

# Ad and Messaging Specs

RADIO | TELEVISION | DIGITAL | PRINT



# Radio Messaging Standards

*Final approval of the message lies with the management of GPB.*

Public radio sponsorship differs from commercial advertising in both sound and spirit. The audience responds best to straightforward information presented in a concise, clear and sincere manner.

**We are here to help.** Your representative works with you every step of the way—from ideas to finished production—to make sure your sponsorship announcement conveys your desired message and complies with the FCC regulations for non-commercial stations.

- All announcements are 15 seconds (approximately 250 characters with spaces).
- The preamble, “Support from GPB comes from” is included in the :15 announcement.
- Announcements are recorded and voiced by GPB talent.

**NOTE: On-air copy is due 48 hours before scheduled to air to ensure timely production.**

## COPY GUIDELINES

### Messages may Include:

- Name of company or organization; operating divisions or subsidiaries
- Value-neutral descriptions of products, services or events
- Value-neutral mission statement
- Number of years in business
- Non-promotional, trademarked or copyrighted corporate slogan
- Location of sponsor, products or services

### Messages may NOT include:

- Comparative, superlative or qualitative statements (e.g., fine, great, rich, superb, best, bigger, faster)
- Calls to action
- Price or value information
- Convenience or advantages of product or service
- Inducements to buy
- Endorsements

The Federal Communications Commission (FCC) governs the use of non-commercial public broadcasting sponsorship copy. They direct that public radio’s messages simply: (1) identify the sponsor, (2) give location information and (3) provide “value neutral” descriptions of the sponsor’s products or services.

These regulations serve to protect the non-commercial content that public radio listeners value. This ensures the integrity of the relationship between the station and the way its listeners relate to sponsors. The public radio listener positively identifies the sponsor with GPB’s high-quality programming.

### SAMPLE SCRIPT:

*Support for GPB comes from the Atlanta Symphony Orchestra. Robert Spano leads Orff’s Carmina Burana with the A.S.O. Chorus in the season’s final concert, Thursday through Saturday, June seventh to ninth. Details at Atlanta Symphony dot org.*

# Television Messaging Standards

GPB will work with you to create a 15-second or 30-second message that meets the expectations of GPB viewers and conforms to FCC regulations for public media. **Final approval of the message lies with the management of GPB.**

## GUIDELINES

### Messages may Include:

- Name of company or organization
- Value-neutral descriptions of products, services or events
- Value-neutral mission statement
- Number of years in business
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- Inducements to buy
- Endorsements

### Pre-produced commercials:

- Accepted given they conform to the specifications above or can be modified to them
- May be letterboxed or window-boxed to conform to 4:3 title safe (maintaining all graphical content in a 4:3 space on a modern TV standard 16:9 aspect ratio)

## CREATIVE SPECS

On-air television messages may consist of video, stills (i.e. camera-ready photos or slides), graphics, or a combination of the three.

### HD - Electronic Delivery

- 1920 x 1080 (1280 X 720 min.) dimensions
- Audio: Linear PCM
- Acceptable Video Compression Formats:
  - .mxf opla Drop Frame TC 48000 hz, 24 bit audio (actual broadcast specs)
  - Apple ProRes HD422
  - H.264/.mp4, "Best Quality" Avg. Data Rate 10 Mbps, Size (30s) ~ 50 Mb
  - Uncompressed HD QT (.mov)
- Acceptable Formats – Stills /Photos / Slides / Graphics:
  - EPS, .AI, PHOTOSHOP, TARGA, TIFF, JPEG, PSD, PNG
  - Preferred Resolution: 300 ppi
  - Minimum Resolution: 72 ppi (pixels per inch)

## CREATIVE DELIVERY

E-Delivery: Dropbox, WeTransfer, Hightail, or any other 3rd party file transfer site

## PRODUCTION TURNAROUND

Minimum of 7 business days (with exceptions) from receipt of all appropriate materials from your company. You may review & approve your spot prior to it airing.

# Digital Messaging Standards

*Final approval of the message / ad lies with the management of GPB.*

## SPONSOR MESSAGING MAY INCLUDE

- Business / organization name, operating division or parent company
- Value-neutral product or service descriptions, or mission statement
- Business street location, phone number and / or website
- Event dates and locations
- Length of time in business
- An established, trademarked or copyrighted, non-promotional corporate slogan
- Up to 3 trade names, product or service listings which help identify the business
- Description of target market
- Calls-to-action of a non-transactional nature, such as: “Click here to learn more”
  - The call-to-action should not be the primary focus of the creative, not be visually intrusive, and not imply deadlines or discounts

