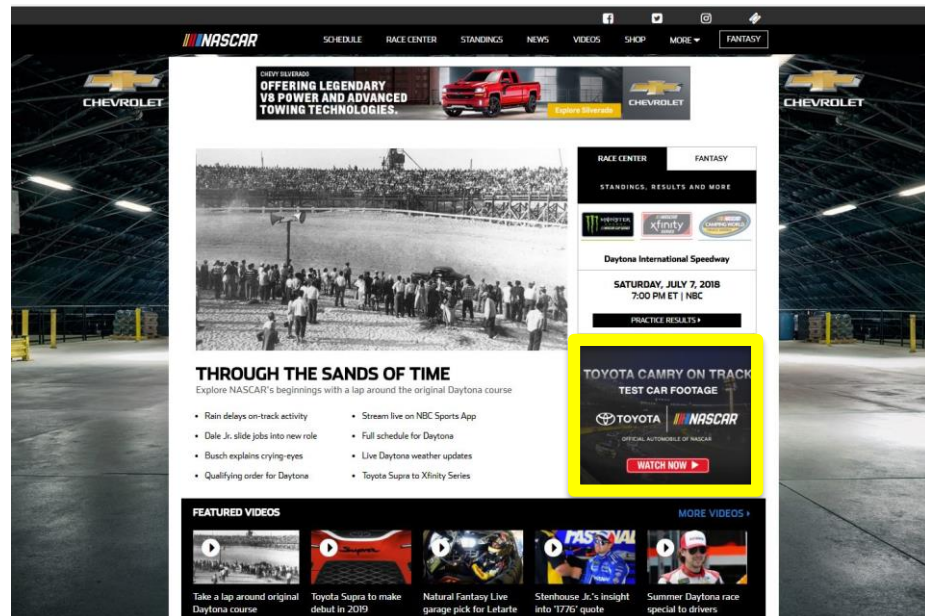
► NEWS: No. 19 team, two Truck teams issued penalties

The screenshot shows the NASCAR website interface. At the top is a navigation bar with links for RACE INFO, NEWS, VIDEO, SCHEDULE, SHOP, MORE, and TICKETS. Below the navigation bar is a large video player featuring a Toyota advertisement with the text 'Let's Go Places' and the URL 'toyota.com/RAV4'. To the right of the video player is a sidebar with a search bar and a list of video thumbnails. Below the sidebar is a section titled 'ALL VIDEOS' with a grid of video thumbnails. The thumbnails include titles such as 'NASCAR on Snapchat 2017 - Part 1', 'No. 19 team penalized after Bristol', 'Most memorable moments of 2017, so far: 10-8', 'DALE JR. ON KYLE BUSCH: 'YOU HAVE', 'Larson dishes on his 'rivalry' with Truex and Jimmie', and 'Sunoco Rookie Recap: Bristol'.

Client Creative	Platform
Pre- Roll with optional 300x250 companion	Desktop   Tablet
Pre-roll	Mobile Web

# Co-Brands

	Desktop / Tablet	Mobile Web
Creative Size	728x90, 300x250	320X50
Notes:	<p>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)</p>	



# Homepage Background Skin

## Background Skin Desktop Only

### Client Creative

Available on the NASCAR Homepage

### Notes:

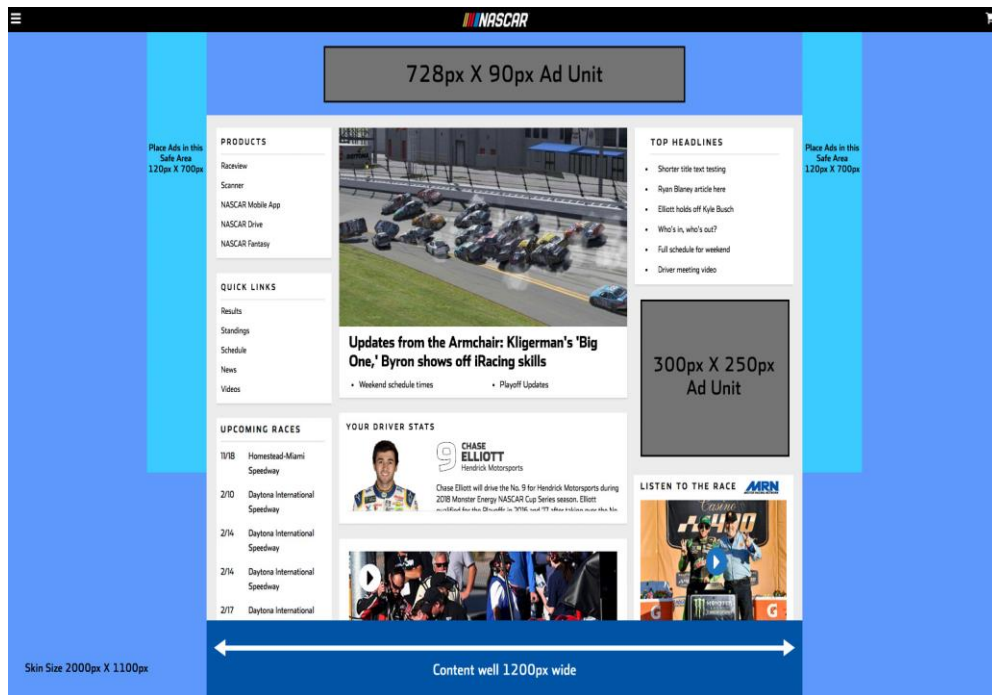
Full page is 2000 pixels wide x 1100 pixels high  
Outer wing “safe zones” for majority of the screen sizes are 120px x 700px.

