



## ADVERTISING SPECS

### INTEGRATED PARTNERSHIP CONTACTS

**JASON FORD**

EVP, SALES & INTEGRATED PARTNERSHIPS  
[JASON.FORD@FLOSPORTS.TV](mailto:JASON.FORD@FLOSPORTS.TV)

**JEFF JUDGE**

SR. DIRECTOR, INTEGRATED PARTNERSHIPS  
[JEFF.JUDGE@FLOSPORTS.TV](mailto:JEFF.JUDGE@FLOSPORTS.TV)

## AVAILABLE ADVERTISING UNITS

Ad Unit Name	Size (Pixels)	JPG Max Size	HTML5 Max Size	Type	Formats Supported	Notes
Leaderboard	728x90	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Leaderboard	970x90	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Super Leaderboard	970x250	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Medium Rectangle	300x250	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Half Page	300x600	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Mobile Leaderboard	320x50	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Mobile Rectangle	300x250	1MB	1MB	Image	JPG/PNG/GIF/HTML5	(GIF): 3 Rotations or :15, whichever comes first
Paramount Unit	1920x144 -> 1920x320	1MB	N/A	Image	JPEG	Custom Template Needed
Skin	1600x1400	1MB	N/A	Image	JPEG	Custom Template Needed
Video Pushdown	970x90 & 477x300	1MB	N/A	Image/Video	JPEG	Requires three assets: 970x90, 477x300, Video
Mobile Video	300x250 Video	25MB	N/A	Video	MP4/MOV	Video File Only
Mobile Interscroller	320x528 Responsive	25MB	N/A	Image/Video	JPEG/PNG/MP4/MOV	Can be static image or include video PSD Files Needed for Build
Pre-Roll	16:9 Widescreen Video	250MB	N/A	Video	MP4/MOV	:15s or :30s (:15s Preferred)
Live Stream	16:9 Widescreen Video	250MB	N/A	Video	MP4/MOV	:15s or :30s (:15s Preferred)
Logo	N/A	200KB	N/A	Image	PNG/EPS/JPEG	For Sponsorship Elements

## SUBMISSION DEADLINES

Submission Type	Timelines
Standard Media/Pre-Roll	5 Business Days prior to launch
Custom/High Impact Rich Media	7 Business Days prior to launch
Custom Video Elements	Custom dependent on execution

## CREATIVE RECOMMENDATIONS

<b>Call To Action</b>	All creatives should have a clear call to action with direct action or incentive to click when possible.
<b>Images</b>	Abstract or hard to distinguish images are not recommended. Use images of easily recognizable personalities or objects that draw the eye of your audience. Avoid full text creatives.
<b>Animations</b>	Restrict animations to a maximum of 3 rotations using simple transitions.

## AVAILABLE SPONSORSHIP UNITS

Placement	Advertiser Assets	Max Size	Type	Formats Supported
Facebook Post	Need Logo Only*	40K	Image	PNG/EPS/AI
Twitter Post	Need Logo Only*	40K	Image	PNG/EPS/AI
Instagram Post	Need Logo Only*	40K	Image	PNG/EPS/AI
Newsletter Inclusion	Need Logo Only*	40K	Image	PNG/EPS/AI
Sponsored Video	Custom Execution	N/A	Custom	N/A
Sponsored Article	Custom Execution	N/A	Custom	N/A

\* Logos of horizontal orientation preferred. However, FloSports will ask all logo variations – vertical/horizontal orientation and 4-Color and B/W

**728x90, 970x90, 970x250**

### Luke Geog Adds To tOSU's Recruiting Haul

Luge Geog, the #45 recruit in the class of 2022, has made his college commitment.

Nov 9, 2021 by David Bray



Ohio State's 2022 recruiting class added another big-boarder today as Luke Geog, the #45 ranked senior recruit has decided to stay in-state and become a Buckeye. The St. Eds upper weight is ranked #7 at 170 lbs and will help shore up the back half of Tom Ryan's lineup. Geog announced his decision with the following post.



