



GUIDELINES FOR ALL THIRD PARTIES

The following guidelines must be adhered to on Univision properties:

- All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running.
- Any collection of Personally Identifiable Information (PII), browsing history, or other information that can be "tied back" to PII are strictly prohibited.
- If permission is granted, the use of mechanisms that store or retrieve data on Univision.com must comply with the Privacy Policy.

Cookies

- If permission is granted, the domain owner of the cookie must supply Univision with a link to the end-user Privacy Policy.
- This Privacy Policy must contain clear instructions on the process to opt out of the domain owner's services controlled by that cookie (files that are stored on user's computers and identify that computer).
- No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication related to Univision, its content, or its users without prior written approval as described above.
- All applications of interest-based advertising must be fully OBA compliant, displaying all required notifications and opt-out mechanisms. All cookies must contain a functioning expiration date and expire less than 120 days from the time the cookie is set.

Unless otherwise specified in the contract and insertion order:

- Data collected may not be re-sold, re-used, or re-distributed in any form, including as part of aggregated or anonymized data sets, to any other party.
- Data collected may not be used for retargeting messages to users on other websites.
- Third parties may not capture data for subsequent ad segmentation or cookie pools.

Additionally, advertisers that use a remarketing or data collection pixel must follow all applicable privacy/data laws and industry accepted best practices including, but not limited to, the following:

- Publish a privacy policy on your website that includes a clear and appropriate description of how your advertising pixels may be used.
- Display a message with your advertising that indicates how third-parties may place and use pixels to show interest-based ads to your visitors on sites across the Internet (e.g. AdChoices)
- Ads collecting or utilizing remarketing or data collection pixels must be fully OBA compliant and provide opt-outs on all advertising units associated with this campaign.
- Not pass any personally identifiable information (PII) about users including but not limited to, names, email addresses, physical location, mailing address, device ID, telephone numbers, financial status or information, health status or information.
- Not use any pixels to collect or solicit information from children under age 13.
- Limit audience exposure for off-site re-targeting messages to a maximum of 1x/day, 3x/week, 7x/lifetime.
- Not re-target users on any sites that display or promote hate speech, adult content, illegal activity, drug use, or violence.

Univision Data Policy:

All data generated by/or collected from Univision and its users while visiting the Univision site or network of sites is the property of Univision Communications Inc. No party unaffiliated with Univision may collect or use, or direct, authorize or assist other persons or entities to collect or use, any data from a user, or a computer or device operated by a user, while visiting the Univision site or network of sites without the prior express written permission of Univision. For example, no data may be collected, used or transferred for purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication which is related to Univision, its content, or its users without the prior express written permission of Univision in each instance.



Univision Approved Vendors

Please note that some vendors are approved to only run on certain platforms. For more detailed information please reach out to Ad Solutions

Third Party Vendors

Mediaplex
VoiceFive
Scorecard Research
OBE
OCR
Data Logix
Targus
RapLeaf
Evidon
WMX
Hawkeye
Tapad: Placed IQ

Blue Kai and Truste
D+M (Data Plus Math)
TrustArc
Aggregate Knowledge
Adobe Audience Manager: Demdex
Millward Brown / Kantar
Nielsen: Visual IQ
Nielsen
ComScore
HCode Media
Neustar
Dynata

Survey pixels

Millward Brown/Kantar Studies
Survata
Nielsen
Dynata: researchnow.com



General Guidelines For Display Units

- **Programmatic ads may not deliver to any high impact opportunity.**
- **High impact opportunities are reserved for sponsors.**
- **All tags must be received 7 business days prior to the start date for a guaranteed, on time launch (not applicable to uncertified 3rd party partners)**
- **All creatives for Univision built executions must be received 5 business days prior to the start date for a guaranteed, on time launch including clients approval (depend on clients approval time frame).**
- **You MUST notify us, if you plan to use a 4th party tag to track a 3rd party served creative. Only 5 Tracking Pixels allowed per creative.**
- **All frequency caps will be managed by Univision.**
- **Unapproved 3rd-party vendors, will have to go through the Certification Process.**