## SPONSOR MESSAGING MAY NOT INCLUDE

- Calls-to-action which direct the audience to call, to visit, to try, to compare
- Qualitative statements which involve subjective evaluation of quality (e.g., fine, great, rich, superb)
- Comparative descriptions or language (e.g., the best, bigger, faster)
- Favorable comparisons of a sponsor to competitors or industry standards (e.g., mentions of awards of recognition or merit)
- Pricing information (including “free”) and inducements to buy, sell, rent or lease
- Inducement-to-buy statements which direct the audience to purchase the product (e.g., free trial period, two for one)
- Coupons
- First or second person pronouns (e.g., I, me, you)
- The words “you,” “your” and “we”
  - The use of these words implies a relationship between the sponsor and the listener / web visitor
- Language that is considered promotional
- Health claims
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

# Digital Ad Standards

## LEAD TIME & TRAFFICKING

- Ads must meet noted specifications included in this document
- Assets must be provided to your Account Executive no later than 3 days prior to launch for standard ads and 10 days prior to launch for audio ad scripts, expanding ads, in-banner video ads, mobile app ads or any ads that require production
- Assets that don't meet specifications may cause delays in launch and interfere with full delivery
- Limit of 3 creatives per campaign
- No more than 1 creative update per month, expanding ads are limited to 1 set of creative

## MISCELLANEOUS TAGGING GUIDELINES

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on mobile app)
- Third-party ads must comply with ad specifications throughout the duration of the campaign
- Third-party audio ads not accepted but third-party impression tracking is supported
- Please alert your Account Executive to any frequency cap requirements
- Include a “target=\_blank” attribute in all linkable tags

## GENERAL REQUIREMENTS

- Creative must be approved by station prior to being displayed on the site
- All pre-roll audio scripts will be voiced by station staff
- No third-party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- Creative must be bounded in the allotted space and include a visible border (minimum one pixel)
- The font should be standardized throughout, alternating fonts will be subject to station review
- The station reserves the right to reject any creative that uses visual elements that are overly distracting, or uses verbiage not in keeping with public media tone as these may perform poorly with our audience

# Digital Ad Specs PAGE 1 OF 3

## Website Banner 300x250, 728x90, 970x50 (Non-expanding), Media Player300x250

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Click thru URL limit: 450 characters
- Animation limited to 15 seconds.  
Maximum video & animation frame rate: 24 fps
- Maximum animation loops: 3 times
- Alternate text: 30 characters
- No audio. No video
- Creative must be bounded in the allotted space and should include a visible border (minimum one pixel)

## Smartphone Website Banner 320x50

- Specs same as Website Banner 300x250 except where noted
- Maximum file download size: 50 KB
- Alternate text: 24 characters

## Website Expanding Banner 970x50

- Same as 300x250 except where noted
- Expansion size 970x300
- Expansion will pushdown content (no overlay)
- Provide a 970x50 image and a 970x300 image to have station build creative
- Unexpanded 970x50 must contain clearly labeled call-to-action that, when clicked, expands the ad. For example: “Click Here to Expand.” To ensure usability, calls-to-action should be 15-20% of unexpanded ad size
- Clearly visible “X” must be located in the top right corner of expanded ads and ad should retract when clicked
- Maximum initial file load size: 200 KB
- Subsequent maximum polite file load size: 1 MB
- Subsequent maximum user-initiated file load size: 2.2 MB
- Z-index range: 0-4,999
- Maximum percentage of CPU usage: 40%

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# Digital Ad Specs PAGE 2 OF 3

## Website In-banner Video 970x50 Expanding and 300x250

- Specs same as Website Expanding Banner 970x50 except where noted
- Video for ad should be shared on YouTube.com with ads deactivated
- Video duration: 15 seconds maximum for auto-playing video; unlimited for user-initiated video
- User-initiated video is recommended over auto-playing video
- On user-initiated video, audio will play when the user starts the video. Audio on auto-playing ads is not offered, unless the advertising client wishes to build and serve the ad unit themselves. In such instances, auto-playing ads must start with audio muted and audio can be activated when the user unmutes the ad
- Video controls (play and pause) will be included on video player
- Video aspect ratio: 16:9 (will display as 288x162) or 4:3 (will display as 264x198)
- Maximum initial file load size: 200 KB
- Subsequent maximum polite / host-initiated file load size: 100 KB
- Subsequent maximum user-initiated file load size: 1.1 MB for auto-playing video; unlimited for user-initiated video
- Static 300x250 backup image must be provided for In-Banner Video 300x250
- Third-party tags not accepted
- Video content must be pre-approved by station

## Streaming Or Podcast 15-second Audio Pre-roll

- Provide text for 15-second message (250 characters including spaces)
- 1x1 impression tracking pixels accepted on streaming only

## Newsletter Banner 768x500

- Accepted file format: PNG
- Maximum file download size: 500 KB
- Same as Website Banner 300x250 except where noted
- Third-party tags or pixel trackers not accepted
- Audio, video, animation and rich media not accepted

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# Digital Ad Specs PAGE 3 OF 3