**300x250**

---

**Or**  
**300x600**

**Item**

**Specification**

<b>Ad Unit Dimensions</b>	<b>300x250, 300x600, 728x90, 970x90, 970x250, 320x50</b>
<b>Ad Unit Type</b>	<b>Image</b>
<b>Maximum File Sizes</b>	<b>1MB</b>
<b>File Format</b>	<b>GIF/JPEG/PNG/SWF</b>
<b>Animation</b>	<b>GIF/SWF – 15 Seconds Maximum or 3 Loops</b>
<b>Frame Rate</b>	<b>18 F/S</b>
<b>Expand Action</b>	<b>N/A</b>
<b>3rd Party Tag Support</b>	<b>All sizes support most 3rd party ad server tags trackers</b>
<b>Supported Tracking</b>	<b>Clicks, Impressions</b>
<b>Required Default GIF/HTML5</b>	<b>Backup/default JPEG required for all sizes</b>
<b>IAB Standards</b>	<b><u>IAB Standards Supported</u></b>
<b>Additional Notes</b>	<b>728x90, 970x90 and 970x250 are interchangeable.</b>

**FLO RACING** [Search Icon]

WATCH NEWS SCHEDULE RESULTS [Dropdown Icon]

### Kyle Larson To Defend Hangtown 100 Victory

NASCAR Cup Series star Kyle Larson will return to Placerville Speedway in November to defend his 2019 Hangtown 100 win.

Nov 17, 2021 by FloRacing Staff

[Twitter Icon] [Facebook Icon]

Placerville, California -- Kyle Larson has won just about anything and everything in the seat of a racecar, but now he'll take on the opportunity to defend his throne in the November 18-19-20 Elk Grove Ford Hangtown 100 USAC NOS Energy Drink

**320x50**

**FLO WRESTLING** [Search Icon] [Open In App](#)

NEWS SCHEDULE BRACKETS RANKINGS [Dropdown Icon]

## 300x250 Mobile

**Related Content**

**PRO** Sun Devils Are On The Hunt For More Hardware

Nov 8, 2021

**PRO** Ranking Which Teams Had The Best Off-Season Transfer Portal...

Oct 21, 2021

**320x50**

### Item

### Specification

<b>Ad Unit Dimensions</b>	<b>300x250, 320x50</b>
<b>Ad Unit Type</b>	<b>Image</b>
<b>Maximum File Sizes</b>	<b>1MB</b>
<b>File Format</b>	<b>GIF/JPEG/PNG</b>
<b>Animation</b>	<b>GIF – 15 Seconds Maximum or 3 Loops</b>
<b>Frame Rate</b>	<b>18 F/S</b>
<b>Expand Action</b>	<b>N/A</b>
<b>3<sup>rd</sup> Party Tag Support</b>	<b>All sizes support most 3<sup>rd</sup> party ad server tags/trackers</b>
<b>Supported Tracking</b>	<b>Clicks, Impressions</b>
<b>Required Default GIF/JPG</b>	<b>Backup/default JPEG required for all sizes</b>
<b>IAB Standards</b>	<b><u>IAB Standards Supported</u></b>

FLOTRACK
WATCH NEWS SCHEDULE RANKINGS RESULTS


**728x90, 970x90 or 970x250**

**1600x1400  
Skin**

2023 DI NCAA INDOOR CHAMPIONSHIPS

## 2023 NCAA Indoor Track And Field Championships Results

Full results from the 2023 NCAA Indoor Track & Field Championships.  
Mar 10, 2023 by FloTrack Staff  
Nov 17, 2021 by Kevin Sully







The 2023 NCAA Indoor Track & Field Championships take place on March 11th and 12th at the Albuquerque Convention Center in Albuquerque, New Mexico.

Pre-meet [rankings](#) have the Arkansas men and Texas women favored to take home the team title, but several other teams are in contention.

Check out the most recent episode of [The FloTrack Podcast](#) for a full preview.

Interviews with athletes and coaches from the meet will be posted [here](#).

**Related Content**

**1600x1400  
Skin**

**300x250**  
  
**Or**  
**300x600**

Item	Specification
<b>Ad Unit Dimensions</b>	<b>Custom 1600x1400 Skin (Template required for build)</b>
<b>Ad Unit Type</b>	<b>Image</b>
<b>Maximum File Sizes</b>	<b>1MB</b>
<b>File Format</b>	<b>JPEG</b>
<b>3<sup>rd</sup> Party Tag Support</b>	<b>Must be site served, can accept 3<sup>rd</sup> party 1x1 tracking pixels</b>
<b>Supported Tracking</b>	<b>Clicks, Impressions</b>
<b>Additional Notes</b>	<ul style="list-style-type: none"> <li><b>Link to PSD Design Template <a href="#">Found Here</a></b></li> <li><b>Important CTA/Copy within safe area, however creative should extend to edges</b></li> <li><b>FloSports can provide design with client approval</b></li> <li><b>If client designed, FloSports requests unflattened native/mechanical files</b></li> </ul>