DISPLAY ADS

Ad Unit	Dimension	Specifications/ Display ads	3rd Party Served/Tracked	Platforms
Leaderboard	728x90	<ul style="list-style-type: none"> • Maximum file size: 150KB (Initial Load) - 300KB (Max Subload) • Maximum loops: 3 • Expanded dimensions: 728x315 • Expand direction: Down 	Yes	Desktop & Tablet (Mobile Web, Apps)
Rich Media /IVB	Variable	<ul style="list-style-type: none"> • Maximum file size: depending on the size provided • Maximum duration of animation: 30 sec • Hot spots: Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspots for at least 1-sec. Must NOT initiate audio • Video controls must include play, pause, mute, or volume control during video play • Video Animation Guidelines: <ul style="list-style-type: none"> o 24 FPS o 30 Secs max length o 2.2 MB max file size • Expansion must be user initiated • Close button must be visible and clearly defined 	Yes (Univision built creative is preferred 3rd party tracking is supported on Univision built creative)	Where applicable
Medium (Inline) Rectangle	300x250	<ul style="list-style-type: none"> • Maximum file size: 150KB (Initial Load) - 300KB (Max Subload) • Maximum loops: 3 • Expanded dimensions: 600x338 • Expand direction: Left 	Yes	Desktop & Tablet (Mobile Web, Apps)
Wide Skyscraper	300x600	<ul style="list-style-type: none"> • Maximum file size: 200KB (Initial Load) - 400KB (Max Subload) • Maximum loops: 3 • Expanded dimensions: 600x600 • Expand direction: Left 	Yes	Desktop & Tablet
Mobile Banner	320x50	<ul style="list-style-type: none"> • Maximum file size: 50KB (Initial Load) - 200KB (Max Subload) • Maximum loops: 3 • Expanded dimensions: 320x480 • Expand direction: Down 	Yes	Mobile Web & Mobile Apps