File size should be 300k or Less

Format: .png or .jpg

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

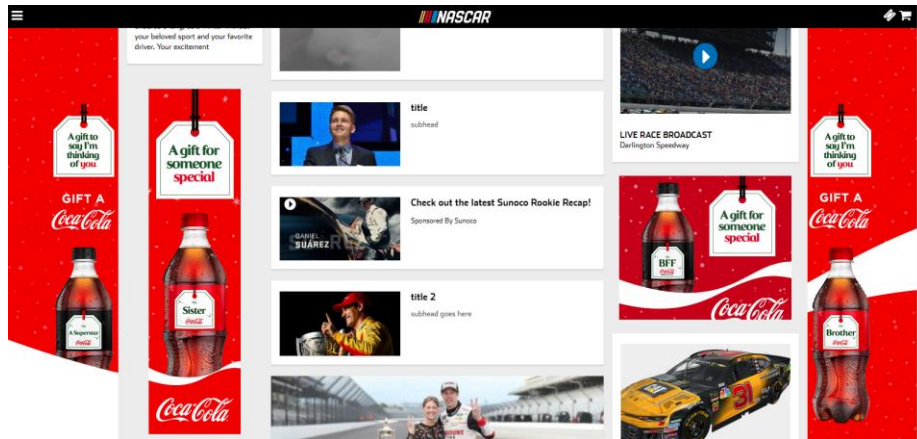
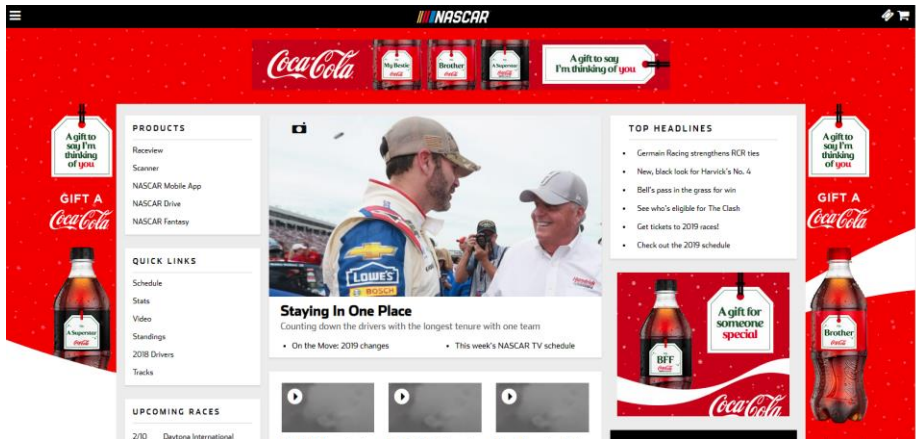
Image colors should be present throughout the entire 2000 x 1100 pixel area.



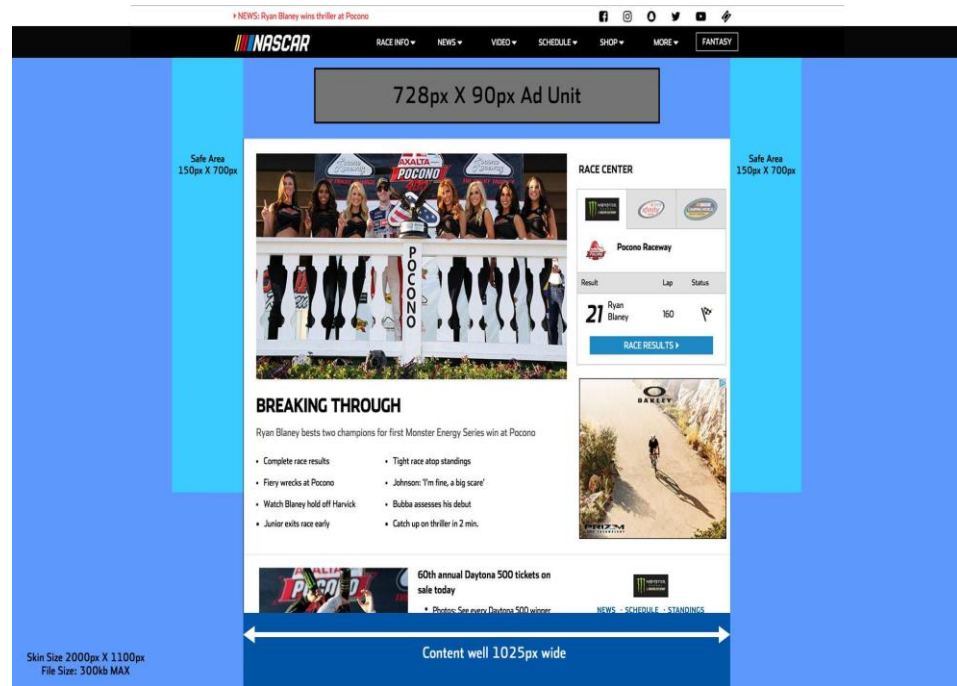


# Homepage Background Skin

## Example: Coca Cola Homepage Skin Roadblock



Background Skin Desktop Only	
Client Creative	Available on Series Landing Page, Schedule Pages, Standings, Article Pages, Race Center, NASCAR Drive, Driver Pages, Video On Demand Pages, Live Players
Notes:	<p>Full page is 2000 pixels wide x 1100 pixels high Outer wing “safe zones” for majority screen sizes are 150px x 700px.</p> <p>File size should be 300k or less Format: .png or .jpg</p> <p>Skin image should not have blank areas behind the content well.</p> <p>Image colors should be present throughout the entire 2000 x 1100 pixel area.</p>



# Background Skin

## Example: Toyota Background Skin | Driver Page

NEWS: New at-track inspection process set

NASCAR SCHEDULE RESULTS STANDINGS NEWS SHOP VIDEO MORE TICKETS

TOYOTA TUNDR  
WE MAKE IT A TOYOTA.  
YOU MAKE IT A SPORTS CAR.

