

WBEZCHICAGO

Your NPR news source

Ad & Messaging **SPECS**

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}</div>
```

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
- **For display ads:** Creative assets must be provided to your Account Executive no later than 3 business days prior to launch
- **For audio ads:** Creative scripts must be provided to your Account Executive no later than 7 business days prior to launch for audio ads
- **For newsletter ads:** Ad copy and assets must be provided to your Account Executive as follows:
 - Thursday prior to launch for the *Weekly Rundown*
 - 2 business days prior to launch for the daily *Rundown*
 - 5 business days prior to launch for the *Local Deals*
- 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

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)

WEEKLY RUNDOWN NEWSLETTER SPONSORED CONTENT (Sat)

450x120 Logo and Text

Send all assets over the Thursday before launch

- High-resolution logo, dimensions: 450x120, URL link to client's website
- Logo or photo for the ad, dimensions: 600x600, with URL link
- Headline, max: 32 characters, with URL link.
- Copy, max: 350 characters, up to 2 URL links

DAILY RUNDOWN NEWSLETTER SPONSORED CONTENT (Mon-Fri)

150x40 Logo and Text

Send all assets at least two business days before the launch date

- High-resolution logo, dimensions: 450x120, URL link to client's website
- Headline, max: 45 characters, URL link
- Ad copy, max: 120 words, recommendation: Between 90-100 words, up to 3 URL links

LOCAL DEALS NEWSLETTER

Exclusive Sponsor

- Provide 1200x600 photo or logo
 - File Format: JPG, GIF, PNG
- Provide ad copy / deal description, maximum 200 words
- Provide a URL for hyperlinked text

Multiple Sponsors

- Provide 300x300 or larger photo or logo, 1:1 ratio
 - File Format: JPG, GIF, PNG
- Provide headline copy, maximum 30 characters
- Provide ad copy / deal description, maximum 100 words
- Provide a URL for hyperlinked text

THE GOODS NEWSLETTER

600x200 or 1200x400

- Accepted file formats: GIF, JPG, 3:1 aspect ratio
- Provide a URL for click-through