

ESTRELLA MEDIA

Digital Advertising Media Specifications

Creative Guidelines + Ad Formats

Audio ✦ Display ✦ Video



TABLE OF CONTENTS

VIDEO	3
<hr/>	
OVERVIEW	3
INVENTORY AVAILABILITY	3
VIDEO AD PRODUCT UNITS	4
VIDEO ACCEPTANCE SUMMARY	4
SITE-SERVED VIDEO	5
DIGITAL MEDIA MEZZANINE FILE FORMAT REQUIREMENTS	5
VAST 2.0	7
VIDEO ASSET SPECIFICATIONS	7
VIDEO RENDITIONS	7
ADDITIONAL NOTES	8
VAST 3.0	9
VIDEO ASSET SPECIFICATIONS	9
ADDITIONAL INFORMATION	10
DISPLAY	11
<hr/>	
OVERVIEW	11
INVENTORY AVAILABILITY	11
STANDARD DISPLAY AD PRODUCT UNITS	11
ADDITIONAL INFORMATION	12
AUDIO	13
<hr/>	
OVERVIEW	13
INVENTORY AVAILABILITY	13
AUDIO AD PRODUCT UNITS	14

VIDEO


















Overview

Estrella Media's long-form and short-form video advertising products are inclusive of pre-roll and mid-roll and post-roll units that play within our full episode and shorter highlight, clips, news, and interview content across all screens and all platforms.

We have inventory across our owned and operated platforms and our free ad-serving television ("FAST") channels with our distribution partners.

Inventory Availability



OWNED & OPERATED	FAST CHANNELS
Web ♦ Mobile Web ♦ Mobile Apps Connected Device Apps	Connected Devices
<div style="display: flex; flex-direction: column; align-items: center;">  <hr style="width: 80%; margin: 5px 0;"/>  <hr style="width: 80%; margin: 5px 0;"/> <p style="margin: 5px 0;"><i>Coming Soon</i></p>  <div style="display: flex; justify-content: space-around; width: 100%;">     </div> <div style="display: flex; justify-content: space-around; width: 100%; margin-top: 10px;">    </div> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="display: flex; justify-content: space-around; width: 100%; margin-bottom: 20px;">   </div> <div style="display: flex; justify-content: space-around; width: 100%; margin-bottom: 20px;">    </div> <p style="margin: 5px 0;"><i>Coming Soon</i></p> <div style="display: flex; justify-content: space-around; width: 100%;">   </div> </div>

Video Ad Product Units

LONG-FORM AD UNIT

Pre-Roll	Length: :06 minimum to a max of :30 Assets Allowed: <ul style="list-style-type: none"> • Site Served: .MOV or MP4 • Third Party: VAST 2.0 or VAST 3.0
Pre-Roll Skippable*	Length: :06 minimum to a max of :60 Assets Allowed: <ul style="list-style-type: none"> • VAST 3.0 only
Mid-Roll Non-Skippable	Length: :15, :30, :60 Assets Allowed: <ul style="list-style-type: none"> • Site Served: .MOV or MP4 • Third Party: VAST 2.0 or VAST 3.0
Post-Roll Non-Skippable	Length: :15, :30, :60 Assets Allowed: <ul style="list-style-type: none"> • Site Served: .MOV or MP4 • Third Party: VAST 2.0 or VAST 3.0

SHORT-FORM AD UNIT

Pre-Roll	Length: :06, :15 everywhere; :30 allowed for Desktop, except on Movies sites/apps Assets Allowed: <ul style="list-style-type: none"> • Site Served: .MOV or MP4 • Third Party: VAST 2.0 or VAST 3.0
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**Durations, Assets and Skippable allowances determined on a case-by-case basis.*

Video Acceptance Summary

DURATION:

- :06 (pre-roll only), :15, :30s, or :60s (long-form video only; limited inventory); video exceeding 60-seconds is subject to approval

ASSETS ALLOWED:

- Site-Served: .MOV or MP4
- Third Party: VAST 2.0 or VAST 3.0

SITE-SERVED VIDEO

Digital Media Mezzanine File Format Requirements

- HD is preferred over SD. If an HD asset is available, please provide this format.
- Video must be broadcast quality and void of any visible compression artifacts.
- Audio must be stereo, in sync with video and void of any distortion.
- The file should include the ad only and not require any editing or clipping before transcoding (no bars/tones, slates, etc.).
- In order to ingest and fulfill creatives in the most efficient and reliable manner, deliver content in native frame rate and scan mode. Applying any kind of pre-processing will hinder or degrade the creative renditions and thus, can impact monetization and viewer experience.
- No slates, countdowns, or leaders.

