



General Advertising Guidelines – Univision Properties

Guidelines For All Third Parties

- The following guidelines must be adhered to on Univision properties:
- If pixels, cookies, scripts, or other tracking technologies must be disclosed and pre-approved before activation.
- Any collection of Personally Identifiable Information (*PII*), browsing history, or other information that can be “tied back” to PII are strictly prohibited.
- If permission is granted, the use of mechanisms that store or retrieve data on Univision.com must comply with the Privacy Policy.
- Per Univision's Policy, we do not accept blocking tags.
- Passing user IP addresses is strictly prohibited.

Cookies

- If permission is granted, the domain owner of the cookie must supply Univision with a link to the end-user Privacy Policy.
- This Privacy Policy must contain clear instructions on the process to opt out of the domain owner’s services controlled by that cookie (*files stored on a user’s device to recognize or identify that device*).
- No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication related to Univision, its content, or its users without prior written approval as described above.
- All applications of interest-based advertising must be fully OBA compliant, displaying all required notifications and opt-out mechanisms. All cookies must include a valid expiration date not to exceed 120 days.

Unless otherwise specified in the contract and insertion order

- Collected data may not be resold, repurposed, or redistributed in any form, including aggregated or anonymized datasets.
- Data collected may not be used for retargeting messages to users on other websites.
- Third parties may not capture data for subsequent ad segmentation or cookie pools.

Additionally, advertisers that use a remarketing or data collection pixel must follow all applicable privacy/data laws and industry accepted best practices including, but not limited to, the following

- Publish a privacy policy on your website that includes a clear and appropriate description of how your advertising pixels may be used.
- Display clear notice (e.g., *AdChoices*) informing users that third parties may use pixels for interest-based advertising.
- Ads collecting or utilizing remarketing or data collection pixels must be fully OBA compliant and provide opt-outs on all advertising units associated with this campaign.
- Not pass any personally identifiable information (PII) about users including but not limited to, names, email addresses, physical location, mailing address, device ID, telephone numbers, financial status or information, health status or information.
- Not use any pixels to collect or solicit information from children under age 13.
- Limit audience exposure for off-site re-targeting messages to a maximum of 1x/day, 3x/week, 7x/lifetime.
- Not re-target users on any sites that display or promote hate speech, adult content, illegal activity, drug use, or violence.

Univision Data Policy

All data generated by/or collected from Univision and its users while visiting the Univision site or network of sites is the property of Univision Communications Inc. No party unaffiliated with Univision may collect or use, or direct, authorize or assist other persons or entities to collect or use, any data from a user, or a computer or device operated by a user, while visiting the Univision site or network of sites without the prior express written permission of Univision. For example, no data may be collected, used or transferred for purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication which is related to Univision, its content, or its users without the prior express written permission of Univision in each instance.

General Ad Guidelines

CATEGORY	GUIDELINES
➤ Placement & Delivery	○ Programmatic ads are not permitted on high-impact placements (reserved for direct deals). ○ Frequency caps are managed by Univision. ○ Monitoring tags only – blocking tags are not accepted.
➤ Submission Timelines	○ All 3rd-party tags must be submitted at least 7 business days prior to launch for guaranteed on-time delivery (not applicable to uncertified partners). ○ All Univision-built creatives must be submitted 5 business days prior to launch, including client approval (dependent on client response). ○ All wrapped VAST tags must be QA tested minimum 2 business days before go-live. ○ Maximum of 2 wrapper redirects allowed on VAST tags.
➤ File Size & Performance	○ Creatives must adhere to published file size limits. ○ A tolerance margin up to +25% may be accepted on a case-by-case basis if excess weight is due to vendor trackers/measurement scripts. ○ Creative assets must follow Core Web Vitals best practices (optimized compression, limited animation loops, no unnecessary weight).
➤ Vendor & Tracking	○ Maximum of 5 tracking vendors per creative (strict limit). ○ Use of 4th-party tracking tags within 3rd-party creatives must be disclosed and pre-approved. ○ Uncertified vendors must complete Univision's Certification Process before creatives can go live. ○ Duplicate or redundant trackers/scripts are not permitted.
➤ Creative Rotation	○ Maximum of 5 creative variations in rotation at one time, unless otherwise specified for a placement. ○ Creatives with rotating lengths or unapproved durations will be paused.

