



AD SPECS

The Univision Partner Group supports a broad range of online ad formats for advertisers and agencies worldwide. Our experienced team of account managers and account executives can work with you to ensure effective placements for your campaigns across Univision Partner Group websites.

Publishers who are UAP (Universal Ad Package) compliant provide advertisers a set of 4 ad units (300 x 250, 180 x 150, 160 x 600 and 728 x 90). By using these units collectively, they enable advertisers to reach the majority of that publisher's audience.

Universal Ad Package Online

Universal Ad Package Specs	Maximum Download File Weight	Aspect Ratio
300 x 250 IMU - (Medium Rectangle)	40K	:15
180 x 150 IMU - (Rectangle)	40K	:15
160 x 600 IMU - (Wide Skyscraper)	40K	:15
728 x 90 IMU - (Leaderboard)	40K	:15

WAP Ads

Banner Ad with companion Text Link

Mobile Marketing Association	Maximum Download File Weight	Aspect Ratio
300 x 50 Banner	5K	6:1
216 x 36 Banner	3K	6:1
168 x 28 Banner	2K	6:1
120 x 20 Banner	1K	6:1
96 x 16 Banner	1K	6:1
80 x 12 Banner	1K	6:1

Available: WAP microsite or jump/landing page creation with direct response features (for brands without WAP sites).

Image Creatives

Static JPG (JPEG), GIF and PNG image files are accepted formats for image creatives.

Audio

No sound unless user initiated. Creative should include clearly visible mute/stop option.

Animation

Creative can loop 3 times. Total animation can last up to 15 seconds. Continuously running creative not allowed.

Flash Creatives

Animated SWF files are the accepted format for Flash creatives. Flash version 8 and below is supported. It is recommended that Flash creative follow Flash Tracking Kit standards (ClickTAG) for assigning click through URLs. Flash creatives should have a .GIF, .JPG or .PNG backup.

Rich Media Guidelines

Univision Partner Group's ad serving technology supports all types of rich media creatives, including but not limited to:

- Expandable banners
- Floating creatives
- Creatives containing video and audio

All creative actions (e.g. expansion beyond original dimensions, launching new browser window or audio) must be user-initiated and allow user to close/exit easily.

Standard rich media formats such as Eyeblander, Viewpoint, Unicast and Klipmart are supported (additional rich media ad serving charges may apply).

CONTENT STANDARDS AND GUIDELINES

You may not offer to end users, or include in the advertisements, any content of the type designated as Inappropriate Content (as defined below). "Inappropriate Content" includes any advertisements being served through the UPG that promote, endorse, display, via audio, video or text, or otherwise sanction any of the matters listed below unless provided solely for the purpose of conveying newsworthy information. UPG, in its sole discretion, will determine what constitutes Inappropriate Content. UPG retains sole discretion over these Content Standards and Guidelines. Your continued membership to the UPG implies your agreement to any updated Content Standards and Guidelines; therefore, check our website regularly for updates.

Inappropriate Content and Advertising:

- Tobacco-related (i.e., cigarettes, cigars, pipes, chewing tobacco, etc.).
- Guns/weapons-related (i.e., firearms, bullets, etc.).
- Illegal drugs-related (i.e., marijuana, cocaine, etc.).
- Sexual-related (i.e., adult themes, sexual activities, pornography, etc.).
- Crime-related (i.e., organized crime, notorious characters, etc.).
- Violence-related (i.e., physical harm or pain, torture, etc.).
- Profanity-related (i.e., offensive words, phrases, images, etc.).
- Dehumanizing-related (i.e., degrading, abuse, humiliating, etc.).
- Death-related (i.e., funeral homes, mortuaries, etc.).
- Hate-related (i.e., racial, religious, ethnic, etc.).
- Gambling-related (i.e., casinos, lotteries, etc.).
- Illegal-related (i.e., violates, or promotes the violation of, any criminal law, etc.).
- Competitor-related (i.e., any media company which primarily targets the U.S. Spanish-speaking Hispanic market).
- Involves unauthorized or unapproved use of UPG's intellectual property.
- Involves a copy or parody of current or past UPG products or services.
- Involves an implied affiliation, association or endorsement by, or favored status with, UPG.
- Advertising that is untruthful, deceptive, or mischaracterizes the quality, quantity or character of the product or service being advertised or violates the consumer protection laws or other laws of any jurisdiction.