TOYOTA Let's Go Places LEARN MORE

TOYOTA Let's Go Places

20 ERIK JONES

MONSTER ENERGY TOYOTA JOE GIBBS RACING

DATE OF BIRTH: MAY 30, 1996 ROOKIE YEAR: 2017

Erik Jones will drive the No. 20 for Joe Gibbs Racing in 2018. Jones earned 2017 Sunoco Rookie of the Year honors in the Monster Energy NASCAR Cup Series while driving the No. 77 Furniture Row Racing Toyota. Jones earned Sunoco Rookie of the Year honors in the Xfinity Series in 2016. He also has nine career Xfinity Series wins. Jones is the 2015 Sunoco Rookie of the Year and champion in the Camping World Truck Series where he has seven career wins.

SHOP STATS CHANGE DRIVER

Las Vegas open test to feature rookies Byron, Wallace

Kyle Busch, Hamlin add veteran element to new-look Joe Gibbs Racing

TOYOTA TUNDR  
WE MAKE IT A TOYOTA.  
YOU MAKE IT A SPORTS CAR.

TOYOTA Let's Go Places LEARN MORE

Erik Jones

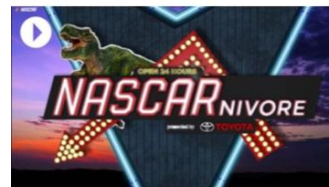


# ROS Sharethrough Native

- Minimum thumbnail size: 250px wide
- Maximum file size: 250K
- Minimum Size by Device:
  - Mobile: minimum 320x180
  - Desktop: minimum 600x315
- Native Headline: 140 Characters Max Including Spaces
  - 180 Characters Max Including Spaces (1 per creative)



NASCARNivore is on the Daytona food scene



NASCARNivore soaks up the sights at Daytona

[Presented by Toyota](#)



# Sharethrough Native Video (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>

# Editorial Features



# E-Newsletter

**Desktop /  
Tablet**

**Mobile  
Web**

**Client  
Creative**

728x90 or 300x250

300x250

**Notes:**

NASCAR Newsletter is currently scheduled for weekly delivery every Friday.

A Weekend Recap Newsletter is sent every Monday to an abbreviated subscriber list.

Date confirmation/reservation will be made within 24 hours.





# Editorial Feature | Series

## Desktop | Tablet

## Mobile Web

### Client Creative

728x90, 300x250 ATF,  
300x250 BTF,  
Skin (Desktop Only)

320X50

### NDM Creative

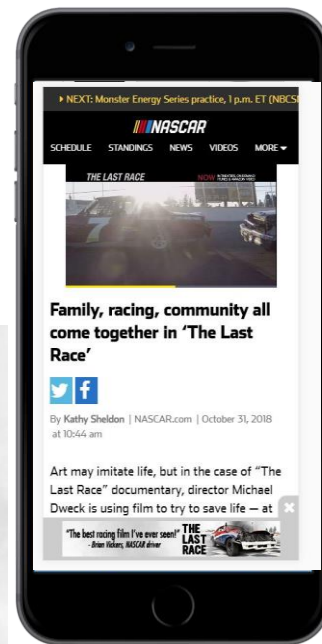
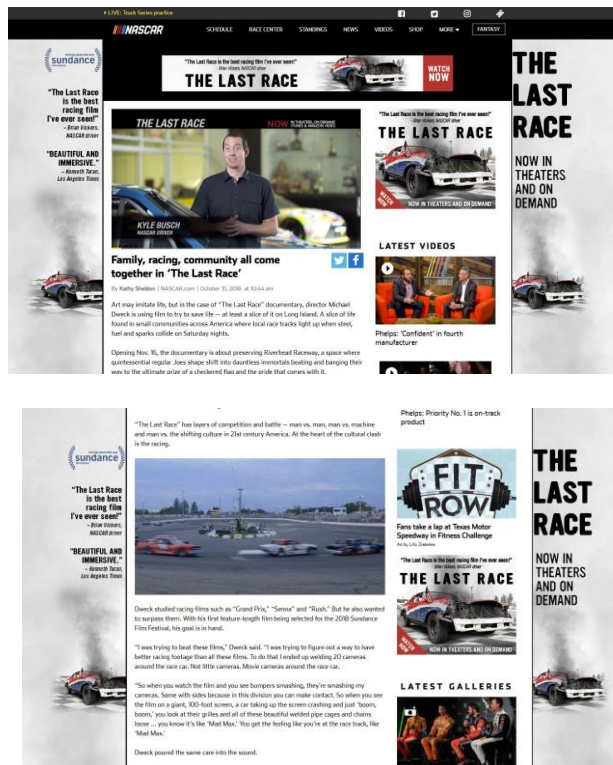
If a custom hero image is needed, request NDM to source via Editorial for a Getty Image

If a custom hero image is needed, request NDM to source via Editorial for a Getty Image

### Notes:

If an advertorial, content will be clearly identified.

If an advertorial, content will be clearly identified.