Standard & Custom Content Ads

FORMAT	SPECIFICATIONS	PLATFORMS
➤ Standard Display (728x90, 300x250, 320x50)	○ Max file size: ≤150KB (Initial Load) - ≤300KB (Max Subload) ○ Maximum Loops: 3	Desktop & Tablet (Mobile Web, Apps)
➤ Standard Display (970x90, 970x250)	○ Maximum file size: ≤200KB (Initial Load) - ≤350KB (Max Subload) ○ Maximum Loops: 3	Desktop & Tablet (Mobile Web, Apps)
➤ Native Ads – Image Assets	○ Min: 500x500 ○ Recommended: 1200x1200 ○ Static JPEG/PNG (no text) ○ File size: ≤1MB (≤500KB optimal)	Desktop & Mobile Web (Section Fronts ONLY)
➤ Native Ads – Copy & Logo	○ Headline ≤30 chars ○ Caption ≤120 chars ○ Logo: 300x300 (JPEG/PNG) ○ 2 versions (light & dark) ○ All trackers HTTPS	Desktop & Mobile Web (Section Fronts ONLY)
➤ Countdown Clock	○ Logo: 200x200 SVG ○ Lead-in Text ≤50 chars ○ Event Name ≤20 chars (+flight dates) ○ Start Lead-In ≤20 chars (“Faltan”)	Responsive Pages ONLY (Desktop & Mobile Web)

Dynamic Display Ads

DYNAMIC DISPLAY	SPECIFICATIONS	PLATFORMS
➤ Adhesion (Tap to Expand) 728x90 → 728x415	○ Max file size: ≤150KB Initial / ≤300KB Subload ○ 3rd-Party Served Only	• Tablet & Mobile App
➤ Adhesion (Tap to Expand) 320x50 → 320x480	○ Max file size: ≤50KB Initial / ≤200KB Subload ○ 3rd-Party Served Only	• Mobile App
➤ Wide Skyscraper (300x600)	○ Max file size: ≤150KB Initial / ≤350KB Subload ○ Max loops: 3 ○ 3rd-Party Served Only	• Desktop & Tablet
➤ Mobile Banner (320x50)	○ Max file size: ≤50KB Initial / ≤200KB Subload ○ Max loops: 3 ○ 3rd-Party Served Only	• Mobile Web & Mobile Apps
➤ Billboard (728x90 → 728x415)	○ Max file size: ≤200KB Initial / ≤400KB Subload ○ Max loops: 3 ○ 3rd-Party Served Only	• Desktop
➤ Pushdown (970x90 → 970x250)	○ Max file size: ≤200KB Initial / ≤400KB Subload ○ Max loops: 3 ○ 3rd-Party Served Only	• Desktop

Innovid Masthead / Homepage Takeover (HPTO)

CATEGORY	REQUIREMENTS
➤ Unit Overview & Behavior	• Responsive Homepage Takeover. On Desktop the ad spans the full page width and scales responsively. • Must include Collapse/Expand controls and Learn More CTA to advertiser landing page. • 3rd-Party Served Only (Innovid).
➤ Display Specs <i>(aligns with dynamic display ads)</i>	• <i>Desktop Web:</i> Max file size: ≤200KB Initial / ≤400KB Max Subload. • <i>Mobile Web:</i> Max file size: ≤50KB Initial / ≤200KB Subload
➤ Video (if applicable)	• Must follow Univision Video Ad Specs. • Required controls: Mute / Unmute and Pause / Play. • Learn More CTA to advertiser landing page.
➤ Serving & Tracking	• Tag provided by Innovid. • 3rd party trackers optional; all trackers secure (https://).

