

## BANNER CREATIVES

All ads are served through Doubleclick for Publishers (DFP Premium); video through FreeWheel

**Standard:** .gif, .jpeg

**Rich Media:** HTML5, JavaScript, iFrame

**All rich media units must be third-party served** (examples: Doubleclick for Advertisers (DFA), Sizmek, PointRoll, Atlas, Eyewonder, FlashTalking, etc.)

- No flash accepted in any banner or video ads
- Up to 3 trackers per site-served creative
- All ads must have a visible 1x1 pixel border; banner corners cannot be rounded
- Polite creatives are required for all rich media ads, and/or if the initial load is more than stated maximum
- All expansion must be user-initiated
- Banners that expand on click or mouse-over must have a clear "close" button and retract when mouse is off banner
- Banners may not produce audio without user initiation. Once audio begins, there must be a clear "mute" or "stop" button
- Brand study/research pixels are not allowed in the video player or on the homepage
- No looping

## Ad Units

UNIT NAME	DIMENSION	MAX EXPANSION	ACCEPTABLE FILE TYPES	ANIMATION RESTRICTIONS	MAX INITIAL FILE SIZE	EXPANSION DIRECTION	AUDIO	VIDEO	DEVICE(S)	NOTES
<b>HOMEPAGE</b> • <b>TOP/ABOVE THE NAV PLACEMENT</b> • Responsive	<b>Aspect Ratios</b> Desktop: 4:1 Mobile: 3:1	<b>Breakpoint Guidelines</b> Desktop: 1280x320 Small Desktop: 1024x256 Tablet: 768x192 Phones: 375x125, 300x100	html 5 third party Recommended: Built by NatGeo Production	Up to 30 seconds playtime Recommended: ≤ 15 seconds	150kb	all	user initiated	auto initiated	all	Requires 5 business days to test • Must be a responsive tag • Please note that the following sizes are also available for this ad unit:   970x300, 970x250, 970x66, 970x90 for desktop   728x90 for desktop and tablet   300x250, 300x50, 320x50 on phones
<b>HOMEPAGE</b> • <b>INPAGE PLACEMENT</b> • Responsive	<b>Aspect Ratios</b> Desktop: 2:1 Mobile: 1:1	<b>Breakpoint Guidelines</b> Desktop: 1280x640 Small Desktop: 1024x512 Tablet: 768x384 Phones: 375x375, 300x300	html 5 third party Recommended: Built by NatGeo Production	Up to 30 seconds playtime Recommended: ≤ 15 seconds	150kb	all	user initiated	auto initiated	all	
<b>CINEFLEX</b> • Clickable Video	1920x1080	full screen	.mp4 .mov	Up to 30 seconds playtime Recommended: ≤ 15 seconds	N/A	down	user initiated	auto initiated	desktop	Can run as a rotational placement Custom built
<b>BILLBOARD</b>	970x250 or 970x300	N/A	.gif .jpeg .png html 5 third party	Up to 30 seconds playtime Recommended: ≤ 15 seconds	80kb	N/A	user initiated	auto initiated	desktop	N/A
<b>PUSHDOWN</b>	970x66 970x90	970x415	.gif .jpeg .png html 5 third party	Up to 30 seconds playtime Recommended: ≤ 15 seconds	60kb	down	user initiated	auto initiated	desktop	Auto expands for 7 seconds, then collapses
<b>LEADER-BOARD</b>	728x90	N/A	.gif .jpeg .png html 5 third party	Up to 30 seconds playtime Recommended: ≤ 15 seconds	45kb	N/A	user initiated	auto initiated	desktop, tablet	N/A

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<b>MEDIUM RECTANGLE</b>	300x250	500x500	.gif .jpeg .png html 5 third party	Up to 30 seconds playtime Recommended: ≤ 15 seconds	45kb	N/A	user initiated	auto initiated	all	N/A
<b>HALF-PAGE</b>	300x600	600x600	.gif .jpeg .png html 5 third party	Up to 30 seconds playtime Recommended: ≤ 15 seconds	50kb	N/A	user initiated	auto initiated	desktop, tablet	
<b>SPONSOR LOGO</b>	Logo 210x50/ 88x31 for YourShot Assignment Pages	N/A	.eps	N/A	10kb	N/A	N/A	N/A	all	<ul style="list-style-type: none"> <li>• Nat Geo will build and add sponsor treatment to the logo</li> <li>• Agency or client may submit a 3rd-party 1x1 pixel and click-thru tracker to be added to the creative.</li> <li>• Please note that logos need to be hard coded on natively built pages.</li> </ul>
<b>MOBILE • STATIC BANNER</b>	320x50 300x50	N/A	.gif .jpeg .png html 5 third party	N/A	15kb	N/A	N/A	N/A	phone	N/A
<b>MOBILE • EXPANDABLE BANNER</b>	320x50 300x50	Varies by device; full screen	Must be third party served	Up to 30 seconds playtime Recommended: ≤ 15 seconds	15kb	down	user initiated	auto initiated	phone	
<b>SLED MOBILE • REVEALER UNIT</b>	custom	N/A	.mov or .mp4 for video	Up to 30 seconds playtime Recommended: ≤ 15 seconds	N/A	N/A	user initiated	auto initiated	phone	<ul style="list-style-type: none"> <li>• Built by SLED</li> <li>• Requires 600x900 PSD file</li> <li>• Must send along font files</li> </ul>