# Sponsorship Opportunities





# Video Franchise Sponsorship

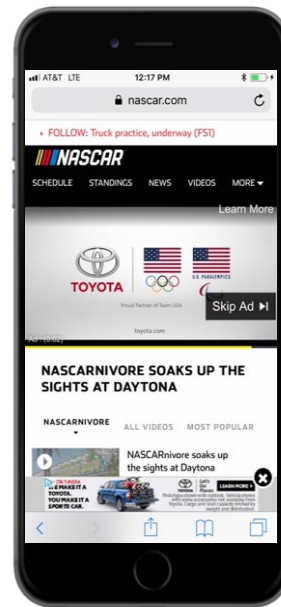
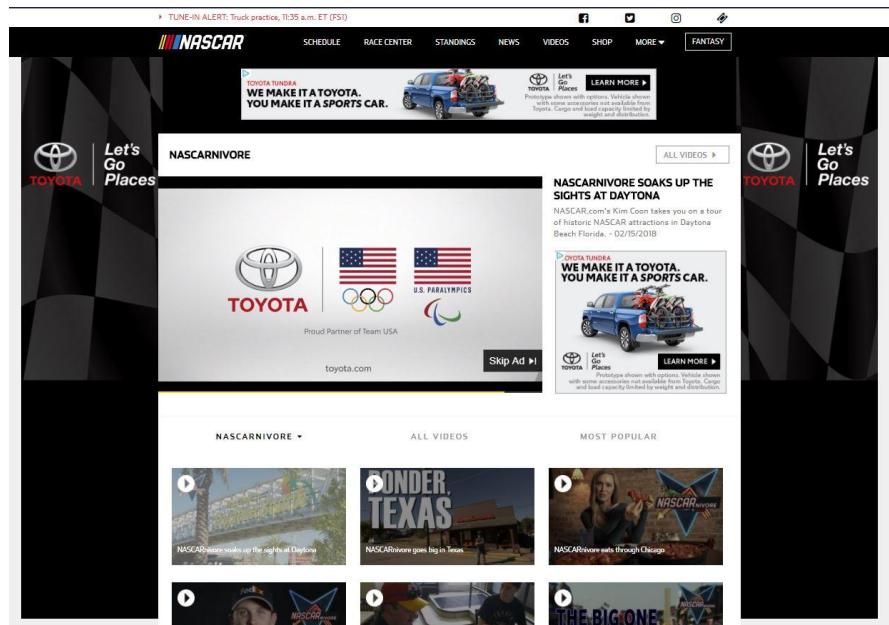
## Desktop / Tablet

## Mobile Web

### Client Creative

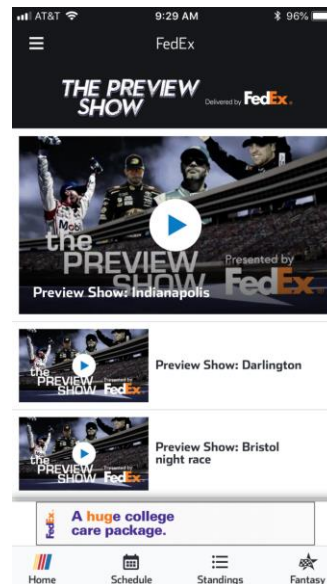
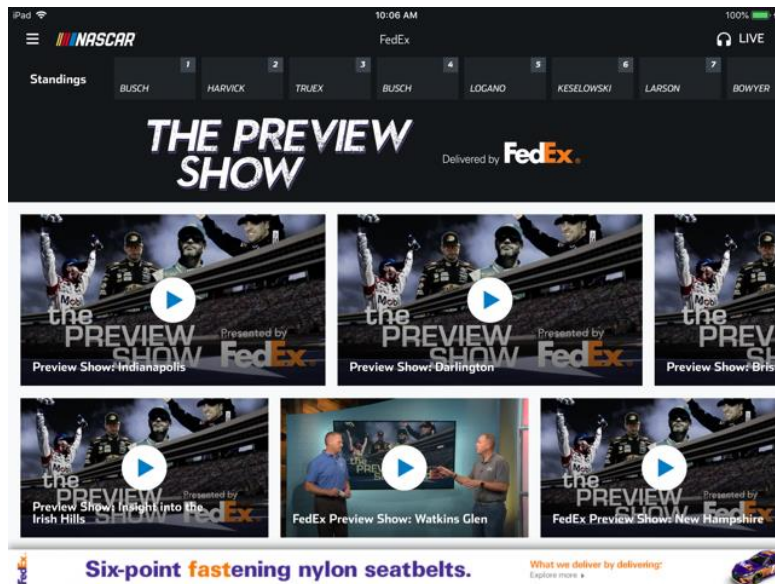
728x90, Pre-roll with 300x250 companion, Skin (Desktop Only)

320x50, Pre-roll



# Video Series - Custom Hub - APP

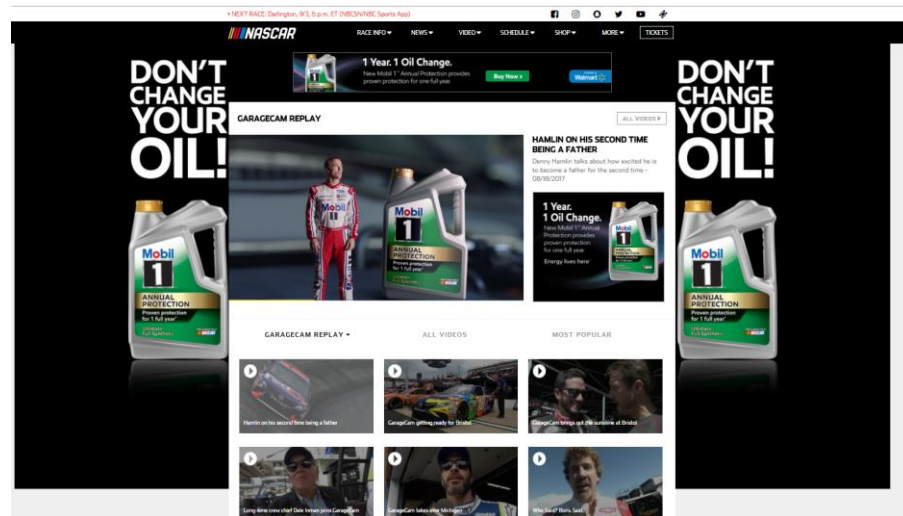
## Example: Preview Show with Video Hub (FedEx)



# Live Player – Media Day, Live Events, Press Pass, GarageCam

	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.	