Dimensions	1920×1080 or 1280x720
Duration	<ul style="list-style-type: none"> • :06 (Pre-Roll only), :15, :30, or :60s (long-form video only) • Video duration must be the same length as the audio track or else video cannot be transcoded.
Max File Size	10 GB
File Format	<ul style="list-style-type: none"> • Quicktime (.MOV) accepted • MPEG-4 (.MP4) accepted
Minimum Bit Rate	Greater than 15Mbps
Frame Rate	23.98 or 29.97 based on native frame rate only, do not adapt or convert
Aspect Ratio	16:9
Video Codec	<ul style="list-style-type: none"> • Apple ProRes 422 HQ codec preferred (Video Bitrate must be at least 800 Kbps) • H.264 codec is accepted (Video Bitrate must be at least 50 Mbps) • DV codec DVC Pro NTSC (DV25) or DVC Pro NTSC (DV50) accepted • Interlaced video is not accepted
Audio Codec	<ul style="list-style-type: none"> • 2 channels only • PCM preferred • AAC and MP3 codec accepted • 192 kbps minimum • Stereo 16 or 24 bit • 48 KHz or 44.1 KHz • Audio is required
Other Requirements	<ul style="list-style-type: none"> • Submission Lead Time: 5 Business Days • For TV shows and TV Movies, DDT (day, date and time) is not allowed • All vendors must be approved – see Vendor section Secure 3rd Party Impression Tracking pixel tag (no script tag) accepted • Secure Research Tracking Pixel tag accepted (not STB) Secure Click-Redirect Click-Command to track clicks accepted

- Secure 3rd Party Verification Tracking accepted (except STB. Ad impression blocking is not allowed.)
- Secure IAB Quartile Tracking accepted.
- Video may click through to a sponsor's website on certain platforms.
- Estrella Media reserves the right of final approval on video submissions.

VAST 2.0

Video Asset Specifications

Estrella Media requires the following video asset specifications:

Duration	<ul style="list-style-type: none"> • :06 (Pre-Roll only), :15, :30, or :60s (long-form video only) • VAST tag cannot rotate various durations within. A separate VAST tag per duration required.
Frame Rate	23.98 or 29.97 based on native frame rate
Aspect Ratio	16:9
Video Codec	<ul style="list-style-type: none"> • Apple ProRes 422 HQ codec or H.264 codec is accepted for mezzanine renditions • H.264 codec is required for all others, high, medium, and low • Interlaced video is not accepted
Audio Codec	<ul style="list-style-type: none"> • Volume should not exceed the volume of the content and must be under -2dB. • Must follow CALM compliance loudness average of -24LKFS +/-2. • Secure HTTPS only.
VAST Tracking Acceptance	<ul style="list-style-type: none"> • Impression • Quartile: 25%, 50%, 75%, 100% • Clickthrough
Additional Notes	<ul style="list-style-type: none"> • VAST tags can also include MOV files, but must include a MP4 for each rendition: High, Medium and Low. If MP4 is not included for each then the asset will not pass and it must be revised or it cannot run. • For TV shows and Movies, DDT (day, date and time) is not allowed. • Flighting, Capping and Targeting to be applied by Estrella Media only to ensure contractual obligations and correct delivery. • Time targeting, Frequency caps, Demo targeting, Geo targeting, etc.

Video Renditions

Each VAST tag should include the following **two** video renditions to allow for the optimal quality content and advertisement playback to run on all viewing endpoints: desktop, mobile tablet, apps and OTT. The VAST response should include one low-resolution and one high-resolution. The higher resolution MP4 should be between 2000-5000 kbps.

