

Custom Native Specs – TV Listings Franchise

TV Listings Grid Franchise on Desktop + Mobile Web

Creative	Size	Max Size	Max Size	Acceptable	Animation	Max	Delivery	Site
Name	(WxH)	(Expanded)	(Weight)	Ad Format	Time	Loop	Days	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 Butte
All Channels		Movies	Sports	Family	News	
•• •			6:30 PM	7:00 PM	7:30 PM	8:00 PM
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				The Monuments Men 155 PM - 9:00 PM		
TONIC	GHT 9P			Channel 581		Section 200
i 1	VY1NEW	Ø	News All Evening 6:00 PM - 7:00 PM NEW	Insit e City Hall 7:00 M - 8:00 PM		New York Tonight 8:00 PM - 9:00 PM
cbs⊛ 2 ♡ WCBS			Channel Stamp			and all contracts
		0	CBS Evening News 6:30 PM - 7:00 PM NEW	The Insider 7:00 PM - 7:30 PM	ET Entertainment T 7:30 PM - 8:00 PM	The Mentalist 8:00 PM - 9:00 PM NEW
a 3	3	0	Supernatural	Supernatural		Grimm

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**.



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Required deliverable assets

- Link to PSD Templates
 - Includes two separate **retina sizes** (ie, 2x) templates for both desktop and mobile web
 - o http://www.cbsinteractive.com/wp-content/themes/cbsi/docs/advertise/templates/TVG_Franchise_Template.zip

Layers Channels Paths

Pass Through

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🔻 🚞 🛛 SAFETY AREA

🕶 🚞 CONTENT

♦ Opacity: 100% ▼

🗒 Show Headline, Channel Logo, etc Saf...

MOCK-UP: turn OFF when saving

🛄 Tune In, Etc Safety Area

🎞 🛛 Tune In, Etc Safety Area

Fill: 100% 🔽

- Layers in PSD included to guide ideation / creative design, screenshot \rightarrow
- Assets to be delivered for trafficking; send PSD + JPGs for all 4 sizes below: Desktop Web
 - o 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

o 2x: 1536 x 900 (Safe Zone: 440px from Left) – retina

- o 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: <u>http://www.tvguide.com/listings/?adConfig=49_HsRHOV5xdv</u>
- Illustration below (image scaled down):

Black	SAILS STORTZ	0		Show Expand			
. /1	TUDI	This	area is the Program Box	7		Landscape area	
a 1 3 m	The Patience Stone 11:35 AM - 1:20 PM	Note: No copy	should be placed here and imagery	/ >	▶ 🖿	FranchiseListings	
LAA		should be v	rery simple as it may be blocked		ART (goes in here	
TONIGH	A S O N T 9P						
TVGN	JAG 12:00 PM - 1:00 PM						
•	The Chew 12:00 PM - 1:00 PM						
۲	Local Programming 11:00 AM - 12:30 PM	The Young and the 12:30 PM - 1:30 PM NEV					

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

••••∞ AT&T 3G ⅔			7:59 AM Monday, Jan 20 $ \smallsetminus $				100% 📼
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₀ <u>₀</u> ₀ 7	The Bachelor NEW 8PM - 10:01PM		Castle NEW 10:01F	2	NEW 10PM - 11PM		i mmel 5PM – 1.
O 785	Antiques Roadshov	v	Independer	4	NEW 10PM – 11PM		
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				WRNN 6	The Place for 10PM – 10:30PM	Operation S 10:30PM – 11	
				<mark>оьс</mark> 7	Castle NEW 10:01PM – 11	PM	
				WGN	America's Funnie	est Home Video	os