## Live and Post-Event Custom Video Hub



# Fantasy Live

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90, 300x250	300x250, 320x50
<b>NDM Creative</b>	88x31 logo for use in custom header	Note: Sponsor logo does not appear in mobile web or on the app
<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	

• NEXT: Las Vegas, 9/16, 3pm, ET (NBCSN)

NASCAR SCHEDULE RACE CENTER STANDINGS NEWS VIDEOS SHOP MORE FANTASY

HOME FANTASY LIVE LOG OUT

**MADE YOUR PICKS? NOW ENTER FOR YOUR CHANCE TO WIN A TRUCK BUILT BY FANS, FOR FANS. ENTER NOW**

YOUR ENTRIES OVERALL STANDINGS ROSTER JOIN A LEAGUE STATS RACE RESULTS PRIZES FAQ HOW TO PLAY GAME INFO RULES

TEAM DOWNFORCE1 PLAYOFFS 0 RACE 0 PLAYOFFS 0 RACE 92306

WK 27 LAS VEGAS MOTOR SPEEDWAY 9/16 SEP 18TH 3:11 PM EST NBCSN PRN

ROSTER COMPLETION

**STARTERS** **GARAGE**

PLAYOFF -16 PLAYOFF -16

SELECT SELECT SELECT SELECT SELECT

**BONUS**

SELECTED BY FANS - 100% SELECTED BY FANS - 100% SELECTED BY FANS - 100% SELECTED BY FANS - 100% LOTS - 100% PLAYOFF - 100%

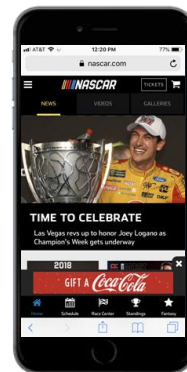
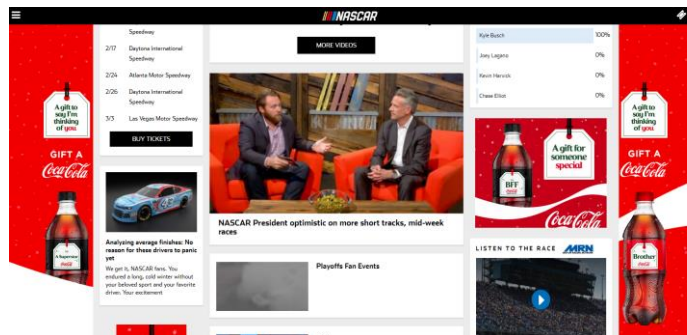
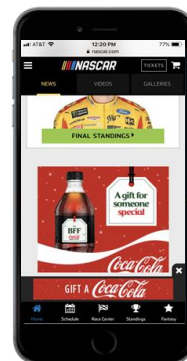
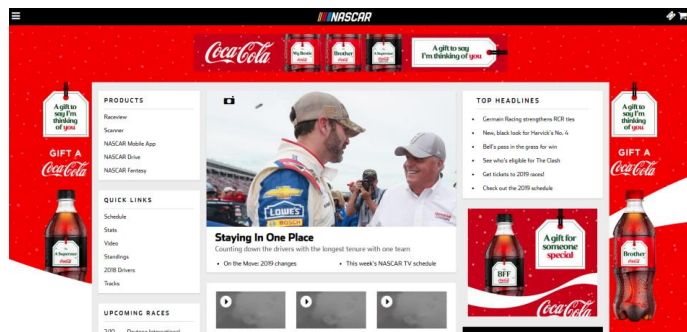
**DRIVER NEWS** ROTOWORLD

**REGAN SMITH | #95**  
Kahne will continue to sit out from Mobil 1 Energy NASCAR Cup Series competition for the next three races. This week the series travels west to Las Vegas Motor Speedway where temperatures for the weekend are projected to be around 100 degrees. The driver of the No. 95 Chevrolet with Levine Family Racing continues to work with his physicians on a plan for his health - LFR.

**KASEY KAHNE | #95**  
This week the series travels west to Las Vegas Motor Speedway where temperatures for the weekend are projected to be around 100 degrees. The driver of the No. 95 Chevrolet with Levine Family Racing continues to work with his physicians on a plan for his health - LFR.