Mezzanine <i>(Required for SSAI Environments)</i>	Dimensions/Resolution: <ul style="list-style-type: none"> • MP4/MOV: 1920×1080 HD or 1280×720 HD also allow 720×480 (SD) Max File Size: <ul style="list-style-type: none"> • 10 GB Bit Rate: <ul style="list-style-type: none"> • A minimum of 15 Mbps required, but 15-30 Mbps recommended Audio:
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	<ul style="list-style-type: none"> • At least 192 Kbps • Sampling Frequency should be 48000Hz Aspect Ratio: <ul style="list-style-type: none"> • 16:9
High	Dimensions/Resolution: <ul style="list-style-type: none"> • MP4 ONLY: 1920×1080 HD or 1280×720 HD, 720×480 (SD) also allowed Max File Size: <ul style="list-style-type: none"> • Variable based on bitrate Bit Rate: <ul style="list-style-type: none"> • 3.25 – 5 Mbps Audio: <ul style="list-style-type: none"> • At least 96 Kbps • Sampling Frequency should be 48000Hz or 44100Hz Aspect Ratio: <ul style="list-style-type: none"> • 16:9 or 4:3
Standard	Dimensions/Resolution: <ul style="list-style-type: none"> • MP4 Only: 960×540 or 640×480 Max File Size: <ul style="list-style-type: none"> • Variable based on bitrate Bit Rate: <ul style="list-style-type: none"> • 1 – 1.5 Mbps Audio: <ul style="list-style-type: none"> • At least 96 Kbps • Sampling Frequency should be 48000Hz or 44100Hz Aspect Ratio: <ul style="list-style-type: none"> • 16:9 or 4:3
Low	Dimensions/Resolution: <ul style="list-style-type: none"> • MP4 ONLY: 640×360 or 416×234 Max File Size: <ul style="list-style-type: none"> • Variable based on bitrate Bit Rate: <ul style="list-style-type: none"> • 340-460 Kbps Audio: <ul style="list-style-type: none"> • At least 96 Kbps • Sampling Frequency should be 48000Hz or 44100Hz Aspect Ratio: <ul style="list-style-type: none"> • 16:9 or 4:3

Additional Notes

- Secure HTTPS tags only
- All direct sold VAST tags are subject to internal Estrella Media QC processes and will be rejected if spec requirements are not met across all platforms.

VAST 3.0

Available only on Estrella Media's YouTube channels.

Video Asset Specifications

Dimensions	<ul style="list-style-type: none"> • 16:9 – 854x480; 1280x720; 1920x1080 • 4:3 – 480x360; 720x540; 960x720
Duration	<ul style="list-style-type: none"> • Up to :60 seconds (skippable ads) • 15 seconds (non-skippable ads) • 6 seconds (bumper ads)
Max File Size	10 GB
File Format	H.264 (MP4) video file type must be included for each video creative (other formats such as WebM can be included but may not be used)
Minimum Bit Rate	Must contain at least one media file under 1 Mbps
Frame Rate	Up to 30fps
Aspect Ratio	16:9 or 4:3
Video Codec	<ul style="list-style-type: none"> • H.264 • Interlaced video is not accepted
Audio Codec	<ul style="list-style-type: none"> • MP3 • AAC
Additional Notes	<ul style="list-style-type: none"> • Approved third-party vendors accepted for site-served/1x1 tracking or 3rd Party VAST. • No VPAID. • All tags must be secure. • Must comply with YouTube's XML summary for VAST ad server response • Only VAST 3.0 tags are allowed for skippable video ads. VAST 2.0 will not be accepted. • Must be served via a linear VAST tag (pre-fetch tag) by a YouTube-approved vendor. • Must not have geo, browser or any other targeting on the third-party end. • Please ensure your ad server returns a valid crossdomain.xml file. If you choose to explicitly list domains, please ensure all ad serving domains are included. • VAST-served video ads are not guaranteed to run on all mobile web browsers, game consoles or connected TV devices (most modern updated environments are supported).