## NEWSLETTERS

*Adventure and Travel* newsletters are dropped on a monthly basis. Please contact your regional sales representative to coordinate timing and availability.

All newsletter ads require both 728x90 (desktop/tablet) and 300x250 (mobile phone). Only .jpg, .gif, or standard ad tags that redirect to .jpg or .gif accepted.

*The Family Field Guide* newsletter is a sponsorship of the newsletter, not an ad. Requires minimum ad commitment—speak to your Marketing POC before booking.

## BRANDING

All ads must include advertiser branding in the form of advertiser name and/or logo

## DELIVERY DEADLINE

- 5 full business days for Standard Media, Rich Media, Video, and Newsletter ads
- 10 full business days for Social (15 full business days for Snapchat)
- Consult Ad Operations regarding custom units.

### Email creative submissions to:

Ad Operations and Account Management teams:  
creatives@natgeo.com

### For questions, please contact:

Ad Operations: ads@natgeo.com

## ADDITIONAL INFORMATION

- All ads, including third-party tags, MUST be QA'd and reviewed before launch
- Longer lead-times are required for creative rotations up to five ads per month
- All ads running on kids.nationalgeographic.com MUST be COPPA compliant, no 3rd party tracking or data collection permitted
- Provide click-thru URL for each ad unit
- Third-party reporting access required for third-party served ads
- If a sponsorship is booked, send .eps file of the brand logo to have sponsor logo treatment added
- Z-index must be appropriate for ad unit. See IAB's Z-Index Guidelines for reference [\[HERE\]](#)
- For more detail on creative specifications, please contact your sales representative
- Serving fees may apply, if agency does not pay direct

## Pre-Roll and Video

UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
<b>1ST PARTY SERVED PRE-/MID-ROLL</b>	1280x720 or 1920x1080 (16:9)	.mp4	Up to 30 seconds playtime. Recommended ≤ 15 seconds.	10gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> <li>• Frame rate = 23.98/24 or 29.97/30</li> <li>• Codecs = H.264</li> <li>• Chroma Sampling = 4:2:2 or 4:2:0</li> <li>• Chroma Depth = 32 bit</li> <li>• Bit-rate = Constant (CBR) 15-30+ Mbps</li> <li>• No slates, black, leaders, bars, or countdowns</li> </ul> <b>AUDIO</b> <ul style="list-style-type: none"> <li>• 2 channel stereo only</li> <li>• Codecs—AAC or AAC-LC format. 64-128 kbps</li> <li>• Loudness—All ads should have an average loudness of -24LKFS (+/- 2)</li> </ul>
<b>3RD PARTY SERVED PRE-/MID-ROLL</b>	All platforms: 1920x1080 or 1280x720 (16:9) Not approved for connected devices: 640x360	VAST .m3u8 (HLS rendition for iOS) .mp4 (for non-iOS platforms)	Up to 30 seconds playtime. Recommended ≤ 15 seconds.	10gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> <li>• 3P tags may need to be certified by NatGeo/FNG team before going live</li> <li>• Frame rate = 23.98/24 or 29.97/30</li> <li>• Scanning method = Progressive only, interlaced is not accepted</li> <li>• Codecs = H.264 baseline 3.0</li> <li>• File formats = .m3u8 (HLS rendition for iOS), .mp4 (for non-iOS platforms)</li> <li>• Single bit-rate delivery = recommended 800-1200 kbps, min 600 kbps, max 1.5mbs</li> <li>• No slates, black, leaders, bars, or countdowns</li> </ul> <b>AUDIO</b> <ul style="list-style-type: none"> <li>• 2 channel stereo only</li> <li>• Codecs—AAC or AAC-LC format. 64-128 kbps</li> <li>• Loudness—All ads should have an average loudness of -24LKFS (+/- 2)</li> </ul>
<b>VERTICAL OUTSTREAM VIDEO</b>	720x1280 (9:16) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST3.0	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated	auto initiated	tablet, phone	<ul style="list-style-type: none"> <li>• Meant to repurpose Snapchat videos</li> <li>• 24fps</li> <li>• No FLV</li> <li>• VPAID 2 available for phone</li> </ul>
<b>LANDSCAPE OUTSTREAM VIDEO</b>	1280x720 (16:9) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST 3.0 VPAID 2.0 (desktop only)	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated	auto initiated	all	<ul style="list-style-type: none"> <li>• 24fps</li> <li>• No FLV</li> <li>• VPAID 2 available for phone</li> </ul>
<b>SQUARE OUTSTREAM VIDEO</b>	720x720 (1:1) Responsive to the page level	.mp4 1x1 VAST 1.0 VAST 2.0 VAST3.0	Up to 30 seconds playtime Recommended: ≤ 15 seconds	5mb	user initiated, hover to audio	auto initiated	tablet, phone	<ul style="list-style-type: none"> <li>• Meant to repurpose IG videos; best for phone placements</li> <li>• 24fps</li> <li>• No FLV</li> <li>• VPAID 2 available for phone</li> </ul>