# Homepage Roadblock

	Desktop / Tablet	Mobile Web
<b>Client Creative</b>	728x90 (ATF, BTF), 300x250 (ATF, MID,BTF), Background Skin (Desktop Only), Hover Unit (Optional), 160x600 (Optional)	320X50
<b>Notes:</b>	728x90 creative can be replaced with OPA pushdown-(970x66 expands to 970x418) and 1000x120 Hover unit expands to 1000x600	



# Driver Pages

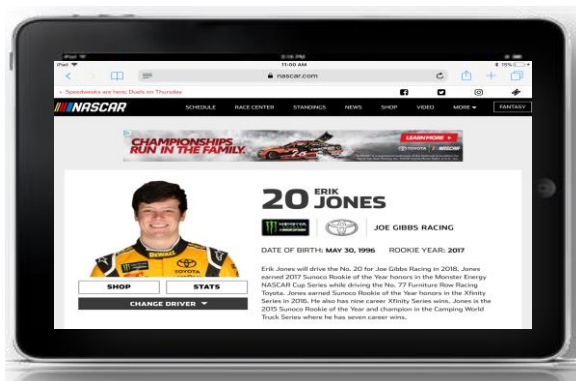
Desktop / Tablet

Mobile  
Web

Creative

728x90  
300x250  
Skin (Desktop Only)

320X50



NEWS: New at-track inspection process set

**NASCAR** SCHEDULE RESULTS STANDINGS NEWS SHOP VIDEO MORE TICKETS

**TOYOTA** Let's Go Places

**20** **ERIK JONES**

**MONSTER ENERGY** **JOE GIBBS RACING**

DATE OF BIRTH: MAY 30, 1996 ROOKIE YEAR: 2017

Erik Jones will drive the No. 20 for Joe Gibbs Racing in 2018. Jones earned 2017 Sunoco Rookie of the Year honors in the Monster Energy NASCAR Cup Series while driving the No. 77 Furniture Row Racing Toyota. Jones earned Sunoco Rookie of the Year honors in the Xfinity Series in 2016. He also has nine career Xfinity Series wins. Jones is the 2015 Sunoco Rookie of the Year and champion in the Camping World Truck Series where he has seven career wins.

**SHOP** **STATS**

**CHANGE DRIVER**

**Las Vegas open test to feature rookies Byron, Wallace**

**Kyle Busch, Hamlin add veteran element to new-look Joe Gibbs Racing**

**TOYOTA** Let's Go Places

**WE MAKE IT A TOYOTA. YOU MAKE IT A SPORTS CAR.**

**ERIK JONES**



# Driver Pages - APP

## NASCAR APP

Creative

320x50 (Mobile)

1024x50 (Tablet)

The screenshot shows the NASCAR app interface on a tablet. At the top, there's a status bar with 'iPad', signal strength, time '10:26 AM', and battery '85%'. Below is the NASCAR logo and a 'Standings' tab. A list of drivers is shown: TRUEX, BUSCH, HARVICK, KESELOWSKI, ELLIOTT, HAMLIN, KENSETH, and LARSON. Kyle Busch is selected. His profile shows: TEAM (Joe Gibbs Racing), RANK (2nd), POINTS (5035), POINTS BEHIND (-5), MTR (Toyota), DOB (05/02/85), HOMETOWN (Las Vegas), and STATE (Nevada). Below this are tabs for 'CURRENT SEASON' and 'HISTORICAL DATA'. The 'CURRENT SEASON' tab shows 'STATS AT DAYTONA INTERNATIONAL SPEEDWAY' with a table: RACES (25), WINS (1), TOP 5'S (7), POLES (1), DNF (6), LEAD LAP (17), AVG START (14.6), and AVG FINISH (18.44). It also shows '2018 SEASON STATS' with a table: RACES (0), WINS (0), TOP 5'S (0), POLES (0), DNF (0), LEAD LAP (0), AVG START (0), and AVG FINISH (0). At the bottom, there's a '2018 Race By Race' table with one entry: '1 Advance Auto Parts Clash' with STARTING POSITION (0) and FINISHING POSITION (0). The footer includes the Toyota F1 logo, the slogan 'WE MAKE IT A TOYOTA. YOU MAKE IT A SPORTS CAR.', a 'Let's Go Planet' logo, and a 'LEARN MORE' button. A disclaimer at the bottom right states: 'Prototype shown with options. Vehicle shown with some accessories not available from Toyota. Cargo and load capacity limited by weight and distribution.'

The screenshot shows the NASCAR app interface on a smartphone. At the top, there's a status bar with 'AT&T LTE', signal strength, time '11:44 AM', and battery '85%'. Below is the driver's name 'Erik Jones' and a star icon. His profile shows: TEAM (Joe Gibbs Racing) and MTR (Toyota). Below this are tabs for 'CURRENT SEASON' and 'HISTORICAL DATA'. The 'CURRENT SEASON' tab shows 'STATS AT DAYTONA INTERNATIONAL SPEEDWAY' with a table: RACES (2), WINS (0), TOP 5'S (0), POLES (0), DNF (1), LEAD LAP (2), AVG START (19), and AVG FINISH (24). It also shows '2018 SEASON STATS' with a table: RACES (0), WINS (0), TOP 5'S (0), POLES (0). At the bottom, there's a banner for 'CHAMPIONSHIPS RUN IN THE FAMILY' with the Toyota NASCAR logo. The footer includes icons for 'Home', 'Schedule', 'Standings', and 'Fantasy'.

