



# General Guidelines For Univision Properties

## 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.
- ❖ Per Univision's Policy, we do not accept blocking tags.
- ❖ Univision does not allow the passing of users IP address

## 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.

# General Guidelines




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- ❖ Programmatic ads may not deliver to any high impact opportunity.
- ❖ High impact opportunities are reserved
- ❖ 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 client's approval (depend on client's approval time frame).
- ❖ You MUST notify us, if you plan to use a 4th party tag to track a 3rd party served creative.
- ❖ All frequency caps will be managed by Univision.
- ❖ Only 5 Tracking Vendors allowed per creative.
- ❖ Unapproved 3rd-party vendors, will have to go through the Certification Process before creative can be set live.
- ❖ All wrapped VAST tags need to be tested prior to launch
- ❖ Max of 5 individual creatives in rotation at one time, unless otherwise specified for a particular placement

# Standard & Native Ads

STANDARD DISPLAY	SPECIFICATIONS	PLATFORMS
<ul style="list-style-type: none"> <li>• 728x90</li> <li>• 300x250</li> <li>• 320x50</li> </ul>	<ul style="list-style-type: none"> <li>• Max file size: 150KB (Initial Load) - 300KB (Max Subload) • Maximum Loops: 3</li> </ul>	<ul style="list-style-type: none"> <li>• Desktop &amp; Tablet (Mobile Web, Apps)</li> </ul>
<ul style="list-style-type: none"> <li>• 970x90</li> <li>• 970x250</li> </ul>	<ul style="list-style-type: none"> <li>• Maximum file size: 250KB (Initial Load) - 400KB (Max Subload) • Maximum Loops: 3“</li> </ul>	<ul style="list-style-type: none"> <li>• Desktop &amp; Tablet (Mobile Web, Apps)</li> </ul>
NATIVE ADS	SPECIFICATIONS	PLATFORMS
<ul style="list-style-type: none"> <li>• Minimum (500x500)</li> <li>• Recommended Size (1200x1200)</li> <li>• Static jpeg or png (Image should be FREE of text)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Headline:</b> 30 Characters or Less (Stand Alone Copy)</li> <li>• <b>Caption:</b> 120 Character Limit (Stand Alone Copy)</li> <li>• Under 2MB</li> <li>• <b>LOGO Format:</b> <ul style="list-style-type: none"> <li>Size: 300x300px</li> <li>JPEG/Transparent</li> <li>PNG, Standard (Recommended)</li> <li>Recommended: 2 Versions (Light and Dark)</li> </ul> </li> <li>• All trackers must be secure (https)</li> </ul>	<ul style="list-style-type: none"> <li>• Desktop &amp; Mobile Web (Section Fronts ONLY)</li> </ul>
<ul style="list-style-type: none"> <li>• Countdown Clock</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Logo</b> - * 200x200 svg</li> <li>• <b>Lead in Text</b> - * 50 characters limit</li> <li>• <b>Event Name</b> - * 20 characters limit *Must also provide flight dates</li> <li>• <b>Start Lead In</b> - * 20 characters limit *Defaults to “Faltan”</li> </ul>	<ul style="list-style-type: none"> <li>• Responsive Pages Only (Desktop and Mobile Web) on any section page.</li> </ul>

