

**WBEZCHICAGO**

Your NPR news source

# AD & MESSAGING SPECS

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  Show code  
  </button>  
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# Messaging Standards

## DIGITAL SPONSOR MESSAGES MAY INCLUDE:

- Business name, operating division or parent company
- Business street location, phone number and / or website
- Value-neutral product or service descriptions
- Event dates and locations
- Up to 3 trade names, product or service listings which help identify the business
- Organizational mission language that identifies and does not promote or state an opinion
- An established non-promotional corporate slogan
- Description of target market
- Length of time in business
- 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

## DIGITAL SPONSOR MESSAGES MAY NOT INCLUDE:

- 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 (e.g. mentions of awards of recognition or merit)
- Pricing information (including specific discount amount) and inducements to buy, sell, rent or lease
- 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
- Copy that implies or includes an endorsement by the host(s) or station

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 the use of non-commercial public broadcasting sponsorship messages and direct that they 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 WBEZ’s high-quality programming.

**All sponsorship is subject to approval by WBEZ, which reserves the right to reject any ad based on content or images.**

# Digital Standards

## LEAD TIME AND TRAFFICKING

- Ads must meet noted specifications
- Creative assets must be provided to your Account Executive no later than three days prior to launch for display ads
- Creative scripts and/or assets must be provided to your Account Executive no later than seven days prior to launch for audio ads and newsletter ads
- Limit of three creatives per campaign
- No more than one creative update per month. Expanding ads are limited to one set of creative
- 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

## MISC. TAGGING GUIDELINES

- DFP-certified third-party tags and basic HTML tags are supported on display banners (except on newsletters and media player display ads)
- Third-party ads must comply with ad specifications throughout the duration of the campaign
- Please alert station to any frequency cap requirements prior to order completion
- 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 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
- 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

### **WEBSITE DISPLAY AD** 300x250

- Accepted file formats: GIF, JPG, PNG
- HTML5 files are accepted
- HTML5 files and third-party tags must be SSL compatible
- Maximum file download size: 300 KB
- Click-through URL limit: 450 characters
- Animation is limited to five seconds and can be looped up to three times for a maximum of 15 seconds of total animation
- No audio
- Any rich media or video styled content must be pre-approved
- Alternate text: 30 characters

### **WEEKLY RUNDOWN NEWSLETTER** **SPONSORED CONTENT**

- Provide 600x600 logo or press photo
- Maximum file download size: 400 KB
- Third-party tags not accepted
- HTML5 files not accepted
- Audio, video and rich media not accepted
- Provide a headline, maximum 32 characters
- Provide text, maximum 350 characters
- Provide a URL for hyperlinked text

### **THE RUNDOWN NEWSLETTER SPONSORED** **CONTENT**

#### 150x40 Logo and Text

- Specs same as *Weekly Rundown* Newsletter except where noted
- Provide a 150x40 image file for the Logo ad
- Maximum file download size: 150 KB
- Provide text, maximum 90 words
- Provide a URL for hyperlinked text

### **MEDIA PLAYER, APP AND PODCAST** 15-Second Audio Ads

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

### **PODCAST** 30-Second Audio Ads

- Provide text (copy) for 30-second announcement (65-75 words)