## VIDEO DROPDOWN UNIT

**Collapsed – 970x90**

**1600x1400 Skin Ad**

**300x250 Ad**

**Or**

**300x600 Ad**

**1600x1400 Skin Ad**

**Expanded (W Video) 477x300**

**Expanded (No Video) 970x300**

**Expanded – Video Area**

**1600x1400 Skin Ad**

**300x250 or 300x600 Ad**

**1600x1400 Skin Ad**

### Item

### Specification

Item	Specification
<b>Ad Unit Dimensions</b>	<b>970x90, expanding to:</b> <ul style="list-style-type: none"> <li><b>With Video: 477x300 display unit with neighboring video</b></li> <li><b>Without Video: 970x300 display unit</b></li> </ul>
<b>Ad Unit Type</b>	<b>Image and/or Image with Video</b>
<b>Maximum File Sizes</b>	<b>1MB for Display Units, 250MB for Video</b>
<b>File Format</b>	<b>JPEG, MP4/MOV for video</b>
<b>3<sup>rd</sup> Party Tag Support</b>	<b>Must be site served, can accept 3<sup>rd</sup> party 1x1 tracking pixels (Video can be VAST)</b>
<b>Supported Tracking</b>	<b>Clicks, Impressions</b>
<b>Additional Notes</b>	<ul style="list-style-type: none"> <li><b>If video is included, a 477x300 companion asset is required</b></li> <li><b>All display portions only take 1x1 trackers. Video can be tracked via 1x1 or VAST tag.</b></li> <li><b>Video auto plays muted on expansion.</b></li> </ul>