If video ad is clickable, please supply the click-thru URL. Video should not include a title card.

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UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
<b>YOUTUBE IN STREAM</b> • <b>UNSKIPABLE</b>	640x360 (16:9) or 480x360 (4:3)	.avi .asf .mp4 .mpeg Quicktime Windows Media VAST	Up to 30 seconds playtime Recommended: ≤ 15 seconds	128gb	auto initiated	auto initiated	all	<ul style="list-style-type: none"> <li>• 300x60 JPG, static GIF, or PNG companion banner available (optional)</li> <li>• 100% SOV sponsorships available. See details <a href="#">[HERE]</a></li> <li>• If submitting VAST tag, test beforehand <a href="#">[HERE]</a></li> <li>• Skippable only: Ad plays for 5 seconds before the "Skip Ad" button appears—user may continue watching</li> </ul>
<b>YOUTUBE IN STREAM</b> • <b>SKIPABLE</b>	640x360 (16:9) or 480x360 (4:3)	.avi .asf .mp4 .mpeg Quicktime Windows Media VAST	Up to 30 seconds playtime Recommended: ≤ 15 seconds	128gb	auto initiated	auto initiated	all	

If video ad is clickable, please supply the click-thru URL. Video should not include a title card.

## Social

PLATFORM	UNIT NAME	DIMENSION	ACCEPTABLE FILE FORMATS	VIDEO LENGTH	MAX FILE SIZE	AUDIO	VIDEO	DEVICE(S)	NOTES
<b>SNAPCHAT DISCOVER</b>	Snap Ads	1080x1920 (9:16)	H.264 encoded .mp4 or .mov .jpes & pngs are not accepted	:3 to :10	32mb	auto initiated	auto initiated	phone	<ul style="list-style-type: none"> <li>• No borders</li> <li>• 150px buffer zone top and bottom of canvas clear of logos and text</li> <li>• 64px buffer around live area, as text/logos may appear too close to edges</li> <li>• Snap spec sheet <a href="#">[HERE]</a> for: <ul style="list-style-type: none"> <li>  Snap Ads + long-form video</li> <li>  Snap Ads + web view attachment</li> <li>  Snap Ads + article attachment</li> </ul> </li> </ul>
<b>FACEBOOK</b>	Targeted Facebook Audience Amplification	N/A	.eps sponsor logo	N/A	N/A	N/A	N/A	all	<ul style="list-style-type: none"> <li>• Sponsorship of NatGeo FB post, driving to content on NG.com with 100% SOV on that page</li> <li>• No third-party tracking allowed</li> <li>• Makegoods not available</li> </ul>
<b>INSTAGRAM</b>	Targeted Instagram Audience Amplification	N/A	.eps sponsor logo	N/A	N/A	N/A	N/A	all	
<b>FACEBOOK NATIVE VIDEO</b>	Desktop News Feed, Mobile NewsFeed	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	Full specifications <a href="#">[HERE]</a>
<b>APPLE NEWS</b>	Standard, Double, Large, Medium Rectangle, Interstitial, Pre-Roll, Native, Subscription, 728x90	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	iPhone, iPad	<ul style="list-style-type: none"> <li>• Full specifications <a href="#">[HERE]</a></li> <li>• Runs on devices with iOS9 and higher</li> </ul>
<b>FLIPBOARD</b>	Full page	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	See full specs	Full specifications <a href="#">[HERE]</a>