# Spotible Units

<p>Univision Scroller</p>		<p>The Scroller dynamically injects a parallax inline display or video anywhere into content layout, in-feed or in-article to enhance user viewability in the focal point of content experience.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>•Desktop Asset: 1046px by 589px</li> <li>•MobileAsset: 303px by 536px</li> </ul>	<p><b>Banner Media:</b>  File Type: GIF, JPG, BMP, PNG  File size: Suggested up to 100KB (Maximum up to 5MB).</p> <p><b>Video Media</b>  File Type: MP4, YouTube  Video Specifications: Aspect Ratio: 4:3 or 16:9or 9:16 for a Mobile Asset  File size: Suggested up to 5MB (Maximum up to 5MB).  Maximum video length: Variable (recommended 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)</p>	<ul style="list-style-type: none"> <li>• Tag is provided by Spotible</li> <li>• 3rd Party Trackers are optional</li> <li>• All trackers must be secure (https://)</li> </ul>
<p>Univision Skybox</p>		<p>The Skybox is a responsive expandableimagebanner. The unit starts expanded and will collapse if the user scrolls down the page.A video can be used for the Expanded Desktop and Expanded Mobile assets.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>•Desktop Expanded Banner: 1046px by 589px</li> <li>•Desktop Collapsed Banner:1046px by 143px</li> <li>•Mobile Expanded Banner: 375pxby 211pxor 16:9 Video*</li> <li>•Mobile Collapsed Banner:375px by 93px</li> </ul>	<p>*The Mobile Expanded can use either an Image or a Video asset. It does not use both at the same time.</p> <p><b>Banner Media:</b>  <b>Media types:</b> GIF, JPG, BMP, PNG  <b>File size:</b> Suggested up to 100KB (Maximum up to 5MB).</p> <p><b>Video Media</b>  <b>File types:</b> MP4, YouTube  <b>Video Specifications:</b> Aspect Ratio: 4:3 or 16:9.  <b>File size:</b> Suggested up to 5MB (Maximum up to 5MB).</p>	<ul style="list-style-type: none"> <li>• Tag is provided by Spotible</li> <li>• 3rd Party Trackers are optional</li> <li>• All trackers must be secure (https://)</li> </ul>
<p>Univision Cross Screen Takeover (CST)</p>		<p>The Cross Screen Takeover (CST)is a responsive image banner in Desktop Mode and a Top and Footer Banner with in content Scroller in Mobile.</p> <p><b>Unit Specifications</b>  <b>AssetDimensions:</b></p> <ul style="list-style-type: none"> <li>•Mobile Scroller:320px by 560px</li> <li>•Mobile Banner top: 375px by51px</li> <li>•Mobile Banner Bottom:375px by 62px</li> <li>•Mobile Wallpaper Left: 1pxby 1px*</li> <li>•Mobile Wallpaper Right:1pxby 1px*</li> <li>•Desktop Asset:1046px by 589px(16:9 Aspect Ratio)</li> <li>•Mobile Video:16:9 Aspect Ratio</li> </ul>	<p>* Any size works as long as the asset is 1 solid colorNote: Assets can be larger in size, as long as they have the same aspect ratio.</p> <p><b>Banner Media</b>  <b>File types:</b> GIF, JPG, BMP, PNG  <b>File size:</b> Suggested up to 100KB (Maximum up to 5MB)  <b>Media types:</b> MP4, Youtube</p> <p><b>Maximum video length:</b> Variable (recommended 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)  Video Specifications:Aspect Ratio: 16:9  File size: Suggested up to 5MB (Maximum up to 5MB)</p>	<ul style="list-style-type: none"> <li>• Tag is provided by Spotible</li> <li>• 3rd Party Trackers are optional</li> <li>• All trackers must be secure (https://)</li> </ul>

# Dynamic Display Ads

DYNAMIC DISPLAY	SPECIFICATIONS	PLATFORMS
<ul style="list-style-type: none"> <li>*Adhesion (Tap to Expand Unit)</li> <li>728x90</li> <li>Expanded Up (728x415)</li> </ul>	<ul style="list-style-type: none"> <li>Max file size: 150KB (Initial Load) - 300KB (Max Subload)</li> </ul>	<ul style="list-style-type: none"> <li>Tablet &amp; Mobile App</li> </ul>
<ul style="list-style-type: none"> <li>*Adhesion (Tap to Expand Unit)</li> <li>320x50</li> <li>Expanded Up (320x480)</li> </ul>	<ul style="list-style-type: none"> <li>Maximum file size: 50KB (Initial Load) - 200KB (Max Subload)</li> </ul>	<ul style="list-style-type: none"> <li>Mobile App</li> </ul>
<ul style="list-style-type: none"> <li>Wide Skyscraper (300x600)</li> </ul>	<ul style="list-style-type: none"> <li>Max file size: 200KB (Initial Load) - 400KB (Max Subload) • Maximum loops: 3</li> </ul>	<ul style="list-style-type: none"> <li>Desktop &amp; Tablet</li> </ul>
<ul style="list-style-type: none"> <li>Mobile Banner (320x50)</li> </ul>	<ul style="list-style-type: none"> <li>Max file size: 50KB (Initial Load) - 200KB (Max Subload) • Maximum loops: 3</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Web &amp; Mobile Apps</li> </ul>
<ul style="list-style-type: none"> <li>*Billboard (728x90)</li> <li>Expanded Down (728x415)</li> </ul>	<ul style="list-style-type: none"> <li>Maximum file size: 250KB (Initial Load) - 500KB (Max Subload)</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> </ul>
<ul style="list-style-type: none"> <li>*Push down (970x90)</li> <li>Expanded Down (970x250)</li> </ul>	<ul style="list-style-type: none"> <li>Maximum file size: 250KB (Initial Load) - 400KB (Max Subload)</li> </ul>	<ul style="list-style-type: none"> <li>Desktop</li> </ul>