## PARAMOUNT LEADERBOARD

**1920x320**  
**Paramount Display**  
**Unit**  
*Expanded*

**Video Player**  
**473x267**  
**(Optional)**

**1920x144**  
**Paramount Display Unit - Collapsed**

**Optional Video**  
**176x100**

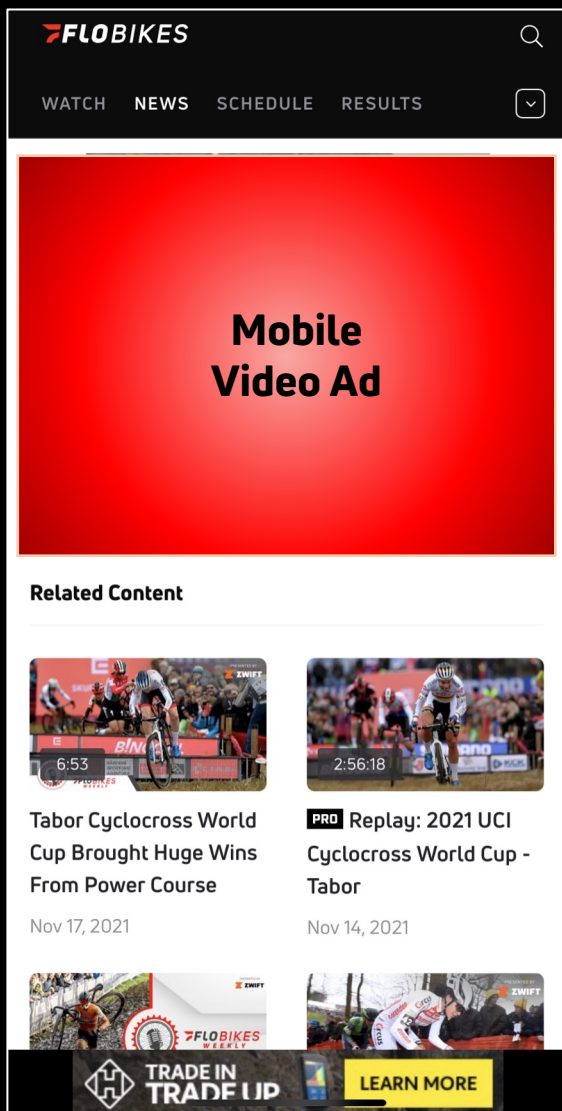
### Item

### Specification

<b>Ad Unit Dimensions</b>	<b>1920x320 Expanded -&gt;. 1920x144 Collapsed (Video Optional)</b>
<b>Ad Unit Type</b>	<b>Image, Video Enabled</b>
<b>Maximum File Sizes</b>	<b>Display – 1MB, Video – 250MB</b>
<b>File Format</b>	<b>JPEG, MP4/MOV</b>
<b>3<sup>rd</sup> Party Tag Support</b>	<b>Must be site served, can accept 3rd party 1x1 tracking pixels</b>
<b>Supported Tracking</b>	<b>Clicks, Impressions</b>
<b>Additional Notes</b>	<ul style="list-style-type: none"> <li>• <b>Link to PSD Design Template <a href="#">Found Here</a></b></li> <li>• <b>Important CTA/Copy within safe area, however creative should extend to edges</b></li> <li>• <b>FloSports can provide design with client approval</b></li> <li>• <b>If client designed, FloSports requests unflattened native/mechanical files</b></li> </ul>



### Mobile Video



### Mobile Interscroller



Ad appears 'through' page content as user scrolls, continually filling screen space

### Item

### Specification

Item	Specification
Ad Unit Dimensions	Mobile Video: 16:9 Widescreen Video File Mobile Interscroller: Responsive to screen size, with 320x528 Mock
Ad Unit Type	Mobile Video: Video Mobile Interscroller: Static Image, Static Image w Video OR 9:16 Vertical Video Only
Maximum File Sizes	N/A – Custom Designed by FloSports
File Format	JPEG/MOV/MPEG
Frame Rate	Video: 60 F/S
Expand Action	N/A
3 <sup>rd</sup> Party Tag Support	Must be site served, can accept 3 <sup>rd</sup> party 1x1 tracking pixels
Supported Tracking	Clicks, Impressions
IAB Standards	<u>IAB Standards Supported</u>
Additional Notes	Creatives must be built out by FloSports in our rich media mobile ad server Mobile Video: Must receive video file in MP4 or MOV format Mobile Interscroller: Must receive unflattened native/mechanical files and creative direction. Client approval required prior to going live.

**FLOTRACK** WATCH NEWS SCHEDULE RANKINGS RESULTS

NCAA

### DI NCAA XC Championships

Nov 20

FloTrack will provide off-site coverage of the 2021 DI NCAA XC Championships in Tallahassee, FL.

Videos News Schedule

## :15s / :30s Pre-Roll Ad

**FLOTRACK** | mail the show: FloTrackPodcast@gmail.com | Subscribe to the FloTrack

Five Biggest NCAA XC Questions | The FloTrack Podcast (Ep. 373)

Nov 17, 2021

Gordon and Kevin answer the biggest questions heading into the 2021 DI NCAA XC Championships.

Email the show: [FloTrackPodcast@gmail.com](mailto:FloTrackPodcast@gmail.com)

The NCAA Cross Country Show  
Sep 20, 2021

Leo Manzano: My First Victory  
Sep 17, 2021

LEARN MORE

WRESTLING NEWS SCHEDULE BRACKETS RANKINGS ATHLETES RESULTS

Most Recent

## :15s / :30s Pre-Roll Ad

If You Have Never Seen Jaden Abas Spar With Shane Griffith You Must

Nov 13, 2021

#1 Shane Griffith and #5 Jaden Abas exhibit some of the most fluid motion that you will see at an NCAA level.

Tags: Training Show Workout College Division I Shane Griffith Jaden Abas Oklahoma Oklahoma State Oregon State Penn State Stanford West Virginia

Wrestling Technique

Offense	792
Singles	525
Defense	473
Set Ups	416
Takedown	326
More (+46)	

Weight Class

149 lbs	1
86 kg	1

Division

Advanced	199
Division I	9
1	3
Senior	3
College	2
More (+1)	

Book

Book 2	96
Book 6	52
Book 5	39
Book 1	33

### Item

### Specification

<b>Ad Unit Dimensions</b>	<b>16:9 Aspect Ratio, up to 1920x1080</b>
<b>Ad Unit Type</b>	<b>Video</b>
<b>Maximum File Sizes</b>	<b>250MB</b>
<b>File Format</b>	<b>H.264 (MP4 Container)</b>
<b>Frame Rate</b>	<b>60 F/S</b>
<b>Aspect Ratio</b>	<b>16:9 (WideScreen)</b>
<b>Looping</b>	<b>Not available</b>
<b>Max Length</b>	<b>:15s or :30s</b>
<b>3rd Party Tag Support</b>	<b>Most 3rd Party Tags accepted, including VAST and VPAID</b>
<b>Supported Tracking</b>	<b>Impressions, Clicks, Quartiles, Completions</b>
<b>IAB Standards</b>	<b><u>IAB Standards Supported</u></b>
<b>Additional Notes</b>	<b>Video is clickable to provided clickthru URL Pre-Roll max duration is :30s Pre-Roll is not skippable</b>