DISPLAY ADS

Ad Unit	Dimension	Specifications/ Display Ads		3rd Party Served/Tracked	Platforms
Adhesion (Tap to Expand Units)	728x90	<ul style="list-style-type: none"> • Maximum file size: 150KB (Initial Load) - 300KB (Max Subload) • Expand Direction: Up • Max Expanded Dimension: 728x415 	User Experience Guidelines: <ul style="list-style-type: none"> • Must have a clearly visible close button • User Initiated: click-to-expand • Serves at the BOTTOM of the page 	<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Tablet Mobile APP
	320x50	<ul style="list-style-type: none"> • Maximum file size: 50KB (Initial Load) - 200KB (Max Subload) • Expanded dimensions: 320x480 • Expand Direction: UP 	User Experience Guidelines: <ul style="list-style-type: none"> • Must have a clearly visible close button • User Initiated: click-to-expand • Serves at the BOTTOM of the page 	<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Smartphone Mobile APP
Inline Expandable	320x50	<ul style="list-style-type: none"> • Maximum file size: 50KB (Initial Load) - 200KB (Max Subload) • Expanded dimensions: 320x480 • Expand Direction: UP 	User Experience Guidelines: <ul style="list-style-type: none"> • Must have a clearly visible close button • User Initiated: click-to-expand • Approved 3rd party vendor tag controls the AD expansion direction 	<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Mobile Web
Billboard	970x250	<ul style="list-style-type: none"> • Maximum file size: 250KB (Initial Load) - 500KB (Max Subload) • Expansion Direction: Down 	User Experience Guidelines: <ul style="list-style-type: none"> • Must have a clearly visible close button • User initiated hotspot: May not exceed more than 1/4 of the ad area and must be clearly labeled • Ad should collapse leaving an "Expand" button available • Auto-play video is optional and it must start on mute 	<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Desktop
Push Down	970x90	<ul style="list-style-type: none"> • Maximum file size: 200KB (Initial Load) - 400KB (Max Subload) • Expansion Direction: Down • Max Expanded Dimension: 970x415 	User Experience Guidelines: <ul style="list-style-type: none"> • Must have a clearly visible close button • User initiated hotspot: May not exceed more than 1/4 of the ad area and must be clearly labeled • Ad should collapse leaving an "Expand" button available • Auto-play video is optional and it must start on mute • Auto-expand must have a frequency cap of 1 per user; per 24 hours built into the ad creative. (Expanded creative will collapse after 6-8 sec to the 970x90 leave behind) 	<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Desktop
Skin	1440x900	<ul style="list-style-type: none"> • Maximum file size: 200KB .jpg only • 3rd party tracking allowed. • Background hex color should always be provided. Ex: #ffffff • Safe Creative Area: Left and right pannels. (<i>We don't allow product descriptions, paragraphs or multiple links.</i>) • Total Dimensions: 1440W x 900H. • Panel Area (208W each pannel): The visible panel area dimensions are based on a 1680x1050 resolution. • Content Area (1024Wx900H): The creative should have a solid white background color where the content area lies. 		<ul style="list-style-type: none"> • 3rd-Party Served Only. • Celtra preferred 	Desktop
Native Ads:		Headline: 30 Characters or Less (stand alone copy) Caption: 120 Character Limit (stand alone copy)	File Size: <ul style="list-style-type: none"> • Under 2MB LOGO Format: <ul style="list-style-type: none"> • Size: 300x300px • JPEG/transparent • PNG, Standard (recommended) • Recommended: 2 versions (light and dark) 	<ul style="list-style-type: none"> • Tag is provided by TripleLift • 3rd Party Trackers are optional) • All trackers must be secure (https://) 	Desktop & Mobile Web (Section Fronts ONLY)



Univision Video Ad Specifications

- VAST Tags are supported via certified partner tags on Desktop, Mobile Web and Apps
- All 3rd party served creative must be SSL compliant
- Univision accepts VAST only
- No Vpaid is allowed on any of the platforms
- Platform specific creative durations should be requested from your Sales Planner
- You MUST notify us, if you plan to use a 4th party tag to track a 3rd party served creative.

Duration

THIRD-PARTY VIDEO

Short Form video: Less than 30 secs

Long Form video: up to 60 secs

- **Vast 2.0 and 3.0 accepted**
- H.264 (MP4) video file type must be included for each video creative.
- Resolution: 720p and 1080p
- Aspect Ratio: 16:9
- Frame Rate: 24
- **BitRate for Mobile Apps/Web:** 500 Kbps to 2500 Kbps
- **BitRate for Desktop and CTV:** 500 Kbps to 5000 Kbps
- **BitRate for Cross Platform:** 500 Kbps to 2500 Kbps
- **Long Form** video ads are subject to CBP opportunity

Duration

SITE SERVED: Ad Server Hosted Video

Short Form video: Less than 30 secs

Long Form video: up to 60 secs

- **Aspect Ratio:** 16:9
- **Frame Rate:** 24
- **Video File Format:** H.264 (mp4)
- *Supported 3rd Party Tracking Events (1x1 Pixel):*

Bitrate (Kbps)

Dimensions

564 kbps (500)

512 x 288

864 kbps (800)

640 x 360

1128 kbps (1000)

1280 x 720

1628 kbps (1500)

1280 x 720

YouTube Specifications: Video Ads (formerly in-stream video ads)

Short Form video: 15 secs or less

- Any video running on Youtube must comply with its specification requirements including approved vendors
Ref: <https://support.google.com/displayspecs/answer/6244563>
- Creative must be secured. (<https://>)
- Only Vast 2.0 or 3.0 is allowed. **NO VPAID**
- YouTube Hosted Ads Accepted

- Resizing your video based on YouTube's best practices before uploading it will help your videos look better on YouTube. Please reference our help pages on how to upload your video, accepted file formats, and optimizing your video.
- Interactive elements such as annotations, call to action overlays or info cards will automatically appear on the video ad, if enabled. If you do not want the interactivity elements to appear on the ad, please remove these directly from the Video.