Additional Information

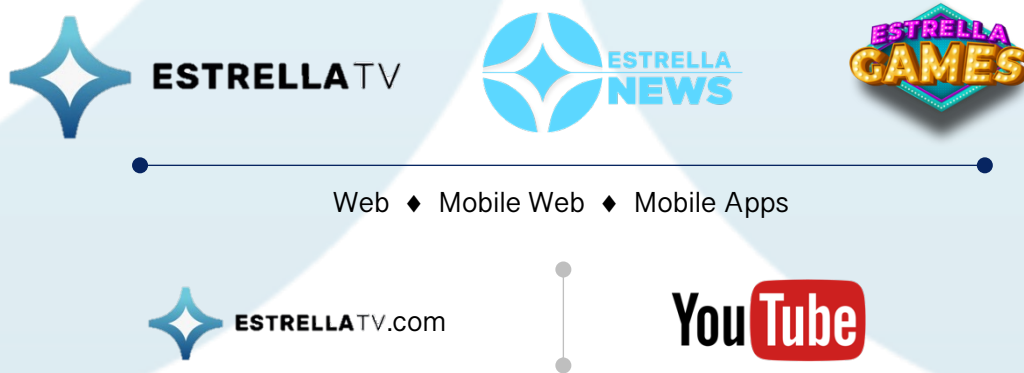
Creative Approval	<ul style="list-style-type: none"> • :06 (Pre-Roll only), :15, :30, or :60s (long-form video only) • VAST tag cannot rotate various durations within. A separate VAST tag per duration required. • Please allow five business days for testing and review. • Site reserves right of final approval on creative assets. • Estrella Media reserves the right to pull any ads from their properties. This can be due to violating any of the above bullet points, poor ad quality, inappropriate content, creating a poor user experience. • Estrella Media can revoke the “Approved Vendor” status at any time and can refuse to serve tags from a specific vendor.
Targeting & Capping	<ul style="list-style-type: none"> • All targeting and capping will only be applied by Estrella Media. • This includes, but is not limited to: geo targeting, frequency capping, interval capping, max goal capping, time targeting, and demo targeting. • The IP address may be blocked or displayed in a way that the vendor cannot determine the origin. • Any targeting capping applied on the vendor end can prevent the ad from displaying, create discrepancies, and can break the player. Due to this, vendors will not apply targeting/capping in their system. Estrella Media will apply all necessary targeting/capping to ensure correct delivery.
Flighting	<ul style="list-style-type: none"> • Flighting will be controlled by Estrella Media. • VAST tags will remain live for the duration of the advertiser’s flight. If an ad needs to be taken down for a period of time Estrella Media will be responsible for executing this request.

DISPLAY

Overview

Proposals for standard display ad units are limited to co-branded ad units with sponsorships or promotions and are subject to approval. Upon approval standard display ad units are available across the Estrella Media portfolio of brands, utilize standard file types, and follow the IAB industry standards and guidelines.

Inventory Availability



Standard Display Ad Product Units

BANNER & IN-CONTENT AD UNIT

Ad Unit Type	Dimensions (W x H in pixels)	Max File Weight		
		GIF/JPG	HTML5	
			Initial	Polite
Leaderboard	728x90 px	50 KB	200 KB	2mb
Long Marquee	320x50 px	15 KB	50 KB	2mb
Billboard	970x250 px	15 KB	50 KB	2mb
Messaging Plus	300x250 px	50 KB	200 KB	2mb
Super Leader	970x90 px	50 KB	200 KB	2mb
Full Screen	640x1136 px	50 KB	300 KB	2mb

File Types/Formats	HTML5, GIF, JPEG, JavaScript, Internal Redirects
Max File Size	<ul style="list-style-type: none"> • 200kb initial load • Subsequent Max Polite/User-Initiated File Load Size: 2.2 MB for video file load • 45k max static back-up image

Animation	<ul style="list-style-type: none"> • Looping: 3 loops • Animation Length: 15 seconds
Frame Rate	24fps
In-Banner Video	<ul style="list-style-type: none"> • Must be user initiated (on-click: mute/un-mute) default state is muted • :30 second length • Ad must have a volume, mute, play and pause control • Creative with in-banner video must be third-party served
Image Rotation	6 creatives max per campaign
Alt Text (optional)	60 characters max