\*3rd-Party Served Only • Celtra preferred

# Video Ad Specs

6, 15, 30, 60 (sec)	Univision - VAST 2.0 to 4.0	Univision - Site Served	Conexo - VAST 2.0 to 3.0	Conexo - Site Served
Dimensions	1280x720 1920x1080	1280x720 1920x1080	1280x720 1920x1080	1280x720 1920x1080
File Type	.mp4 (h.264)	.mp4 (h.264)	.mp4 (h.264)	.mp4 (h.264)
File Size	50 MB	100 MB	50 MB	100 MB
Aspect Ratio	16:9	16:9	16:9	16:9
Frame Rate	24	24	24	24
Video / Audio Bitrate CTV	Min. 800 kbps Max 50,000 kbps (.mp4) / 192 kbps	Min. 800 kbps Max 50,000 kbps (.mp4) / 192 kbps	Min. 5000 kbps Max 50,000 kbps (.mp4) / 192 kbps	Min. 5000 kbps Max 50,000 kbps (.mp4) / 192 kbps
Video / Audio Codec	H.264 (.mp4 file) / AAC	H.264 (.mp4 file) / AAC	H.264 (.mp4 file) / AAC	H.264 (.mp4 file) / AAC
Peak Volume	24LKFS +/- 2dB	24LKFS +/- 2dB	24LKFS +/- 2dB	24LKFS +/- 2dB
Sample Rate	48 kHz	48 kHz	48 kHz	48 kHz
Channels	Stereo	Stereo	Stereo	Stereo

- Separate VAST tags must be provided for 15s & 30s creative lengths
- VAST tags should contain at least three files with various bitrates
- Must contain at least one mediafile under 1000kbps
- Client must notify Univision of any updates to VAST tags once live as all updates will need to be QA'd against specs
- VAST tags with rotating creative lengths will be paused
- VAST Tags are supported via certified vendors on Desktop, Mobile Web and Apps
- All 3rd party served creative must be SSL compliant
- VAST tags 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
- **Monitoring tags only. Blocking tags are NOT accepted.**
- Skippable Ads are **NOT** Accepted

- **YouTube Specs:**  
<https://bit.ly/TUYouTubeSpecs>
- **YouTube TV Specs:**  
<https://bit.ly/TUYouTubeTVSpecs>
- **Innovid Specs:** <https://bit.ly/innovidspec>

# Transmit - 3<sup>rd</sup> Party Hosted Video (VAST)

<b>VAST2 (Desktop, Mobile, OTT)</b>	VAST2 REQUIRED for Desktop, Mobile and OTT. H.264 (MP4) assets must be included in the VAST Tag, a minimum of three different bit rates need to be included. Recommended bitrates are below.				
<b>VAST Transcodes</b>	<b>Bit Rate</b>	<b>Codecs Accepted</b>	<b>Min Dimensions</b>	<b>Max File Size</b>	Required for OTT and SSAI environments
	8 – 30 Mbps	H.264 (MP4)	1920x1080	1.7 GB Max	
	Transcodes listed below are required in all VAST Tags				
	<b>Bit Rate</b>	<b>Codecs Accepted</b>	<b>Min Dimensions</b>	<b>Max File Size (:15)</b>	<b>Max File Size (:30)</b>
	3000 kbps +	H.264 (MP4)	1280x720	4.5MB	9MB
	1,200 kbps +	H.264 (MP4)	854x480	3.5MB	7MB
500 kbps +	H.264 (MP4)	640x360	1.8MB	3.5MB	
<b>Audio Codec</b>	Peak audio range between -12db and -24db Stereo. 44.1 – 48kHz sampling rate AAC-LC				
<b>Aspect Ratio</b>	16:9				
<b>Ad Dimensions</b>	1920x1080, 1280x720, 854x480, 640x360				
<b>Brand Safety</b>	Monitoring tags only. Blocking tags are <b>NOT</b> accepted.				

