



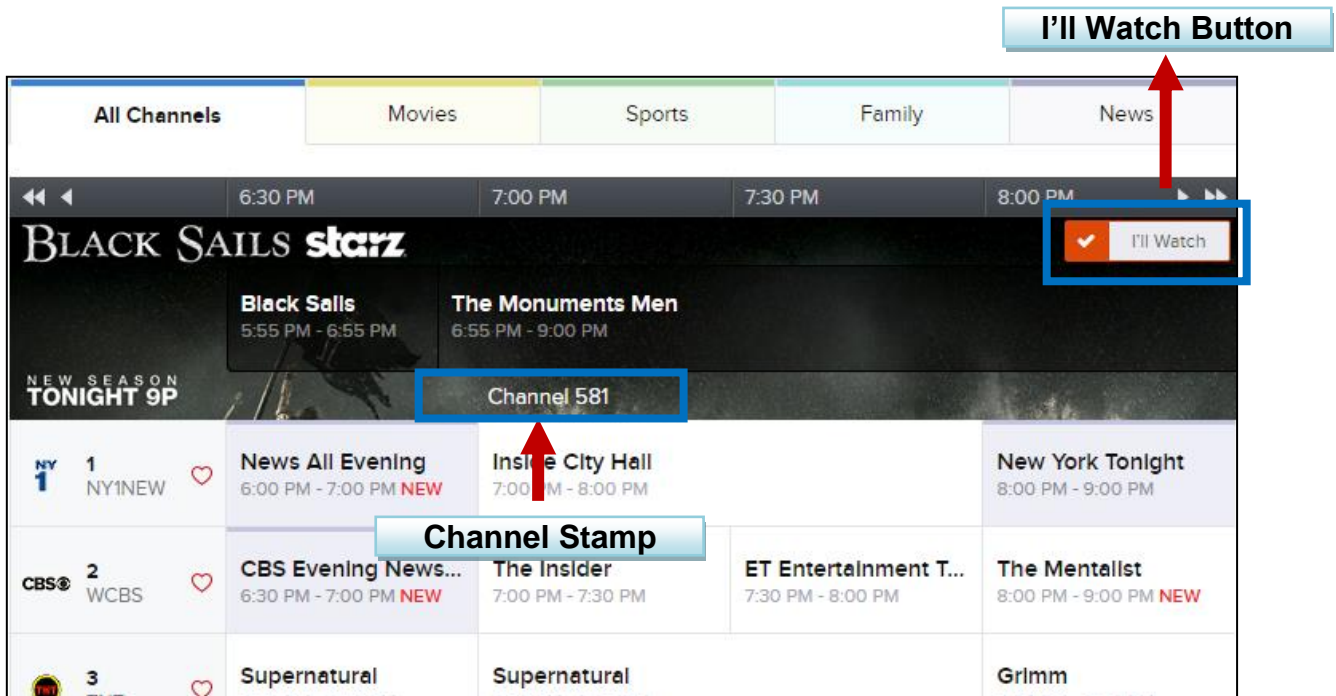
Custom Native Specs – TV Listings Franchise

TV Listings Grid Franchise on Desktop + Mobile Web

Creative Name	Size (WxH)	Max Size (Expanded)	Max Size (Weight)	Acceptable Ad Format	Animation Time	Max Loop	Delivery Days	Site Served
Listings Franchise Sponsorship	Four sizes; see specs	N/A	N/A	PSD	N/A	N/A	7	YES

Summary

- Listings Franchise product runs in TV Listings page inside of programming grid. Creative surrounds network channel and is dynamically elevated to the top of the grid providing a scroll-free view (eg, *Starz in below image is locked at the very top even though it's on Channel 581*). Network channel is based on user's entered cable provider (ie, entering zip code and cable provider on the Listings page).
- TV Guide site is **responsive**; franchise will run across desktop and mobile web platforms. Safe area was designed for optimal view of tune-in copy across all platforms.
- Visual of creative in Listings page along with key features (I'll Watch and Channel Stamp), below:
Note: visual is from desktop with a browser viewport width and height of 1583x758



