



NCAA

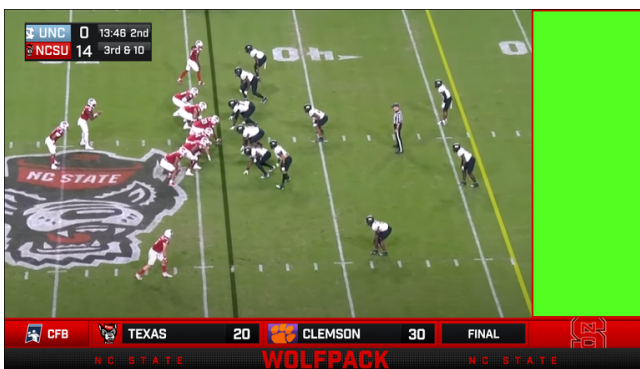
AD SPECIFICATIONS

2023-24

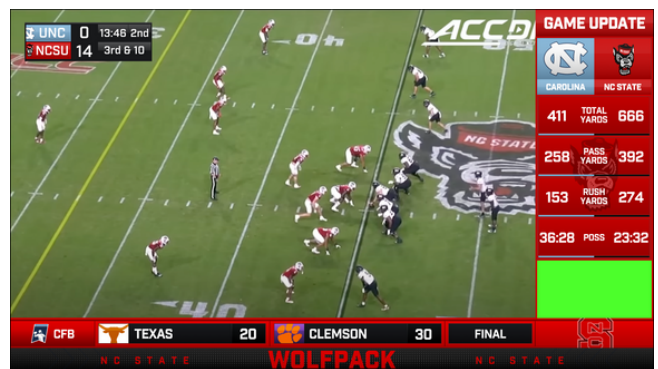
2023 DESIGN UPDATE

FanConnect TV has an exciting new visual design for 2023!

The 2023 design has **6 different ad placements**. You may use the 2022 assets for existing sponsors, these assets will be scaled and stretched to fit the new design.



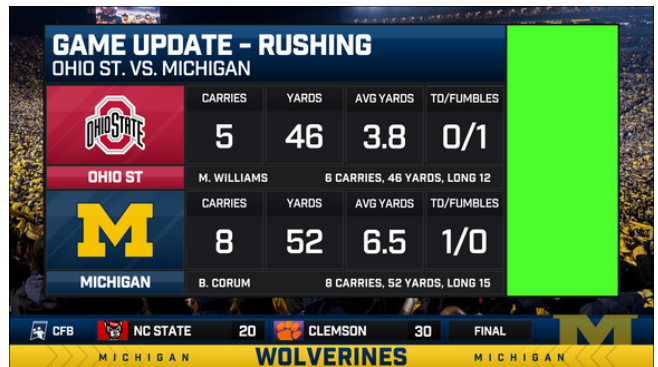
Panel Bumper



Panel Banner



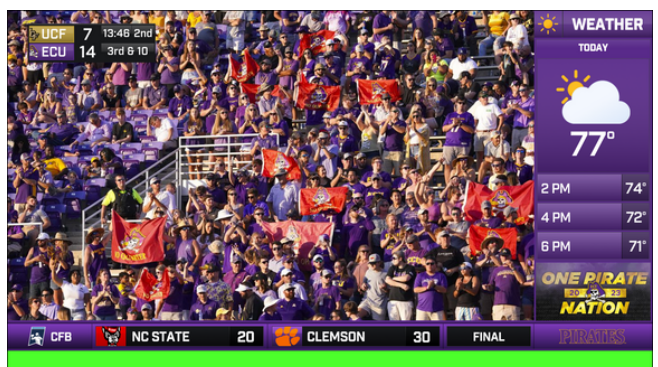
Full Screen Bumper



Full Screen Banner



Full Screen Commercial



Gutter

AD SPECIFICATIONS

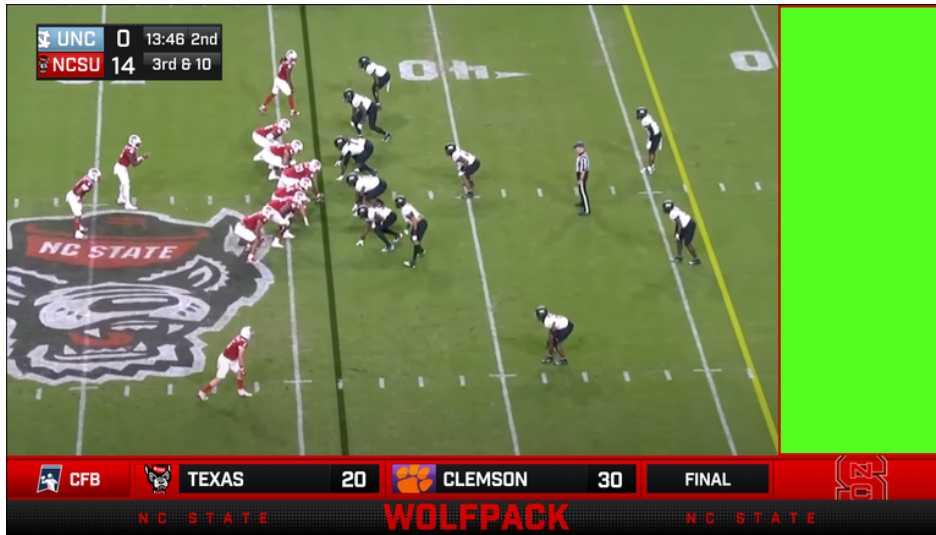
The updated design supports **6 ad placements**, but only **5 different ad assets** are required, as described in the table below:

Type	Size (pixels)
<ul style="list-style-type: none">Panel BumperFull Screen Banner	350w x 930h
<ul style="list-style-type: none">Full Screen Bumper	1200w x 600h
<ul style="list-style-type: none">Panel Banner	350w x 175h*
<ul style="list-style-type: none">Full Screen Commercial	1920w x 1080h
<ul style="list-style-type: none">Gutter (optional)	1920w x 70h

* The full screen bumper (1200x600) can be re-used for the panel banner if it is just a logo with no text and if resizing results are acceptable when sized down to 350x175.

NOTE: If you decide to use videos for banner or bumper ads, the video duration **must be 5 seconds**.

PANEL LAYOUT

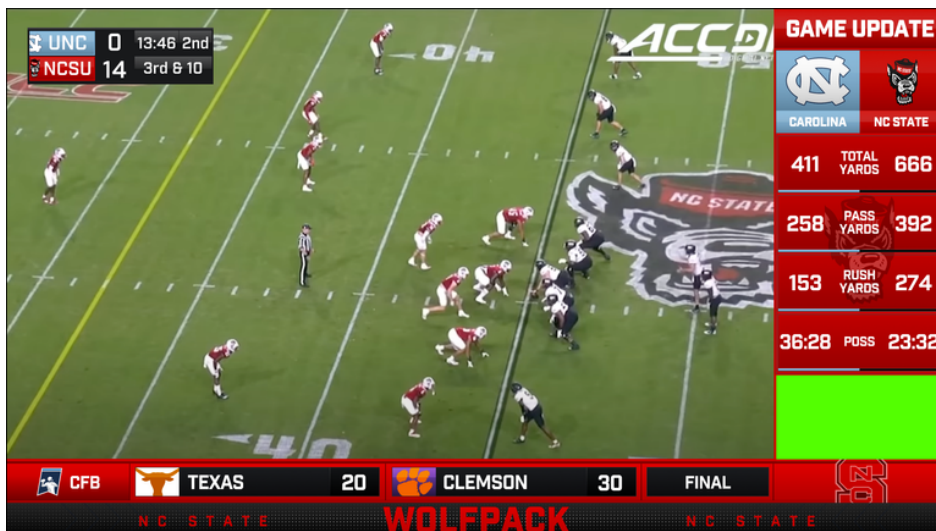


Bumper Ad

350w x 930h

Video or Image

10 second duration



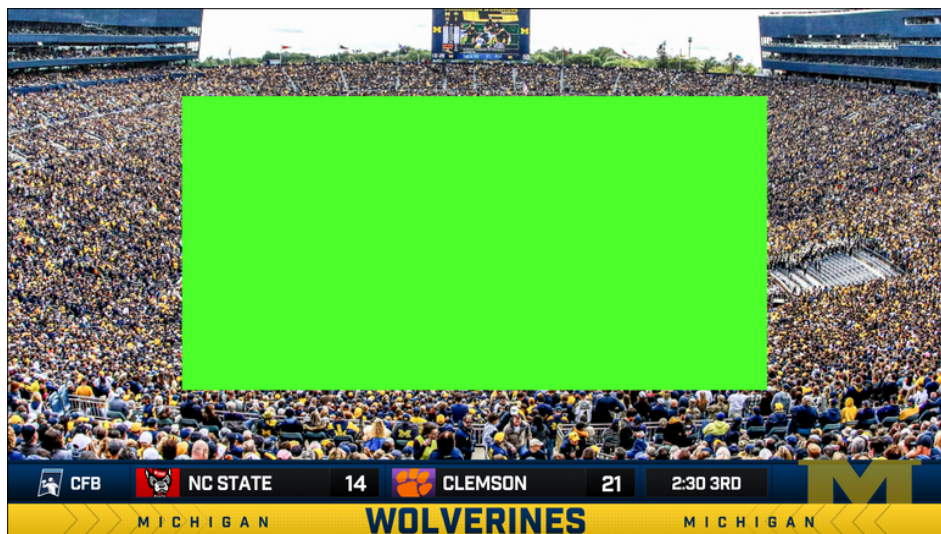
Banner Ad

350w x 175h

Video or Image

20 second duration

FULL SCREEN LAYOUT



Bumper Ad

1200w x 600h

Video or Image

5 second duration

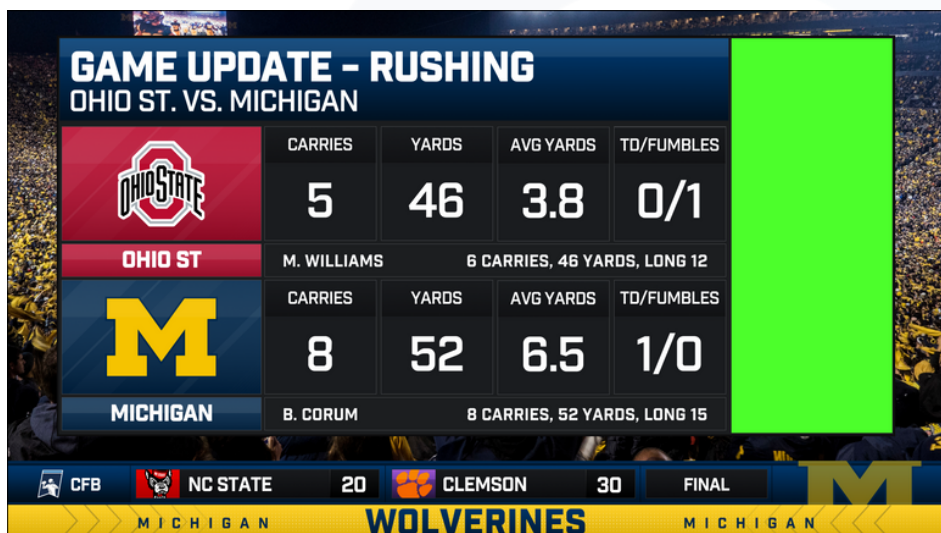


Commercial

1920w x 1080h

Video or Image

30 second duration



Banner Ad

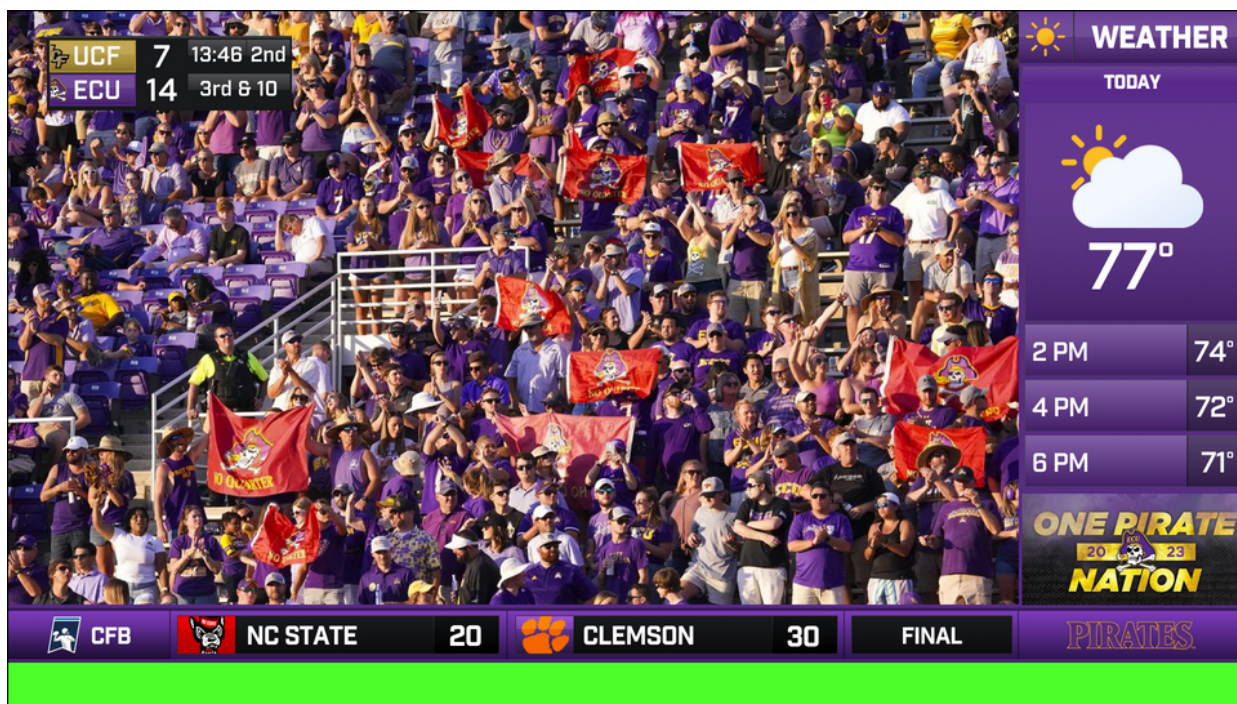
350w x 930h

Video or Image

25 second duration

NOTE: All 3 assets are required for full screen sponsorship.

