# NBCU LOCAL CLIENT CREATIVE, TAG & PIXEL GUIDELINES

Quick reference for Video • Display • VAST Tags • Tracking & Measurement

**SPORTS / RSN: NO WRAPPED OR WRAPPER VAST TAGS. Submit an unwrapped VAST tag with IAS/DV or other approved measurement pixels provided separately.**

## VIDEO / HARD ASSETS

- **File formats:** MOV, MP4, MPG/MPEG-2, and MXF (local specific); no slate.
- **Resolution/aspect ratio:** 1920×1080, 16:9.
- **Maximum file size:** 10 GB.
- **Video bitrate:** Minimum 10 Mbps / 10,000 kbps.
- **Frame rate:** either 23.98, 25, 29.97, and must be constant (CBR)
- **Audio:** Required; 2-channel stereo, minimum 192 kbps, 48 kHz; 24-bit. PCM little endian preferred; AAC accepted.
- **Video & Audio Duration:** Must match the booked placement; video and audio durations must match.

- **Duration Tolerance:** :15 and :30 assets must fall within the following ranges:
  - **:15:** 14:80–15:30
  - **:30:** 29:80–30:30
  - **NOT ACCEPTED:** Durations below 14:80/29:80 or above 15:30/30:30

- **VIDEO QUALITY — NOT ACCEPTED:** Slate, black frames, blank media, or audio interruptions.

## VIDEO TRANSCODING

- ✓ MP4 & MOV formats
- ✓ All transcodes enabled
- ✓ 1920×1080 resolution
- ✓ Minimum bitrate 10 Mbps / 10,000 kbps
- ✓ VAST only

## COMMON DIGITAL VIDEO LENGTHS

**Standard digital video:** Pre-roll: :06, :15, :30. Mid-roll: :15, :30, :45, :60. Peacock accepts 90 upon request.
**Livestream:** Pre-roll: :15. Mid-roll: 15, :30, :45, :60 (**limited inventory for :60**).
Accepted lengths depend on content type. Confirm availability and the booked duration with your account representative before submitting.

## VAST TAGS & DELIVERY

- **Approved vendor:** Use an approved DSP, creative host, and pixel provider. approved-dsps-creative-hosts
- **New vendor process:** If you plan to use a new vendor, please work with your Sales or Account Management (AM) contacts for guidance on the required next steps.
- **Secure delivery:** HTTPS tags and secure click-through URLs only.
- **Tag format:** Submit VAST tags only. **NOT ALLOWED ON LOCAL: VPAID or hybrid tags.**
- **One duration per tag:** Please provide a separate VAST tag for each creative duration. For example, :15 and :30 creatives must be submitted on separate tags.
- **Playback:** Tag must return the correct advertiser/creative with no slate or blank media.
- **Click-through:** Must open the correct secure landing page.
- **Renditions:** Ensure that the required renditions/transcodes are enabled for the booked platform.

## WRAPPED / WRAPPER TAGS

### NON-SPORTS

- Wrapped/wrapper tags may run on eligible non-Sports inventory, but unwrapped tags are strongly preferred.
- CM360/IAS VAST may be supported; provide the CM360 tag with IAS appended separately whenever possible.
- **NOT ACCEPTED:** CM360/DV wrapped configurations; provide the DV pixel separately.
- Wrapped tags can create timeout, deactivation, delivery, and reporting risk.
- If discrepancies occur, billing may need to rely on NBCU first-party metrics.

### SPORTS / RSN

- Wrapped and wrapper VAST tags are not accepted under any circumstances. Provide unwrapped VAST + approved pixels separately.

## TRACKING & MEASUREMENT

- Please include each creative tag and all associated pixels and quartile trackers on the same row of your tag sheet. Clearly label each tracker so we can easily confirm what should run with each creative.
- Once your order is live, please provide third-party (3P) reporting within 24–48 hours of campaign launch so we can check campaign health.

## DISPLAY / SITE-SERVED

**Accepted Local sizes:** Desktop: 970×250, 300×250, 300×600 | Tablet: 970×250, 300×250 | Mobile web/app: 320×50, 300×250 | Sponsor Logos: 120×60 (Local).
**Custom display sizes - Skycastle produced:** Masthead (desktop/tablet/mobile web); Backstage (mobile web only); 1:1 & 6:1 (desktop, tablet, mobile web, app).

- Common Network sizes may also include 970×66, 970×90, and 728×90; confirm against the booked placement.
- **Initial file load:** Maximum 200 KB.
- **Accepted types:** HTML5, GIF, JPEG/JPG, PNG, JavaScript, and internal redirects.
- **Display tag sheet:** List each creative dimension and tag type (Internal Redirect preferred; JavaScript accepted). Ensure tag start/end dates to match the campaign flight.
- **HTTPS required:** Third-party creative tags and tracking pixels must be secure.
- **Click-through:** Must open in a new browser window unless using an approved in-site URL.
- **Creative boundary:** Ad must be clearly distinguishable from page content; use a visible border when needed.
- **Sponsor logo requirements:** Logo only—no taglines; transparent background; must be visible on a dark-colored background.
- **NOT ACCEPTED:** Blocking tags, exit pop-ups, and fourth-party tags/1×1 impression tracking.

## CLIENT SUBMISSION CHECKLIST

- ☐ Correct advertiser, campaign, placement, platform, flight dates, and duration
- ☐ Approved vendor and HTTPS tag/pixels
- ☐ Local video tags are VAST only — **no VPAID or hybrid tags**
- ☐ Correct dimensions, file size, bitrate, format, and audio
- ☐ Working click-through and correct landing page
- ☐ Preview all assets and test tags before submission: correct advertiser, accepted duration, no slate/blank frames or audio interruptions
- ☐ Each tracker clearly labeled; no duplicates
- ☐ Sports/RSN uses unwrapped VAST only

## IMPORTANT

**Product and platform requirements may vary. Confirm the booked placement and review the current NBCU Creative Guidelines before submitting assets.**

**Official source:** NBCUniversal Creative Guidelines | Questions or exceptions should be reviewed with your NBCU contact before launch.