## Mobile Listening Apps 15-second Audio Pre-Roll and Banner Ads

- Listening App Audio Pre-Roll specs same as Streaming
- Listening App Banner specs same as Website Banner 300x250 except where noted
- Third-party tags or pixel trackers not accepted
- Audio, video, animation and rich media not accepted
- Minimum recommended sizes:
  - Full Screen: 320x480, 640x960, 1536x2048
  - Banner: 320x50 (maximum file download size 50 KB), 768x50
- Optional sizes:
  - Full Screen: 640x1136, 2048x1536
  - Banner: 640x100, 1024x50, 1536x100, 2048x100
- Ad sizes not provided by client will not be served

## GPB Sports: Football Mobile App Banner Ads

- Same as Website Banner 300x250 except where noted
- Third-party tags or pixel trackers not accepted
- Audio, video, animation and rich media not accepted
- Minimum recommended sizes:
  - 728x90, 300x250, 320x50
- Optional size:
  - 320x100
- Ad sizes not provided by client will not be served



# Sponsored Content Standards and Specs

*Final approval of the content lies with the management of GPB.*

## NEWSLETTER SPONSORED CONTENT SPECS

Material to be provided:

- Image: 768x432 Jpeg or PNG
  - Image must not include text
  - Image may not be a logo
  - Image must be sourced, with permissions to use
- Headline: Headline will read “Sponsored:” followed by Client Name
- Sub Headline copy:
  - Up to 2 lines of copy
  - 80 Character w/ spaces to introduce the story
- Story Intro
  - 250–300 Characters w/spaces to include the URL link
  - Click through URL (lead to full story on sponsor site)

## DEADLINE

- Materials due no later than two weeks prior to publication.
- Send Image, Headline, Story Intro and Full Story to GPB for review and approval.
- GPB will format for font and color, to be determined by story position in the newsletter

## SPONSORED CONTENT STANDARDS

Applicable to sponsored content within GPB products, that are produced by or commissioned by corporate sponsors

- GPB will ensure the treatment and design of sponsored content is clearly distinguishable from its own content. GPB will label it as “Sponsored,” followed by the corporate sponsor’s name.
- Corporate sponsors are responsible for ensuring that Sponsored Content is adequately substantiated and complies with all applicable laws, regulations, and guidelines.
- GPB will not allow any relationship with a corporate sponsor to compromise GPB’s journalistic integrity.

# Magazine Ad Specs

*Final approval of the ad lies with the management of GPB.*

## DEADLINE

The 1<sup>st</sup> of the month prior to publication

## PRINT SPECIFICATIONS

### AD SPECIFICATIONS

Full Page Trim

Full Page Bleed

Full Page Float

Keep all copy and logos .25 from trim edges.

### DIMENSIONS

5.375" x 8.375"

5.625" x 8.625"

4.625" x 7.625"



## PRINT REQUIREMENTS

### FORMAT

PDF/X-1a

300 dpi resolution

Due to nature of printing & paper stock, colors used may vary.

### 4-COLOR PHOTO

Files must be CMYK/Process

No Spot Colors

### FONTS & IMAGES

Embed all images.

Images must be CMYK, 300 dpi and either EPS or TIF.

Embed all fonts in PDF.

For design or print related questions please contact Mark Bradway at [askgpbnext@gpb.org](mailto:askgpbnext@gpb.org)

## NEED GPB TO DESIGN YOUR AD?

What we need (if applicable) by the 1<sup>st</sup> of the month prior to publication:

- Style guide for your brand
- All logos associated with your ad / brand
- All fonts associated with your ad / brand
- Photography and images for your ad (300 dpi)
- Copy for your ad (Word doc)

## NEED GPB TO REWORK YOUR EXISTING AD?

By the 1<sup>st</sup> of the month prior to publication, please supply example ad in .INDD, .AI or .PSD with assets included

- All logos associated with your ad
- All fonts associated with your ad
- Photography and images for your ad (300dpi)
- Copy to be included in your ad (Word doc)

# Magazine Sponsored Content Specs

*Final approval of the content lies with the management of GPB.*

## DEADLINE

- For one page, the deadline is the 1st of the month prior to publication.
- For multiple pages of sponsored content, the deadline is the 20th of the month two months prior to publication.

Advance deadlines may be required for August Football Special Edition.

## PRINT REQUIREMENTS

### FORMAT

PDF/X-1a

300 dpi resolution

Due to nature of printing & paper stock, colors used may vary.

### 4-COLOR PHOTO

Files must be CMYK/Process

No Spot Colors

### FONTS & IMAGES

Embed all images.

Images must be CMYK, 300 dpi and either EPS or TIF.

Embed all fonts in PDF.

## AD SIZE AND DESIGN

### AD SIZE

Full Page Float

### DIMENSIONS

4.625" x 7.625"

Sponsored content is not available on cover positions.

### FONTS

Suggested fonts: Roboto or Helvetica

Do not use Gotham or Georgian family of fonts.

### IMAGES

Images must be sourced with appropriate permissions.

### SPONSORED CONTENT LABELLING

All sponsored content pages will be clearly labelled by GPB.