



DIGITAL

AD & MESSAGING SPECS

MESSAGING STANDARDS

Digital Sponsor Messaging May Include:

- Non-promotional, value-neutral descriptions of the organization and its products or services
- Names of operating division and subsidiaries
- Organization mission language that identifies and does not promote or state an opinion
- Established slogans
- Length of time in business
- Non-promotional location information (e.g., phone number, website address)
- Calls-to-action of a non-transactional nature. The call-to-action should not be the primary focus of the creative, not be visually intrusive, and not imply deadlines or discounts

Sponsorship messages that seek to promote public media generally or align with WFAE's mission are encouraged

Digital Sponsor Messaging May Not include:

- Overly promotional language
- Coupons, however they may include subtle reference to price, interest rates, discounts, specific financing information
- Claims of comparison or language that is overly promotional or self-congratulatory in nature (e.g., best, fastest, biggest, legendary, famous or renowned)
- Calls-to-action (e.g., give us a call, visit us at, see our). However, ads may contain text such as “click here to learn more”
- Price and value information
- Health claims
- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards
- Expression of a viewpoint on a controversial issue
- Support of or opposition to a political candidate or ballot initiative

All sponsorship material and copy subject to approval. WFAE reserves the right to reject creative based on content or image. Creative should align with the noncommercial tone of public media.

DIGITAL STANDARDS

Lead Time & Trafficking

- Ads should be provided to the Account Executive no later than three business days prior to launch
- Assets for expanding and mobile app ads should be provided at least 10 business days prior to launch
- Ad copy for audio creative must be provided to your Account Executive no later than five business days before launch. Copy for audio creative for NPR® One must be provided no later than 10 business days before launch
- Assets that don't meet specifications may cause delays in launch and interfere with full delivery
- Limit of three creatives per campaign, and one creative update per month. Expanding ad creatives are limited to one update per 60 days
- Limit of two creatives per NPR One campaign
- Creative must be bounded in the allotted space and should include a visible border

Misc. Tagging Guidelines

- DFP certified third party tags and basic html tags are supported (except on mobile app, audio or audio synchronized banner ads)
- Third party ads must comply with ad specifications throughout the duration of the campaign
- Please alert station to any frequency cap requirements
- Include a “target=_blank” attribute in all linkable tags

General Requirements

- Creatives must be approved by station prior to being displayed on the site
- All pre-roll audio scripts will be voiced by station staff
- Preamble “Support for WFAE and this message comes from” is included in the NPR One mid-roll and is subject to change by NPR
- No third-party survey recruitment is permitted without prior approval
- Ad-blocking via verification services is prohibited
- Creatives must be bounded 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
- 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. These may perform poorly with our audience

AD SPECS

Sizes and Requirements

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Website Banner 300x250 and 970x50 Non-Expanding

- Accepted file formats: GIF, JPG, PNG
- Maximum file download size: 40KB
- Click thru URL limit: 450 characters
- Animation limited to 15 seconds. Max video & animation frame rate: 24 fps
- Maximum animation loops: 3 times
- Alternate text: 30 characters
- No audio, no video

Website Expanding Banner 970x50

- Same as 300x250 except where otherwise specified
- Maximum expansion size 970x300
- Expansion must pushdown content (no overlay)
- Z-index range: 0-4,999
- Max percentage of CPU usage: 40%
- 15-20% of the area of unexpanded ads should have a clearly labeled call to action that expands the ad. (e.g., click here to expand)
- Clearly visible "X" must be in the top right corner of expanded ads. Ad should un-expand when clicked
- Max initial file load size: 60KB
- Subsequent max polite file load size: 110KB
- Subsequent max user initiated file load size: 2.2MB

Smartphone Website Banner 320x50

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

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

AD SPECS

Sizes and Requirements

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Streaming and Podcast 15-Second Audio Pre-Roll, Mid-Roll, Post-Roll and NPR One 15-Second Audio Mid-Roll

- Provide text for 15-second message (30-40 words)
- 1x1 impression tracking pixels not accepted for NPR One
- Copy for audio creative for NPR One must be provided no later than 10 business days before launch
- Preamble “Support for WFAE and this message comes come...” is included in the NPR One mid-roll and is subject to change by NPR

WFAE Mobile App 15-Second Audio Pre-Roll and Banners

- Third-party tags not accepted
- Mobile App Audio Pre-Roll specs same as Streaming and Podcast
- App Banner specs same as Website Banner 300x250 except where noted
 - Recommended sizes: 320x50 (maximum file download size 50 KB), 320x480, 640x960, 768x50, 1536x2048
 - Optional sizes: 640x100, 640x1136, 1024x50, 1536x100, 2048x100, 2048x1536
- No animation
- Ad sizes not provided by client will not be served

NPR One Banner Ad

- Specs same as Website Banner 300x250 except where noted
- Provide a 600x500 banner ad
- Banner size will be adjusted based on user’s device and screen size
- Ad copy should be a large enough font that it is easily readable when ad is displayed as 144x120, 300x250 or 600x500
- Third-party tags and / or tracking pixels not accepted
- No animation
- Limit of two creatives per campaign
- No more than one creative update per month

Newsletter Banner 580x88

- Specs same as Website Banner 300x250 except where noted
- Third-party tags not accepted
- Audio, video, and rich media not accepted
- No animation