# Race Center Page

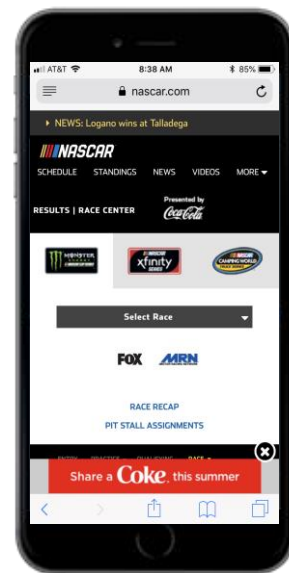
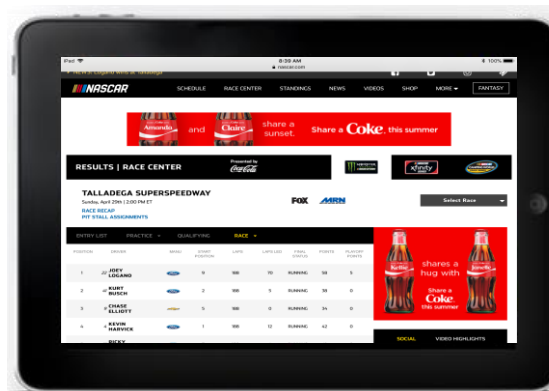
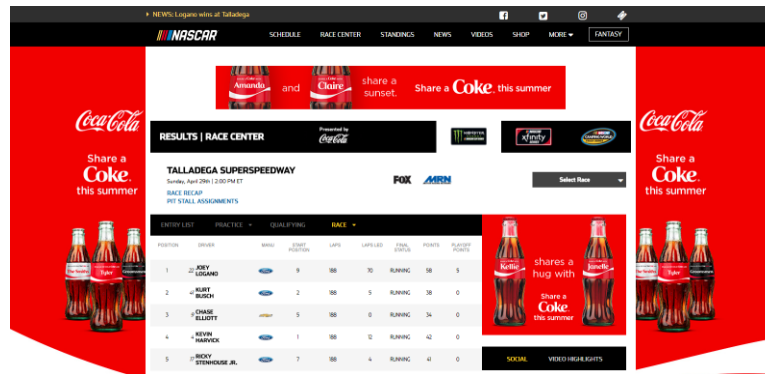
## Race Center Sponsorship

### Client Creative

Background Skin (Desktop Only),  
728x90 ATF, 300x250 ATF,  
320X50; PSD logo

### Notes:

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



# Series Standings Page

Desktop / Tablet

Mobile Web

Client Creative

728x90, 300x250

320x50

See the 2019 schedule, start times

**NASCAR** SCHEDULE RACE CENTER STANDINGS NEWS VIDEOS SHOP MORE FANTASY

ATLANTA MOTOR SPEEDWAY  
**NASCAR WEEKEND**  
FEBRUARY 22-24 **BUY NOW**

**2018 MONSTER ENERGY NASCAR CUP SERIES STANDINGS**

DRIVER STANDINGS OWNER STANDINGS MANUFACTURER STANDINGS

KEY Race Wins = 5 Playoff Points | Stage Wins = 1 Playoff Point  
ROOKIE REGULAR SEASON CHAMPION

POS	DRIVER	POINTS	BEHIND	STARTS	WINS	TOP 5	TOP 10	DNF	LAPS LED	STAGE WINS	PLAYOFF POINTS
1	JOEY LOGANO	5040	LEADER	36	3	13	26	3	934	5	0
2	MARTIN TRUEX JR.	5035	-5	36	4	20	21	5	1016	10	0
3	KEVIN HARVICK	5034	-6	36	8	23	29	4	1990	19	0
4	KYLE BUSCH	5033	-7	36	8	22	28	3	1469	6	0
5	ARIC ALMIROLA	2354	-2686	36	1	4	17	2	181	1	0
6	CHASE ELLIOTT	2350	-2690	36	3	11	21	4	325	4	0
7	KURT BUSCH	2350	-2690	36	1	6	22	4	644	3	0
8	BRAD KESELOWSKI	2343	-2697	36	3	12	20	6	705	5	0

**BUY NOW**

ATLANTA MOTOR SPEEDWAY  
**NASCAR WEEKEND**  
FEBRUARY 22-24

@NASCAR

NASCAR @NASCAR

2018 MONSTER ENERGY

NEWS: Suarez to SHR, No. 41 car

**NASCAR** SCHEDULE STANDINGS NEWS VIDEOS MORE

**2018 MONSTER ENERGY NASCAR CUP SERIES STANDINGS**

DRIVER OWNER MFR

KEY Race Wins = 5 Playoff Points | Stage Wins = 1 Playoff Point  
ROOKIE REGULAR SEASON CHAMPION

POS	DRIVER	POINTS	BEHIND
1	JOEY LOGANO	5040	LEADER
2	MARTIN TRUEX JR.	5035	-5
3	KEVIN HARVICK	5034	-6
4	KYLE BUSCH	5033	-7

ATLANTA MOTOR SPEEDWAY  
**NASCAR WEEKEND**  
FEBRUARY 22-24

# Paint Scheme Preview | Photo Gallery

## Desktop / Tablet

## Mobile Web

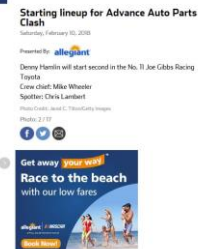
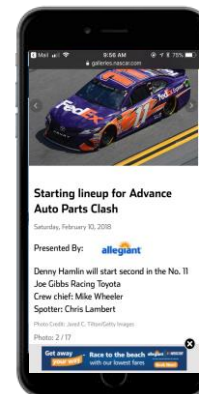
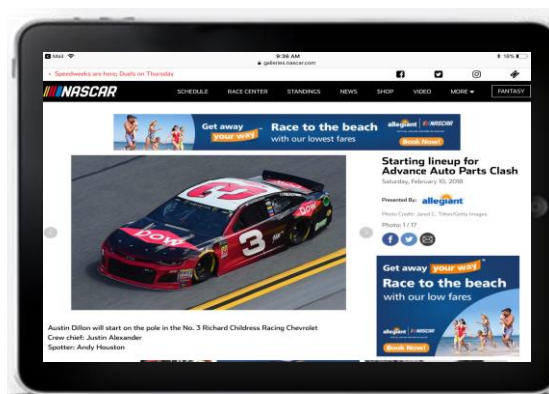
**Client  
Creative**