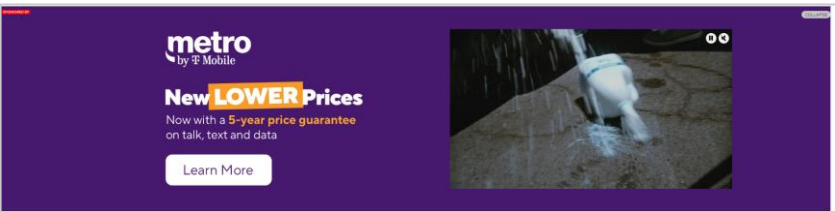
Live example — Metro by T-Mobile

Desktop

Collapsed – OPEN button



Expanded – video, mute/pause, Learn More

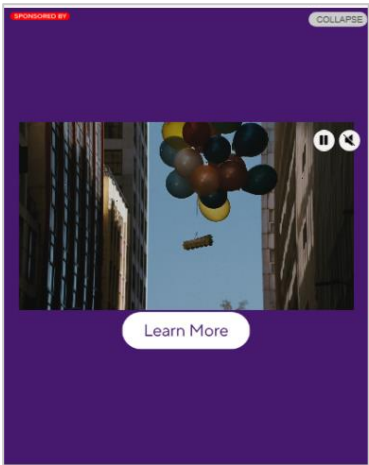


Mobile Web

Collapsed



Expanded



Video Ad Specs

Specification	All Platforms (Univision VAST, Site Served, Conexo VAST, Conexo Site Served)	VIX Shorts / Micro-Novelas
Video Dimensions	1280x720, 1920x1080	720x1280, 1080x1920 (Safe Zone 900x1732)
Supported Creative Durations	6s, 15s, 30s, 60s (separate tag per duration)	6–15s preferred; 30s maximum (separate VAST tag per duration)
Supported File Type	.mp4 (h.264)	.mp4 (h.264)
Maximum File Size per Creative	Web/Mobile = 15s: ≤ 6 MB, 30s: ≤ 12 MB CTV = 15s: ≤ 15 MB, 30s: ≤ 25 MB	12 MB (≤15s) / 20 MB (≤30s)
Required Aspect Ratio	16:9	9:16 (Vertical)
Supported Frame Rate	24 fps	24 fps
Video Bitrate (Web/Mobile Apps)	Minimum 800 kbps, Maximum 5,000 kbps	Min 800 kbps – Max 5,000 kbps
Video Bitrate (CTV)	Minimum 8,000 kbps, Maximum 25,000 kbps	N/A
Audio Bitrate	Recommended 192 kbps, 96 kbps acceptable	192 kbps
Required Video/Audio Codec	H.264 (.mp4) / AAC	H.264 (.mp4) / AAC
Audio Peak Volume	-24 LKFS ± 2 dB	-24 LKFS ± 2 dB
Audio Sample Rate	48 kHz	48 kHz
Audio Channels	Stereo	Stereo

- Provide separate VAST tags for 6, 15, 30, 60s creatives (no mixed lengths).
- Each tag must include a minimum of 3 bitrate versions, with at least one file under 1,000 kbps.
- Notify Univision of any tag updates; all changes require QA.
- Rotating creative lengths are not allowed (tags will be paused).
- Supported only via certified vendors (Desktop, Mobile Web, Apps).
- All creatives must be SSL compliant (HTTPS).
- VAST only – VPAID not supported on any platform.
- Platform-specific durations must be confirmed with Sales Planner.
- Notify Univision if using a 4th-party tracker within a 3rd-party tag.
- Monitoring tags only – Blocking tags not accepted.
- Skippable ads not accepted.

- [YouTube Specs](https://bit.ly/TUYouTubeSpecs): https://bit.ly/TUYouTubeSpecs
- [YouTube TV Specs](https://bit.ly/TUYouTubeTVSpecs): https://bit.ly/TUYouTubeTVSpecs
- [Innovid Specs](https://bit.ly/innovidspec): https://bit.ly/innovidspec

Transmit - 3rd Party Hosted Video (VAST)

VAST2 (Desktop, Mobile, OTT)	VAST2 REQUIRED for Desktop, Mobile and OTT. H.264 (MP4) assets must be included in the VAST Tag, a minimum of three different bit rates need to be included. Recommended bitrates are below.				
VAST Transcodes	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size	Required for OTT and SSAI environments
	8 – 30 Mbps	H.264 (MP4)	1920x1080	1.7 GB Max	
	Transcodes listed below are required in all VAST Tags				
	Bit Rate	Codecs Accepted	Min Dimensions	Max File Size (:15)	Max File Size (:30)
	3000 kbps +	H.264 (MP4)	1280x720	4.5MB	9MB
	1,200 kbps +	H.264 (MP4)	854x480	3.5MB	7MB
	500 kbps +	H.264 (MP4)	640x360	1.8MB	3.5MB
Audio Codec	Peak audio range between -12db and -24db Stereo. 44.1 – 48kHz sampling rate AAC-LC				
Aspect Ratio	16:9				
Ad Dimensions	1920x1080, 1280x720, 854x480, 640x360				
Brand Safety	Monitoring tags only. Blocking tags are NOT accepted.				