- All Tags Must be SSL Compliant (HTTPS instead of HTTP) Third party tags must be able to serve via SSL (https://)
- All subsequent calls to third parties after the initial ad request must also use SSL
- VPAID is **NOT** supported
- Skippable Ads are **NOT** Accepted. Please DO NOT include .3GPP File Format. A maximum of 1 VAST wrapper redirects



**TelevisaUnivision**

# Audio Specs

15 sec 30 sec 60 sec	Standard Audio & Podcast	
	Univision Site Served	3 <sup>rd</sup> Party
Preferred Vendors	-	Innovid Extreme Reach Flashtalking
Format	MP3 (preferred) or WAV	MP3 (preferred) or WAV
Bitrate	128Kbps (Recommended)	128Kbps (Recommended)
Sample Rate	44100 kHz	44100 kHz
Channels	Stereo, Mono	Stereo, Mono
File Size	1MB	1MB
Overall Loudness	16 LUFS (+/- 1.5 LUFS) and a True Peak limit of -2.0 dBTP	16 LUFS (+/- 1.5 LUFS) and a True Peak limit of -2.0 dBTP
<p><b>*Podcast Format Type</b>            Text file required containing copy points and desired spot position            Inline Ads are considered part of podcast content, impressions cannot be tracked on Inline Ads. All tags and creatives must be received 14 business days prior to the start date for a guaranteed, on time launch.</p>		

- ❖ 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 are not supported.



# 3<sup>rd</sup> Party Approved Vendors

3 <sup>rd</sup> Party Vendors	3 <sup>rd</sup> Party Vendors	Study Pixels	Audio	Conexo
Mediaplex	Neustar (agkn.com)	Millward Brown/Kantar insightexpressai.com	DCM	DCM
Atlas (Atdmt) - Acquired by Facebook on 2013	Dynata: researchnow.com	Survata	Artsai	Innovid
DCM	Horizon pixel (Conecta Pixel)	Nielsen	Lucid	Lucid
Scorecard Research	K12 - TV Squared	Dynata: researchnow.com	Claritas	Extreme Reach
Data Logix	RevJet - RevJet.com	Upwave	Podscribe (Podsights )	Flashtalking
Targus	VideoAMP	<u>Lucid Study Pixel</u>	FlashTalking	Arrivalist
RapLeaf	MOAT		ExtremeReach	DoubleVerify (Certified only for IVT tracking using Pixels. Not certified for VAST/Wrapper tags, OLV inventory, Viewability measurement, or Brand Safe tracking)
Evidon / Betrad	FourSquare		Video Amp	Transmit (not eligible to run on OLV)
WMX	IQVIA Pixel		Magellan Audio Pixel	IAS (Certified only for IVT tracking using Pixels. Not certified for VAST/Wrapper tags, OLV inventory, Viewability measurement, or Brand Safe tracking)
ispot.tv	Bidsimulator / MMI Pixel		Dynata	Foursquare (Certified to run across all platforms)
Hawkeye	Cint		Disqo	<u>Disqo (not eligible to run on OLV)</u>
Tapad: Placed IQ	Artsai		InMarket (NinthDecimal)	
Blue Kai and Truste	SambaTV		Kantar	
D+M (Data Plus Math)	Disqo		Foursqure	
TrustArc	Adelaide			
Aggregate Knowledge (not the cookies) (agkn.com)	Claritas			
Adobe Audience Manager: Demdex	MMI			
Nielsen: Visual IQ	PHOENIX			
Nielsen DAR	BLUECAVA			
Nielsen MBE	AdForm			
ComScore	Transmit Live			
HCode Media	NinthDecimal (InMarket)			
	DoubleVerify			
	Adara (Desktop & Mobile web only)			
	ABCS			
	<u>Adjust (Mobile inventory only)</u>			