**:15s / :30s  
Live Stream Ad**

VOLLEYBALL  
**South Korea vs Cameroon | 2019 Women's FIVB World Cup**  
 Sep 19 @ 12:50 AM  
 EVENT HUB →

TODAY

- Miami (OH) at Ohio State  
Sep 19 @ 5:00 PM
- Oregon vs St. Johns  
Sep 19 @ 6:00 PM
- Clemson at Minnesota  
Sep 19 @ 7:00 PM
- South Korea vs Cameroon | (W) FIVB  
Sep 19 @ 12:50 AM
- Brazil vs United States | (W) FIVB  
Sep 19 @ 3:50 AM
- Japan vs China | (W) FIVB  
Sep 19 @ 5:10 AM

**:15s / :30s  
Live Stream Ad**

**South Korea vs Cameroon | (W) FIVB**

REPLAYS



**PRO** Full Replay - South Korea vs Cameroon | 2019 Women's FIVB World Cup - South Korea vs Cameroon | (W) FIVB - Sep 19, 2019 at 1:30 AM CDT  
 Sep 19, 2019

[View All Videos](#)




### Item

### Specification

<b>Ad Unit Dimensions</b>	<b>16:9 Aspect Ratio, up to 1920x1080</b>
<b>Ad Unit Type</b>	<b>Video</b>
<b>Maximum File Sizes</b>	<b>250MB</b>
<b>File Format</b>	<b>H.264 (MP4 Container)</b>
<b>Frame Rate</b>	<b>60 F/S</b>
<b>Aspect Ratio</b>	<b>16:9 (WideScreen)</b>
<b>Looping</b>	<b>Not available</b>
<b>Max Length</b>	<b>:15s (Preferred) or :30s</b>
<b>3<sup>rd</sup> Party Tag Support</b>	<b>Most 3<sup>rd</sup> Party Tags accepted, including VAST and VPAID</b>
<b>Supported Tracking</b>	<b>Impressions, Clicks, Quartiles, Completions</b>
<b>IAB Standards</b>	<b><u>IAB Standards Supported</u></b>
<b>Additional Notes</b>	<b>Video is clickable to provided clickthru URL. OTT/CTV Live Stream is not clickable. Only :15s or :30s length accepted. Video is not skippable</b>

**FloTrack**  
Published by Hootsuite [?] · March 11 at 11:42 AM · 🌐

Nothing like stumbling upon an ATV jamboree in the middle of the forest on your long run.  
<http://ow.ly/MPIn50yJaUw>



FLOTRACK.ORG  
**Workout Wednesday: NAU 'Moto City' Long Run**  
One of the workouts we filmed during last fall's NAU: Running With The...

**FloWrestling** @FloWrestling

New dates have been set for the @NHSCA High School Nationals.

Check out complete details and the new registration deadline.