728x90, 300x250,  
88x31 logo

320X50, 300x250,  
88x31 logo

**NDM  
Creative**

Client to provide PSD logo



# NASCAR Drive

Desktop / Tablet

Mobile Web / App

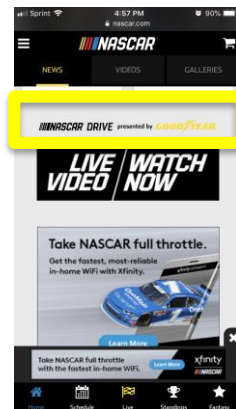
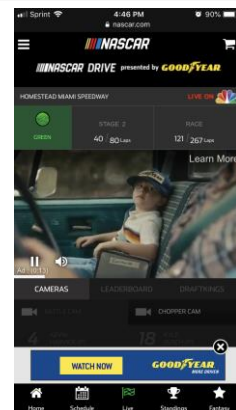
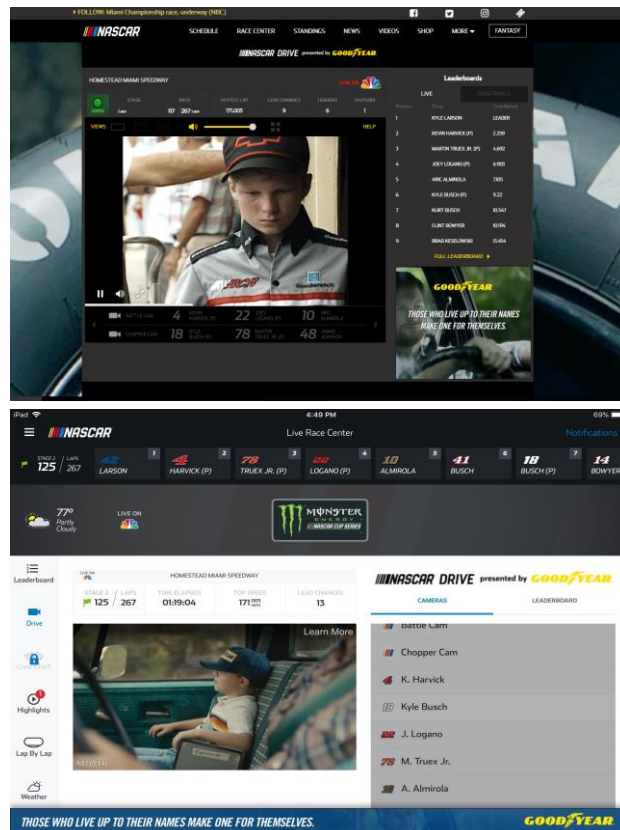
Client  
Creative

Background Skin  
(Desktop Only),  
Logo for Presented by  
section, pre-roll and  
300x250 sync /  
728x90, Homepage  
Drive Module

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

NDM  
Creative

Client to provide PSD for *NASCAR Drive*  
“Presented by” logo



# Race Takeover - Articles

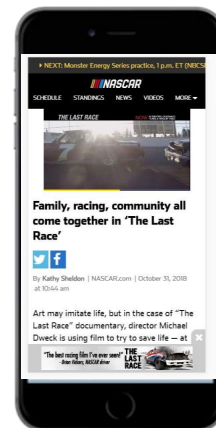
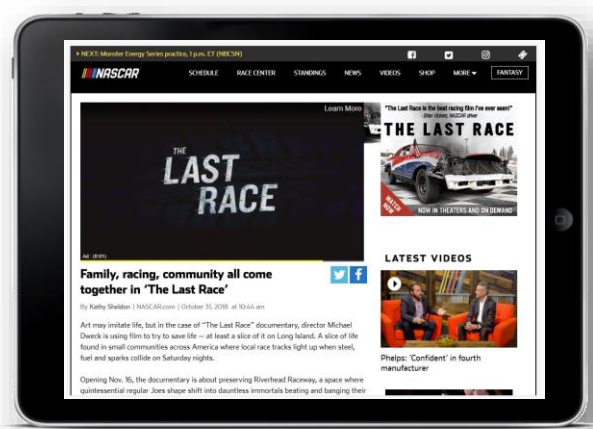
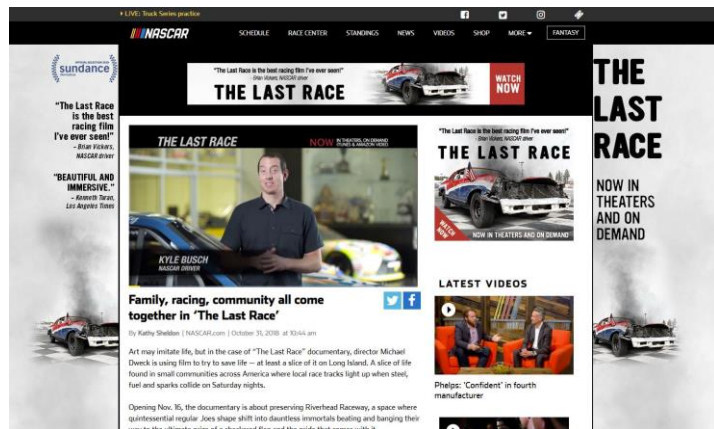
## Desktop / Tablet

## Mobile Web

### Client Creative

Skin (Desktop Only), 728x90, 300x250 (ATF, MID), 300x600 (Optional), Pre-roll with 300x250 companion

320X50





# Rich Media Requirements



# 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

# 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.

## Hover Unit (Optional)

- 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: 200k Max , Polite File Size: 300k 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



# Functionality Requirements



# 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.