PREMIUM (ENTITLEMENT) SPONSORSHIP



Gutter Image

1920w x 70h

Baseball and other sports

All sports use the same common ad specs. Check with your FanConnect activation support team member to determine if you are running full screen mode for any sports besides football and basketball.

FILE SPECIFICATIONS

Images

Types:

JPG, PNG*

* PNG is preferred due to lack of compression

Videos

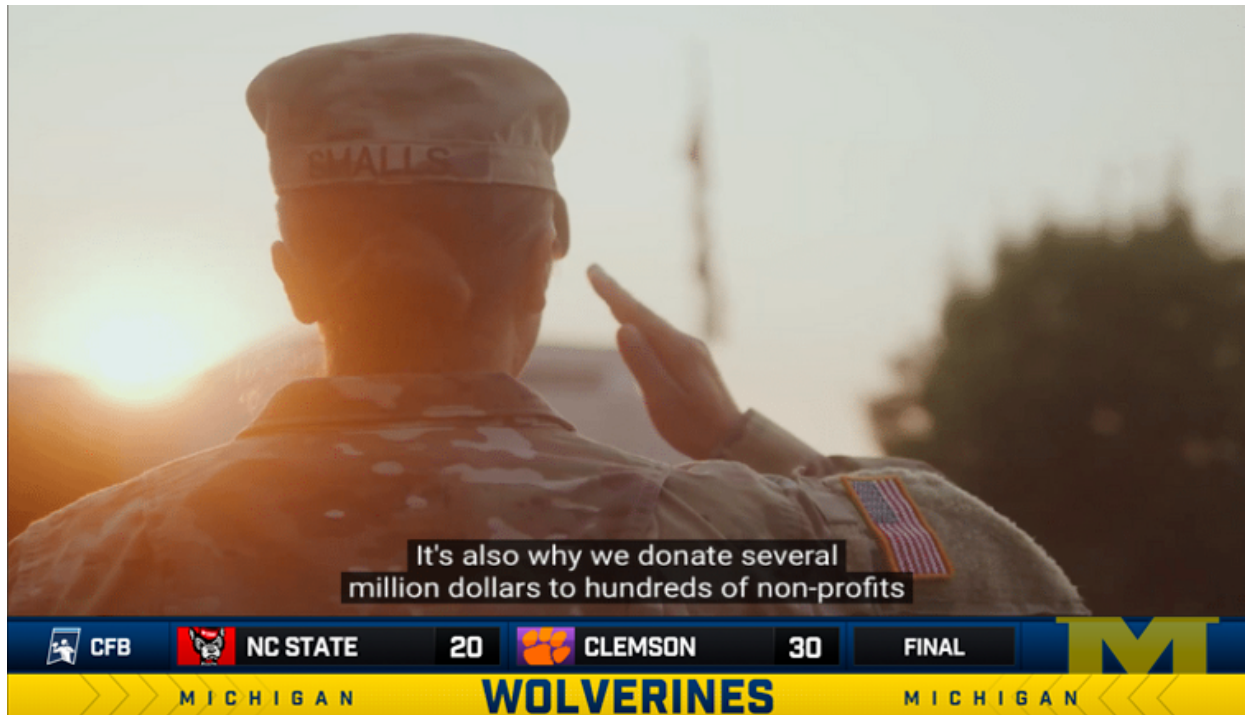
Codecs:

H.264, MPEG-2/4

Containers:

MOV, MP4

VIDEO CAPTIONS / SUBTITLES



Caption (Subtitle) Example

Often the sound is not being played on TVs tuned to FanConnect TV, because the PA or game broadcast is playing in an area. To make 30 second commercials more effective, subtitles can be embedded directly in the video. This means that the TV does not have to have "display captions" turned on. There are two ways this can be done:

1. The sponsor (or agency) embeds the subtitles directly into the video.

This choice allows for the most sponsor / agency control - since they can choose fonts to match their brand, and have control over where the subtitles are displayed in the video.

2. FanConnect adds the subtitles into the video.

In this case, FanConnect will embed the subtitle into the video. To do this, FanConnect needs an SRT file. This is an industry standard file that contains the text for the subtitling. Your sponsor's agency should be able to provide this file, since it would have been used for TV broadcast as well.