AD & MESSAGING SPECS

KCUR 89.3 | npr | 91.9 CLASSICAL KC

MESSAGING STANDARDS

Sponsor Messaging *May* Include:

- Business name, operating division or parent company

- Business street location, and / or website

- Value-neutral descriptions of products, services, or organization's mission

- Event dates and locations

- Up to 3 trade names, product or service listings which help identify the business

- An established non-promotional corporate slogan

- Description of target market

- Length of time in business

All sponsorship is subject to approval by KCUR and Classical KC, which reserve the right to reject any sponsorship based on content or images.

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. leading, 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)

- 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

- Coupons

- Expression of a viewpoint on a controversial issue

- Support of or opposition to a political candidate or ballot initiative

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

The Federal Communications Commission (FCC) governs use of non-commercial public broadcasting sponsorship messages and directs that they: **(1) identify the sponsor, (2) give location information and (3) provide "value neutral" descriptions.** These regulations protect the non-commercial content that public radio listeners value.

The FCC does not regulate sponsorship messages on public media's digital platforms. While leniency exists, following broadcast standards helps maintain integrity of the relationship between the station and the way its audiences relate to sponsors.

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DIGITAL STANDARDS

Lead Time & Trafficking

- Ads must meet noted specifications

- Assets must be provided to your Account Manager no later than three business days prior to launch for standard banner ads and 10 business days prior to launch for expanding and mobile app ads

- Ad copy for audio creative must be provided to your Account Manager no later than five business days before launch

- Limit of three creatives per campaign

- No more than one creative update per month. Expanding ads are limited to one set of creative per campaign

- Creatives must be bound in the allotted space and include a visible border (minimum one pixel)

- The font should be standardized throughout the ad. Alternating fonts will be subject to station review

Misc. Tagging Guidelines

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on newsletters, media player and mobile apps)

- Third-party ads must comply with ad specifications throughout the duration of the campaign

- For audio ads, third-party ads not accepted but third-party impression tracking is supported. Impression tracking not supported on apps

- Please alert station 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 audio scripts will be voiced by the station

- No third-party survey recruitment is permitted without prior approval

- Ad-blocking via verification services is prohibited

- 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

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DIGITAL AD SPECS
SIZE & REQUIREMENTS

Website Banner 728x90 and 300x250

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 200 KB
- Click-through URL limit: 450 characters
- Animation limited to five seconds with three loops each for a total of 15 seconds
- No audio
- Any rich media or video styled content must be pre-approved
- Alternate text: 30 characters

Smartphone Website Banner 320x100

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

Newsletter Banner 1200x300 and 300x250

- Specs same as Website Banner 300x250 except where noted
- Third-party tags not accepted
- Audio, video and rich media not accepted

Streaming 15-Second Audio Pre-Roll

- Provide text for 15-second announcement (30-40 words)

Podcast 20-Second Audio

- Provide text for 20-second announcement (40-45 words)

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DEDICATED EMAIL SPECS

Materials are due no later than 2 weeks prior to launch.
Final approval due no later than 2 business days before launch*.

Subject line: Prefixed by "Sponsored"

Disclaimer: "*From our sponsor*. From time to time, we send messages such as this one from our underwriting partners. Our newsroom is not involved in the creation or messaging. These occasional messages support KCUR's independent journalism."

Preview text: 100 characters max

Headline image: 1200px wide by 600-900px tall
• Image may include limited text (not copy heavy)
• Image may include an overlaid company logo
• Image cannot just be a logo

Headline: Three to nine words

Body copy and links: One to two paragraphs, 200 words max
• May include sub-section headers of three to nine words
• Informative or exclusive offer; no direct fundraising appeals; no pronouns allowed
• Optional call to action button copy should be concise, motivating text such as "Learn more" or "Sign up"
• Optional call-to-action button

*One review per Dedicated Email for sponsor edits before launch.