Additional Information


- Creative due 3 business days prior to launch. For rich media creatives, 5 business days are required prior to launch.
- Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
- All ad units must have a 1-pixel black border surrounding entire creative
- All creatives must function uniformly on both Windows and Mac OS X operating systems as well as the following browsers: Internet Explorer, Firefox, Google Chrome and Safari for Mac OS X. If the rich media creatives will not display properly in a browser, a default GIF/JPG must be shown.
- Third Party Requirements
 - All click thru URLs must open in a new browser-window – unless using an in-site URL
 - Must code to GPT asynchronous tags in order to detect the amount of iFrames to bust
 - Ad creative and landing pages that employ exit pop-ups are not permitted
 - Estrella Media does not accept blocking tags
- Technical Guidelines
 - Z-Index: 0-4,999
 - W-Model Transparents
 - Standard Display Click Tag Instructions: getURL (clickTag, “_blank”)
 - All tags must be secure

AUDIO

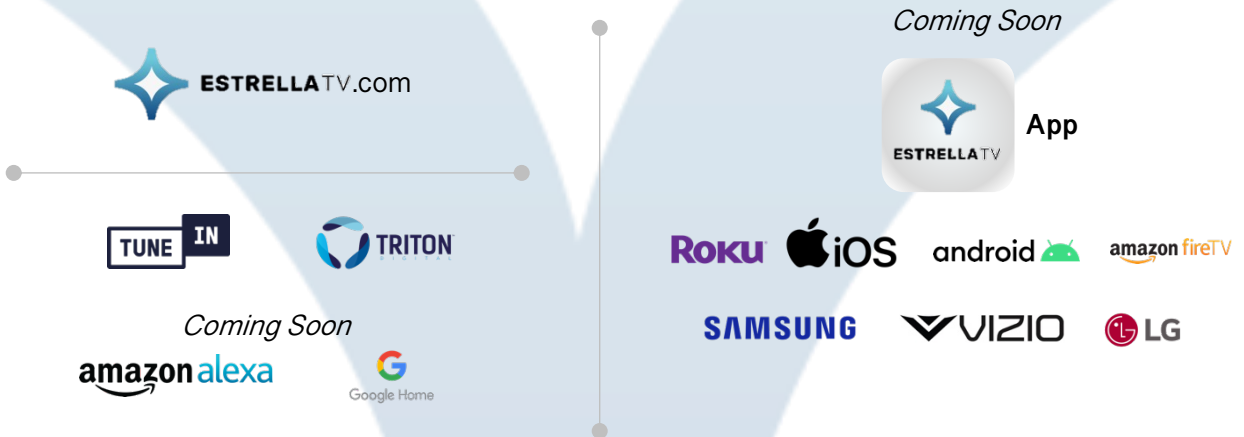
Overview

The Live Player Audio Spot is an advertising opportunity for audio ads during Estrella Media’s audio live streams.

Inventory Availability

Southern California	Dallas	Houston
  KVNVR	   FUNASIA	  

Web ♦ Mobile Web ♦ Mobile Apps
 Connected Device Apps



Audio Ad Product Units

LIVE STREAM AUDIO SPOT AD UNITS

Pre-Roll	Length: :15 (preferred), :30 Assets Allowed: .wav or .mp3
Mid-Roll	Length: :30, :60 Assets Allowed: .wav or .mp3
Post-Roll	Length: :30, :60 Assets Allowed: .wav or .mp3

LIVE STREAM AUDIO SPOT REQUIREMENTS

File Types/Formats	WAV and MP3
Max File Size	100 MB
Minimum Bitrate	128 kbps, stereo
Volume	Normalized to -23 dBFS
In-Banner Video	<ul style="list-style-type: none"> • Must be user initiated (on-click: mute/un-mute) default state is muted • :30 second length • Ad must have a volume, mute, play and pause control • Creative with in-banner video must be third-party served
Image Rotation	6 creatives max per campaign
Alt Text (optional)	60 characters max
Submission	3 business days prior to launch

LIVE STREAM PRE-ROLL VIDEO SPOT REQUIREMENTS

Please see section on pre-roll [video ad product units](#).

LIVE STREAM COMPANION BANNER SPECIFICATIONS

File Types/Formats	JPG, PNG, GIF, HTML5 (within iFrame)
Dimension	300x250
Platforms	Banners only run on desktop