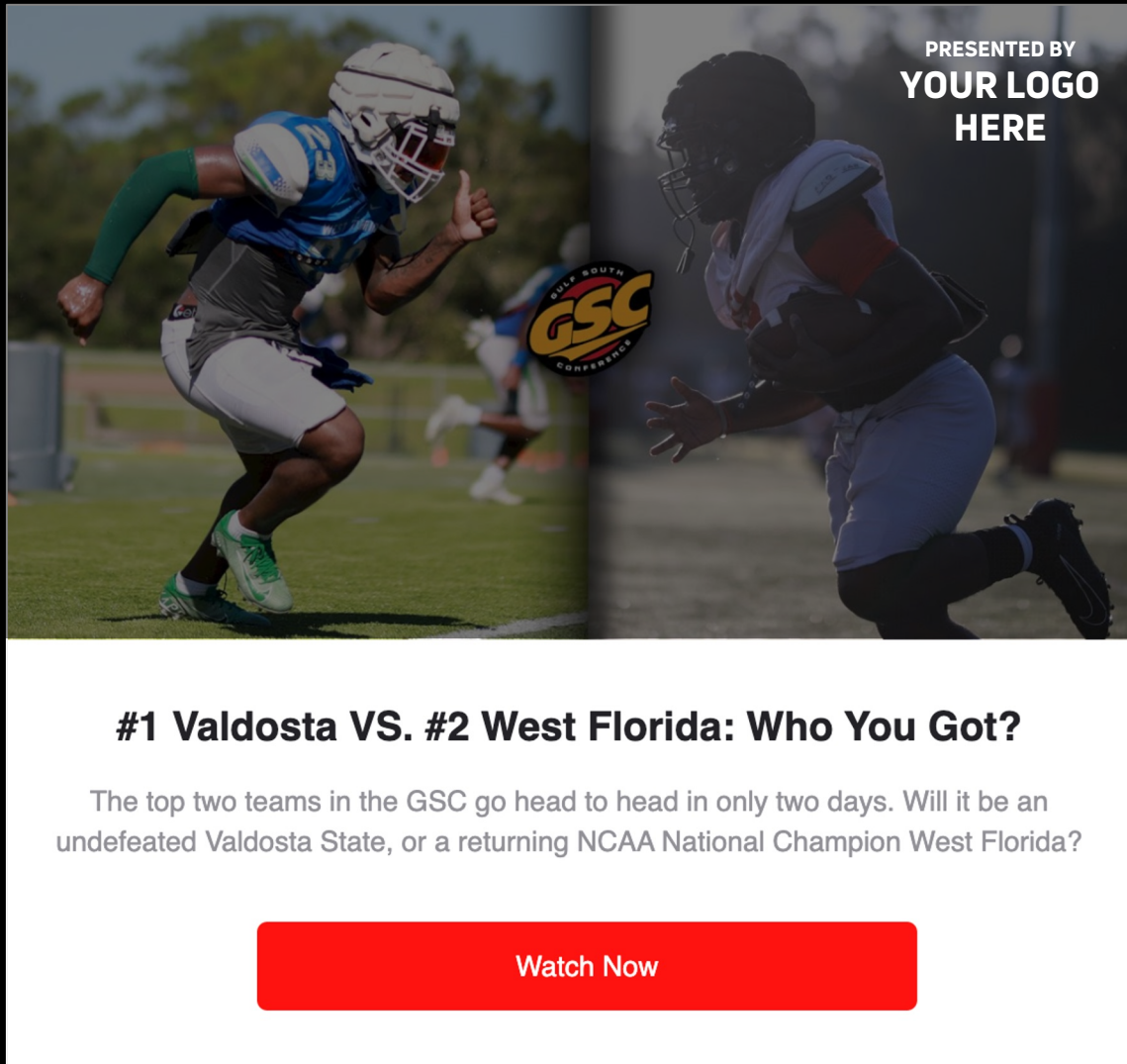


New Dates Set For NHSCA High School Nationals  
[www.flowrestling.org](http://www.flowrestling.org)

### Item

### Specification

Item	Specification
Ad Unit Dimensions	Logo only (horizontal preferred)
Ad Unit Type	Custom Image
Maximum File Sizes	100K
File Format	PNG
Supported Tracking	Impressions
Additional Notes	<ul style="list-style-type: none"> <li>• 'Sponsored By' Banner is custom created by FloSports content team</li> <li>• Advertising Brand Logo (Horizontal Orientation Preferred) only asset needed</li> <li>• Logo must be transparent and in PNG format</li> <li>• 3<sup>rd</sup> Party Tracking Not Supported (Offline reporting only)</li> <li>• Social Accounts to be tagged required as well</li> </ul>



PRESENTED BY  
**YOUR LOGO  
HERE**

### #1 Valdosta VS. #2 West Florida: Who You Got?

The top two teams in the GSC go head to head in only two days. Will it be an undefeated Valdosta State, or a returning NCAA National Champion West Florida?

[Watch Now](#)

### Item

### Specification

<b>Ad Unit Dimensions</b>	<b>Logo only (horizontal preferred)</b>
<b>Ad Unit Type</b>	<b>Custom Image</b>
<b>Maximum File Sizes</b>	<b>100K</b>
<b>File Format</b>	<b>PNG</b>
<b>Supported Tracking</b>	<b>Impressions</b>
<b>Additional Notes</b>	<ul style="list-style-type: none"><li>• 'Sponsored By' Banner is custom created by FloSports content team</li><li>• Advertising Brand Logo (Horizontal Orientation Preferred) only asset needed</li><li>• Logo must be transparent and in PNG format</li><li>• 3<sup>rd</sup> Party Tracking Not Supported (Offline reporting only)</li></ul>