- All Tags Must be SSL Compliant (HTTPS instead of HTTP) Third party tags must be able to serve via SSL (https://)
- All subsequent calls to third parties after the initial ad request must also use SSL
- VPAID is **NOT** supported
- Skippable Ads **NOT** accepted. Do NOT submit .3GPP files. Maximum 1 VAST wrapper redirect.



TelevisaUnivision

Audio Specs

15 sec 30 sec 60 sec	Standard Audio & Podcast	
	Univision Site Served	3 rd Party
Preferred Vendors	-	Innovid Extreme Reach Flashtalking
Format	MP3 (preferred) or WAV	MP3 (preferred) or WAV
Bitrate	128Kbps (Recommended)	128Kbps (Recommended)
Sample Rate	44100 kHz	44100 kHz
Channels	Stereo, Mono	Stereo, Mono
File Size	1MB	1MB
Overall Loudness	16 LUFS (+/- 1.5 LUFS) and a True Peak limit of - 2.0 dBTP	16 LUFS (+/- 1.5 LUFS) and a True Peak limit of - 2.0 dBTP
*Podcast Format Type Text file required containing copy points and desired spot position Inline Ads are considered part of podcast content. Impressions cannot be tracked on Inline Ads. All tags and creatives must be received 14 business days prior to the start date for a guaranteed, on time launch.		

Companion Display Specs	
Size	300x250
Preferred Vendors	Innovid, Extreme Reach, Flashtalking
File Size	150KB - (Initial Load) – 300KB (Max SubLoad)
Animation	Static, 3 Loop Animation
Note	Animated creative must include a fallback .gif for run of platform compliance.

- ✦ All tags and creatives must be received 5 business days prior to the start date for a guaranteed, on time launch.
- ✦ MRAID and rich media are not supported.
- ✦ NO VAST tags accepted.

3rd Party Approved Vendors

3 rd Party Vendors	3 rd Party Vendors	Study Pixels	Audio	Conexo
Adelaide	IQVIA Pixel	Dynata: researchnow.com	Artsai	Arrivalist
AdForm	ispot.tv	Lucid Study Pixel	Claritas	DCM
Adobe Audience Manager: Demdex	K12 - TV Squared	Millward Brown/Kantar insightexpressai.com	DCM	Disqo (not eligible to run on OLV)
Aggregate Knowledge (not the cookies) (agkn.com)	Mediaplex	Nielsen	Disqo	DoubleVerify (Certified only for IVT tracking using Pixels. Not certified for VAST/Wrapper tags, OLV inventory, Viewability measurement, or Brand Safe tracking)
Artsai	MMI	Survata	Dynata	Extreme Reach
Atlas (Atdmt) - Acquired by Facebook on 2013	MOAT	Upwave	ExtremeReach	Flashtalking
Bidsimulator / MMI Pixel	Neustar (agkn.com)		FlashTalking	Foursquare (Certified to run across all platforms)
Blue Kai and Truste	Nielsen DAR		Foursquare	IAS (Certified only for IVT tracking using Pixels. Not certified for VAST/Wrapper tags, OLV inventory, Viewability measurement, or Brand Safe tracking)
BLUECAVA	Nielsen MBE		InMarket	Innovid
Cint	Nielsen: Visual IQ		Kantar	Lucid
Claritas	PHOENIX		Lucid	Transmit (not eligible to run on OLV)
ComScore	RapLeaf		Magellan Audio Pixel	
D+M (Data Plus Math)	RevJet - RevJet.com		Podights	
Data Logix	SambaTV		Video Amp	
DCM	Scorecard Research			
Disqo	Tapad: Placed IQ			
Dynata: researchnow.com	Targus			
Evidon / Betrad	Transmit Live			
FourSquare	TrustArc			
Hawkeye	VideoAMP			
HCode Media	VoiceFive			
Horizon pixel (Conecta Pixel)	WMX			