AUDIO AD SPECS

- **DoubleClick is the only certified 3rd parties for the audio experience**
- **All tags and creatives must be received 5 business days prior to the start date for a guaranteed, on time launch**
- **MRAID and rich media is not supported**

Ad Unit	Duration / Size	Specifications	3rd Party Served/Tracked	Platforms	Flex Unit	Local Opportunity	Above the Fold
Audio Commercial	:15 / :30 / :60	<ul style="list-style-type: none">• MP3 (preferred) or WAV• Bitrate: 128Kbps (Recommended, can be higher or lower)• Sample Rate: 44100• Channels: Stereo, Mono	Yes <i>(DFA Tracking Only)</i>	All	No	Yes	n/a
Audio: Companion Ad	300x250	<ul style="list-style-type: none">• Maximum file size: 150KB (subsequent max polite load – 300KB)• Animation: Static <p><i>Animated creative must include a fallback .gif for run of platform compliance.</i></p>	Yes <i>(DFA Tracking Only)</i>	All	Yes	Yes	Yes

SET TOP BOX VOD VIDEO AD SPECS

Duration	Specifications
VIDEO	<ul style="list-style-type: none"> • Aspect Ratio: 4X3 (1.33/1) • Active video must be 480 lines vertical by 720 pixels horizontal and interlaced. • Frame Rate: 29.97 • AFD: If 4X3 SD content is upconverted to HD 16X9 prior to delivery, the only permissible AFD value shall be 1001. • If provided, AFD Data must be consistent throughout the file and continuous. The AFD flag must be embedded on both fields of line 11 throughout the file. • Duration: 15, 30 and 60 secs • No 3rd party tracking • MSOs: Cox and Spectrum (Time Warner Cable and Bright House Networks)
CAPTIONING	<ul style="list-style-type: none"> • If SD content is delivered with captioning, it must be encoded as EIA/CEA 608 data and comply with the SMPTE334M:2000 specification for Vertical Ancillary Data Mapping. • Closed Captioning shall be encoded in accordance with EIA/CEA-608 on both fields of line 21 <ul style="list-style-type: none"> · CC1 Spanish only · CC3 English only
AUDIO	<ul style="list-style-type: none"> • Audio Delay: Audio shall not lead video by more than 15ms, nor lag video by more than 45ms as outlined in ATSC finding IS-191 • All audio should be delivered with un-encoded PCM • Must be Commercial Advertisement Loudness Mitigation Act (CALM Act) Compliance • All content provided shall be CALM act compliant, adhering to the +/- 2 LKFS requirement as measured using the ITU-R BS.1770-3 algorithm. • The center channel should be considered the anchor channel and maintain an average of +/- 2 LKFS of the dialnorm when measured independently of the other audio channels. • True peak audio on any channel shall not exceed -6 dBFS • No Emergency Alert System tones (EAS) are allowed • Audio Channel Assignments <ul style="list-style-type: none"> · Track 1: Left (stereo*: Lo of Lt) · Track 2: Right (stereo*: Lo or Rt) · Track 3-8: No Audio for Stereo* · Track 3: Center · Track 4: LFE · Track 5: LS · Track 6: RS · Track 7 & 8: No Audio · Track 9: SAP Left (optional) · Track 10: SAP Right (optional) • No slates or leaders are required; however, all files should begin and end in clean black and the file length must be greater than the scheduled duration • Timecode if included in the file must be drop frame, continuous, and ascending • Each unique asset must have a unique ID