I'll Watch Button Facts

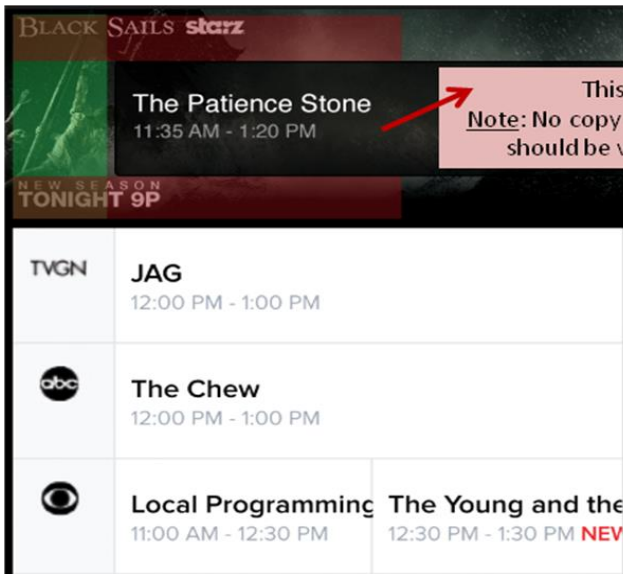
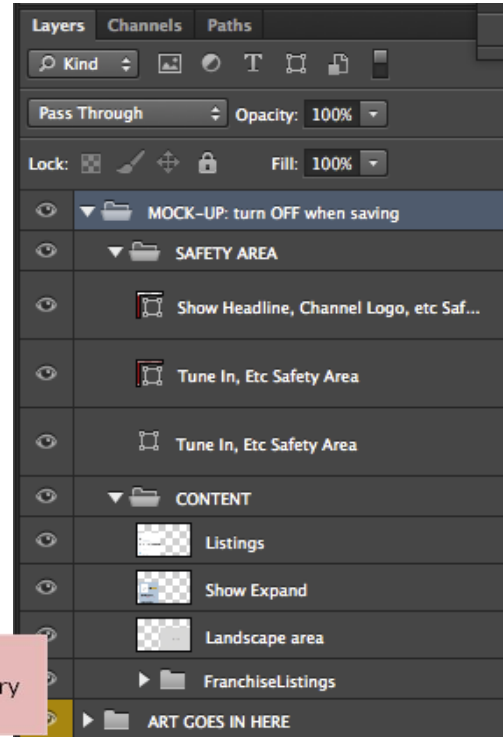
- Color is provided by TV Guide and cannot be edited.
- Button and channel number will appear on opposite sides from the program box.
- I'll Watch is utilized by our users to display what they are watching and can share via various social media platforms.
- Only promotes **one show**.



Custom Native Specs – TV Listings Franchise

Required deliverable assets

- Link to PSD Templates
 - Includes two separate **retina sizes** (ie, 2x) templates for both desktop and mobile web
 - http://www.cbsinteractive.com/wp-content/themes/cbsi/docs/advertise/templates/TVG_Franchise_Template.zip
- Layers in PSD included to guide ideation / creative design, screenshot →
- Assets to be delivered for **trafficking**; send PSD + JPGs for all 4 sizes below:
 - Desktop Web**
 - **2x: 3100 x 900 (Safe Zone: 640px from Left) – retina**
 - 1x: 1550 x 450 (Safe Zone: 320px from Left)
 - Note:** To get **1x sizes**, 'save for web' at 50%
 - Mobile Web**
 - **2x: 1536 x 900 (Safe Zone: 440px from Left) – retina**
 - 1x: 768 x 450 (Safe Zone: 220px from Left)
 - Note:** To get **1x sizes**, 'save for web' at 50%
- Network logo must be included in creative
- Tune-in copy should be placed outside of program box and **left-align only**
- Live **Demo:** http://www.tvguide.com/listings/?adConfig=49_HsRH0V5xdv
- Illustration below (image scaled down):



This area is the **Program Box**
Note: No copy should be placed here and imagery should be very simple as it may be blocked

Tracking

- 1x1 accepted – *DFA preferred third party vendor*
- Unit is clickable
- **Only** one 1x1 and click tracker is used
- Study tags not permitted to serve

Ad Serving Notes

- Fixed start / end time {no flexibility with setting a specific launch time}
- Native ad served via proprietary internal ad server {not via DFP}
- Internally tracked via Omniture
- **Rotational** creative not accepted {one creative per day}
- TV Guide will dynamically insert **channel number** and **I'll Watch** button {should not be built in creative}



Custom Native Specs – TV Listings Franchise

Listings Grid Franchise on iPhone + iPad App

Summary

- Network channel is dynamically elevated to the top of the grid with the row highlighted, as seen in below iPhone mockup with Discovery on channel 120 providing prime view / non-scroll functionality.
- Color of cell will be selected by TV Guide; based on creative / network color scheme.

Notes

- No creative assets need to be submitted
- 3rd party tracking not accepted, delivery based on TV Guide internal reporting

